

ACTION GUIDE: YARD SIGNS & DISTRIBUTION TACTICS



A yard sign is more than a sign. It starts conversations, shows solidarity, and helps move people from the sidelines into collective action. This guide explains how to distribute signs effectively and turn every delivery into an opportunity to strengthen the campaign.

MAKING IMPACT WITH YARD SIGNS

- **Message repetition works.** Most people need to see or hear a message several times before it sticks. Think about high-visibility locations in your neighbourhood, such as a busy intersection or a street near your local MP's office. By focusing door-knocking efforts in a strategic area, a small group can create a strong local presence.
- **The sign is the icebreaker; the conversation is the goal.** People increasingly receive information through personalised feeds, so face-to-face conversations are one of the best ways to connect and shift opinions. Use campaign resources to guide discussions, stay warm and genuinely curious, listen more than you speak, and always thank people for their time.
- **Finding champions.** Consider who people pay attention to in your community. It could be a popular café, community hub, or local business. Talk to them about the campaign and ask whether they would display a yard sign or act as a collection point for others.
- **Build on the interest.** When someone takes a yard sign, acknowledge the value of their support. If they're enthusiastic, invite them to an event or action, ask to share a photo of them with their sign, learn about their skills and interests, and collect their contact details for follow-up.

DISTRIBUTION TACTICS

1. **Ask your neighbours, family and friends.** Start with people you know and trust.
2. **Mobilise your networks.** If you belong to a social, cultural, or sporting group:
 - Ask if you can bring signs to the next meeting or gathering.
 - At work, speak privately with trusted colleagues rather than sending a mass email. Respect people's comfort levels around mixing politics and work.
3. **Market stalls.** Have a stack on hand at your local festival, market or community day and pair this with conversations and other campaign tactics, like signing a pledge or a petition.

GENERAL TIPS FOR YARD SIGNS

- Only place signs on private property with the owner's permission.
- Never place signs on public verges, medians, or utility poles unless local laws allow it.
- Keep signs clear of sightlines at intersections and driveways.
- Use tape or Blu Tack on windows and reusable cable ties or wire for fences and balconies.
- For installation guidance, visit cansign.org.au/signs/info.

