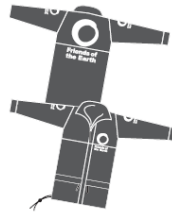


## Cloth Resources



### Rainjacket

Waterproof nylon jacket with Friends of the Earth logo and foldable hood. Great for stalls and other outdoor events.



### Banner

A large (1.8m by 1.3m) durable banner is available free for each group. Friends of the Earth's logo and your group name are screen printed on in environmentally friendly dyes. The banner is machine washable and has eyes along the top and bottom edge. **To order a banner please**

**contact the Activist Information Officer on [localgroups@foe.co.uk](mailto:localgroups@foe.co.uk) or call 020 7566 1677**



### Table cover

Durable green cotton cover with white logos on all sides. Fits most sizes including foldable decorating tables.



### T-shirt

Unbleached organic cotton T-shirt with large Friends of the Earth logo on front and back. These are great for making your group look like part of a team.



### Flag

Great for raising your visibility on demos and at events, our flags are proving really popular with groups.

Order all these resources (apart from the banner) on the enclosed order form – for further copies of the form contact the Activist Information Officer on [localgroups@foe.co.uk](mailto:localgroups@foe.co.uk) or call 020 7566 1677

# Look the business!

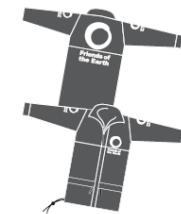
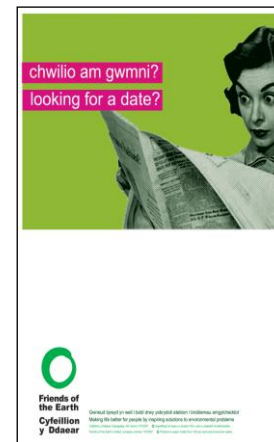


**Friends of the Earth**

## Publicity materials for Local Groups

Order the resources you need to:

- Get noticed
- Inspire people
- Get people involved



# Paper Resources

## Recruitment leaflet



This is an A4 one-side printed leaflet to which you can add information about your group and activities. Use it to recruit people face-to-face or via a leaflet dispenser elsewhere. It is designed to be folded twice into a three-panel leaflet to fit into an accompanying leaflet dispenser.

The Community website carries two different styles of templates for you to add content to the inside to meet your needs. You can tailor the leaflet for different audiences, locations and purposes. For example, you might have one general recruitment leaflet and another campaign-oriented one.

<http://community.foe.co.uk/publicity>

## Welcome packs for new group members

A professional welcome pack is a good way of informing new members about your group and making them feel part of your team.

Download the following templates from <http://community.foe.co.uk/publicity>

- a **welcome letter**: containing suggested text to greet new members.
- a **local information sheet**: to include contact or upcoming event details.
- a group **newsletter** to talk about your campaigns.



In addition you can order:

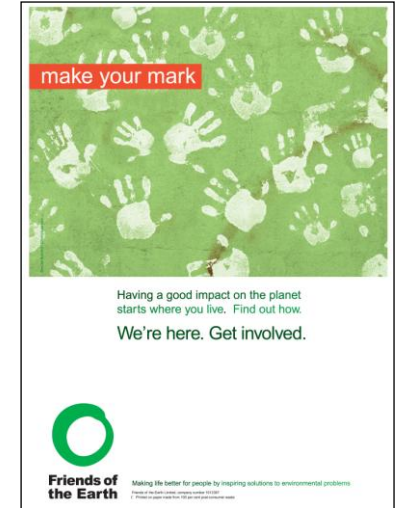
- **Friends of the Earth new flagship brochure** - This A5 booklet is an update of the *Make connections* booklet that groups used to give to new members and interested members of the public. This brochure tells Friends of the Earth's story and provides a good introduction to our campaigns.
- a **Friends of the Earth folder** to package all the above resources into a welcome pack for new members.

## Recruitment posters

This poster (available in A4 or A3) complements the recruitment leaflet and can be tailored to carry details about your membership secretary or co-ordinator. The template for you to add your own details is available on Community here:

<http://community.foe.co.uk/publicity>

This poster is intended to have a long lifespan in key areas of your community, so make sure your group contact details are clear and visible.



## Downloadable templates

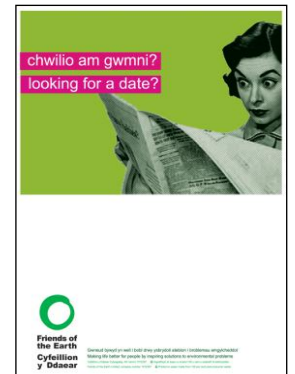
In addition to the templates detailed here, you can also download press release, web html and letter head templates from Community:

<http://community.foe.co.uk/publicity>

## Meetings posters

This A4 poster has space for you to publicise your events, like public meetings, or your presence at a fair or a farmers market.

This is likely to have a short lifespan, so target where you put these carefully, and be prepared to remove or update them and order more as your plans change. The template for you to add your own details is available on Community here: <http://community.foe.co.uk/publicity>



An order form for these materials is available at <http://www.foe.co.uk/resource/forms/lc>