

Thank you for becoming a captain of the Bitch Street Team! With your help, we're spreading the word about *Bitch* magazine far and wide. Here are some handy tips to help you with your Bitch Street Team efforts:

### *What does a Street Team captain do?*

As a Street Team captain, your main goal is to spread the word about *Bitch*, and encourage people to subscribe. You can do this in whatever way you see fit; put up flyers, send out emails, go door-to-door, host a party; the sky's the limit! We've included ten subscription envelopes in your street team packet as well as a sheet to sign people up for our online mailing list, and we can always send you more if you are the overachieving type (we bet you are). Remember, we're here every step of the way, so let us know if you need anything from us.

### *What should I tell people about Bitch?*

Since you are already a street captain, chances are you know that *Bitch* is the only magazine out there that provides readers with a smart, snarky, hilarious, and feminist response to popular culture. Here are some things you may not know:

- \* *Bitch* was founded in 1996 and has been pumping out feminist critique ever since!
- \* *Bitch* is a nonprofit organization, which means we depend heavily on subscriptions and donations to stay in print
- \* A year-long subscription to *bitch* costs only \$19.95 (but act now, because that price won't last forever)!
- \* Subscribing to *Bitch* provides the magazine with much more revenue than buying it on the newstand, and it saves you money as well!
- \* New content is posted every day at [bitchmagazine.org](http://bitchmagazine.org). You can visit our website to sign up for our online newsletter!

### *How can people subscribe?*

Once you start spreading the word about *Bitch*, you'll hopefully know of a few people who'd like to subscribe. They can do so by filling out one of the subscription cards you received in your street team packet, visiting [bitchmagazine.org/subscribe](http://bitchmagazine.org/subscribe), or calling 1.877.21.BITCH. It's easy! And it only costs \$19.95!

### *What else can people do to help Bitch?*

- \* Donate! Contributions are tax deductible!  
Visit: [bitchmagazine.org/donate](http://bitchmagazine.org/donate).
- \* Send us a list of places you'd like to leave copies or postcards. We'll ship them to you, and you can distribute them. We're especially interested in places that already have magazines (so they don't just throw us out) lying around—cafes, salons, women's health centers, whatever. The postcards would be a general promotion for *Bitch*, and you could leave them anywhere you can.
- \* Go to local bookstores and see if they stock *Bitch*. If not, tell them that they should and why. Tell your friends to do the same.
- \* Ask libraries in your area to subscribe to *Bitch*. Have friends ask them, too.
- \* If there's a bulletin board (at campus, or a community center or health food store), put up flyers promoting *Bitch*. (Let us know if you'd like us to send you some!)
- \* Host a *Bitch* event! Organize a reading at a bookstore or cafe and we can send you some free copies. Or have friends over at your place to eat sugary snacks and discuss whatever you love or loathe about the last issue. Or better yet, host a fundraising house party! If we're in the area, we'll even come help you! (we promise not to eat all your snacks.) Visit [bitchmagazine.org/sites/default/files/documents/B-word-Bitch\\_House\\_Party\\_Kit.pdf](http://bitchmagazine.org/sites/default/files/documents/B-word-Bitch_House_Party_Kit.pdf)
- \* Encourage your friends to become Street Team captains. The more people we have talking about *Bitch*, the better!

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*Thank You!*