



SUMMER ENGAGEMENT ACTION



Thank you for volunteering to conduct audience research and outreach to help raise awareness about the Gaza blockade. In order to assess how much people know about the situation in Gaza, we are asking ambassadors to go to Farmers' Markets this summer to share information from our Gaza Unlocked campaign and to ask people to answer the questions on the poster board. Here's how it works:

1. Print a copy of the poster at a copy shop on 18" x 24" sturdy posterboard.

You can also have it printed on plain paper and mount it on foam or cardboard, or just pin it to a wall, if you'll have wall space at your farmer's market.

2. Bring tag sale stickers or markers so that people can mark their answers directly on the poster. Print out copies of the attached handout to give to the people you talk to.

3. Go to gazaunlocked.org and review the information there before heading out.

4. Go to your local Farmers' Market and begin conversations with people.

- Identify yourself, tell people that you are there working as a volunteer with AFSC, and that you are conducting research to help us do our work better.
- Tell them that their responses are confidential, anonymous, and voluntary.
- Anyone is free to stop participating or leave at any time.
- Listen.

5. Ask people to mark their answers on the poster with stickers or markers.

- If a person has questions and comments, write them down in a notebook, or on the poster itself. Whatever people say (or don't say) is ok.
- Participants should always feel free to ask questions of you before and after noting their answers on the poster.

6. Share the attached handout with people and tell them about gazaunlocked.org.

7. After the Farmers' Market:

Send us the responses. Take a picture of your poster and send it by email to research@afsc.org. You can also mail your poster to **AFSC Communications Research, 1501 Cherry Street, Philadelphia PA 19102.**

8. Amplify your work!

Share on social media, tag AFSC, and use the hashtag #GazaUnlocked.

If you have any questions, please contact Jennifer Bing at (312) 427-2534.

Thank you for your time! This poster survey will help us understand what our audience knows—and doesn't know—about Gaza. Your conversations also help by spreading awareness and information. Thank you for being an ambassador.