

## Suggestions for Running an Effective Yard Sign Campaign

*by Ann Clark, Dudgeon-Monroe Neighborhood Association*

Here are tips for their "care and feeding," and ideas for running effective yard sign campaigns.

We find it really works best to have a couple of people within your neighborhood take charge of the signs, rather than distributing them to individuals who request them. First of all, it enables the neighborhood to keep them as a resource, and move them around to trouble spots. Secondly, we find that when we give them out to whomever asks for them, they get lost and just aren't well taken care of.

**SO - WHAT WORKS BEST?** Pick a couple of streets in your neighborhood where speeding is a nagging problem. Distribute a flyer ([sample](#) below) to residents of the street asking them to contact you IF THEY DON'T want a sign on their yard. (We've had very few people refuse the signs in the past.)

**WE'VE HAD AS MANY AS 100 SIGNS STOLEN OVERNIGHT, SO PLEASE DON'T LEAVE THEM OUT OVERNIGHT.** Let's make them last! Ask participating residents to simply bring their sign in overnight and put it back out in the morning. Then when the campaign is over, collect the signs and ask one person in your neighborhood to be responsible for storing them until the next time your neighborhood would like to use them.

**SIGN PLACEMENT:** To comply with all state and local laws, signs can only be placed on private property. This means they cannot be placed in the terrace. Police and Streets Departments will confiscate the signs if they're in public right-of-way.

**TAKE 'EM DOWN, MOVE 'EM AROUND:** One of the reasons we think these yard sign campaigns are effective is because they make a strong visual impact on motorists. The signs lose their impact if they stay in one place too long. One to three days makes a statement - then they start to blend in with the scenery. Again, they last longer and make more of an impact if they are up for short periods of time, moved around to different locations, and/or taken down for a while.

**ENFORCEMENT:** Many law enforcement agencies will agree to step up traffic enforcement in neighborhoods participating in the yard sign campaign. In Madison and Dane County, the Coalition will pass on the name of your neighborhood to law enforcement, and ask them to be in your neighborhood to support your efforts. Or, if you live in a community outside of Dane County, contact your police department directly. They are likely to be very helpful.