

YOUR GUIDE TO CANVASSING – PART 1: LEAFLET DROPPING

What does Leaflet dropping involve?

Delivering leaflets is an effective way of canvassing as you can target areas which will benefit your business. You select an area where there is potential for new customers and simply deliver a flyer such as the HND Month leaflet. You might decide to target local businesses too as well as/ rather than residential as this can be particularly rewarding. Below are some tips on how to prepare for and to action a successful leaflet promotion.

When leaflet dropping:

- Be respectful to the and the properties
- If there is sign saying no junk mail, do not proceed
- Only post flyers in 'social' hours
- Make sure you have your business details on the HND Month flyer
- If providing a 'Free Delivery' offer, consider producing a separate flyer
- Provide delivery staff with flyers to fill in the gaps on their rounds

When to Canvass for HND month:

During October, rather than before, is a great time to canvass for HND as days are getting colder and shorter. Ideally you'll have promoted HND Month locally so potential customers may be aware of the event!

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continued:

Considerations when planning Canvassing activity:

- **Offers – Can you add free delivery to the publisher offers? If so for how long?**
- **Benefits to the business- will this increase profit or at least lead to more customers. Do the costs in making the delivery outweigh the benefit?**
- **How will delivery be made or who will make the delivery?**
- **Effect on existing deliveries- Would this have an adverse effect on other deliveries that might have to be pushed back for example?**
- **Staff incentives – If using staff to canvass, what incentive can you give for orders gained or perhaps whoever gains the most orders?**

Where to deliver flyers:

- **Fill the gaps between existing deliveries**
- **Target streets with high value existing customers**
- **Local businesses such as hairdressers, coffee shops, hotels, dentists, surgeries and offices**
- **New houses/ flats**
- **Care Homes**

Staying safe:

- **Tell someone where you are operating or make sure staff make you aware and report back to you when done**
- **Provide some ID for yourself or staff (Business cards are ideal) in case challenged**
- **Watch out for pets!**
- **Wear bright clothing if out after dark**

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