


Postcards | Postcard Reminder

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| Short description | <p>The Postcard Reminder Method is a short reflective activity in which participants choose a postcard that symbolises their main learning insight and write a personal, SMART intention to themselves about how they will apply it in practice. The trainer mails the postcards about a month later, giving participants a meaningful reminder that reinforces learning and follow-through.</p> |
| Objectives | <p>The objective of this method is to support the transfer of learning into practice by encouraging participants to formulate concrete, personal action intentions. By receiving their own message later, participants are reminded of their commitment and motivated to sustain behavioural change after the training.</p> |
| Duration | <p>10 minutes</p> |
| Social form | <p>individual, also possible: pair, group work</p> |
| Materials and organisation | <p>Materials needed: postcards (preferably with meaningful or thematic images), envelopes, stamps, and pens.</p> <p>Organisation required: the trainer prepares and spreads out the postcards, allows time for reflection and writing, collects the addressed envelopes, and mails the postcards approximately one month after the training to ensure the delayed reminder effect.</p> |
| Preparation | <p>The trainer selects and brings a variety of postcards, along with envelopes, stamps, and pens, and plans a moment at the end of the training for the activity. The trainer also ensures there is time after the training to post the postcards (about one month later) and keeps them safely until then.</p> |

Step-by-step description

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|  | <ol style="list-style-type: none"> 1. The trainer spreads the postcards on the floor or a table so all participants can see them clearly. 2. Participants gather around and each selects one postcard that represents their key learning or insight from the training. 3. Each participant writes a personal message to themselves on the postcard, including a concrete and SMART action they intend to take. 4. Participants write their home address on an envelope and place the postcard inside. 5. The trainer collects all envelopes and stores them safely. |
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| | 6. About one month after the training, the trainer mails the postcards to the participants as a reminder of their learning commitment. |
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Variations and differentiation

- Instead of postcards, participants can use photos, blank cards they decorate themselves, or themed images linked to the training topic.
- The reminder can be sent after different time intervals (e.g. two weeks, three months) depending on the desired follow-up moment.
- Participants may write more than one intention (short-term and long-term goals) on the card.
- The trainer can add a short follow-up question or reflection prompt on the postcard (e.g. “Have you already applied this learning?”).
- For online or blended trainings, the method can be adapted by having participants write digital messages that are emailed or scheduled to be sent later.

Practical notes

- Ensure the intentions are written clearly and as concretely as possible (SMART) to increase the chance of follow-through.
- Remind participants to write their full and correct home address on the envelope.
- Handle the postcards confidentially and store them safely until they are mailed.
- Clearly communicate when the postcards will be sent so participants anticipate the reminder.
- Allow a quiet moment for reflection to help participants choose meaningful insights and write thoughtful messages.

References | Sources

Van den Ouden, L. (2016). *Werkvormenboek: 100 werkvormen om iedere bijeenkomst tot een succes te maken – Alles begint met een open mind* (1e druk). ICM Publishing.

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