

## INTRODUCTION

Hello and thank you for signing up to send postcards to voters for Democracy for America's *Mail Our Way to the Midterms* project.

This toolkit will give you all the information you need to get started writing your postcards to voters in states we need to Flip the South.

We are targeting Southern states because we know that these states can flip from red to blue if we invest the resources to make it possible. Many of these states, like Georgia and Texas, have large populations of Democratic-leaning potential voters who the party hasn't spent the time to reach.



We're talking about the Black and Brown voters who make up the New American Majority. Victory in Southern states requires activating these voters, but few national organizations spend the time and money to reach out to them. DFA is committed to that outreach – with your help.

The postcards you will be writing will be sent to the targeted voters that we have identified as key to flipping Southern states. We will also be following up with text messages to these same voters, because making multiple passes reminding these folks about the election will increase the likelihood of them turning out to vote in November.

Most campaigns and organizations target “likely” voters in their GOTV efforts. At DFA, we believe that only targeting “likely” voters causes many people to get written off and not communicated with about the election at all. We win when we are able to engage with voters that are sometimes forgotten, or our endorsed candidates simply don't have the capacity to reach.

So why postcards? Political research has shown that positive, personal messages mailed from voters *to voters* can increase voter turnout. Writing postcards is a creative and fun way to make a difference in the upcoming election and mobilize not only voters, but also engage the people close to you to help write postcards too! Studies have even shown that postcards can sometimes be just as effective at turning out voters as canvassing or phone banking.

Our goal is to reach 200,000 voters with postcards by the November Midterms.

Inside this toolkit you'll find everything you need to write postcards to voters and mobilize others to join you.

We are so excited you are joining us on this campaign! Please share photos of your beautifully written and decorated postcards on social media with us (***please omit the address of the voter though!***) with the hashtag ***#MailOurWayToTheMidterms***.

If you have any questions or suggestions please feel free to reach out anytime to us at [postcards@DemocracyforAmerica.com](mailto:postcards@DemocracyforAmerica.com).

Team DFA



## MECHANICS FOR POSTCARD CAPTAINS: HOW DOES THIS WORK?



### OVERVIEW:

- 1 Get your postcards.
- 2 Read through this packet.
- 3 Attend a training.
- 4 Set goals.
- 5 Recruit friends and family to help volunteer.
- 6 Bundle and distribute the postcard packets. Host Postcard Parties.
- 7 Check in with your volunteers on their progress.
- 8 Send the postcards.
- 9 Flip the South!

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**Get your postcards.** Congratulations! You're already well on your way. You can always order more if you need them here: <https://d4a.link/postcardrequest> and you can always reach out with questions or concerns to [postcards@democracyforamerica.com](mailto:postcards@democracyforamerica.com).

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**Read through the entire informational packet.** It looks long and a little intimidating, but we promise it's just thorough and designed to make this as easy as possible for you and your volunteers!

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**Attend one of our Postcard Captain trainings.** The trainings are virtual and will occur every Tuesday evening at 6pm EST throughout the month of September until October 4th. You can find sign-ups here: <https://d4a.link/postcardtraining>

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**Set your goals.** Here's a guide:

#### **GOAL PLANNING QUESTIONS**

- How many friends and volunteers can you recruit to write postcards to Get Out The Vote? Gather as many as you can!
- Do you want to meet for Postcard Parties, or have everyone complete the postcards on their own time? (Average postcard-per-hour rate is 30-40 postcards. How many parties do you need to host to complete all of your cards?)
- How many postcards would you like to send out? This can be the number you have on hand or more if you get a good response. (Multiply the number of friends/volunteers you recruit by the number of cards they think they can each write. Most volunteers choose 100-200 cards to start out.)

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## Start recruiting friends and family.

### RECRUIT VOLUNTEERS

**Make a list of 20 (or more!) people that you think would be interested in volunteering for progressive causes.** Think creatively! Do you belong to any local Democratic or issue-based groups? Would that group allow you to make an announcement during their next meeting? Do you have a child that participates in sports? Could you bring some cards to their next game and ask other parents if they're interested in helping out?

**It's likely that many of these people won't be interested - and that's okay!** Always ask more people than you think you need. And if you get a good response, you can always order more postcards.

**Call or text those 20+ people.** Ask them if they're interested in volunteering to help flip the south. Here's a script suggestion

*"Hi (name)! How are you?"*

*I'm participating in a postcard writing campaign for the midterm election this year with Democracy for America. I'm writing some postcards to voters in the south to remind them to get out and vote for progressive candidates. Are you interested in joining me? It's super easy, and you can write the postcards on your own time.*

**If yes:** Great! (Give them some more information about any upcoming postcard parties or your postcard pickup protocols). Thank you so much!

**If no:** No worries at all. Thanks so much!"

**If you can't reach them via phone, follow up with texts and/or emails.**

(Tip: People say yes more often to specific asks than general ones. I.e. "Can you make it on Thursday at 6 pm?" or "Can you write 100 postcards?" vs. "Can you help us write postcards?")

### Model email:

*"Hi (name)!*

*I hope you're doing well.*

*I'm participating in a postcard writing campaign for the midterm election this year with Democracy for America. I'm writing some postcards to voters in the south to remind them to get out and vote for progressive candidates. Are you interested in joining me? It's super easy, and you can write the postcards on your own time.*

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*We have a Postcard Party coming up on (insert date) if you're interested, or you can pick up a packet of postcards at (your address/pickup location) to complete on your schedule.*

*Let me know if you're interested!*

*All the best,*

*(Your name)*

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**Bundle your cards and write away!** Whether you choose to host periodic postcard parties in person, over zoom, or have your volunteers write on their own time, this is the fun part!

### **BUNDLING YOUR CARDS**

1. You can either ask the volunteers how many they'd like, or make a one-size standard packet. Bundle the cards, correct number of addresses, and script/instructions. Always include a few extra cards for mistakes. You can choose to include your phone number or email for any questions volunteers may have.
2. Choose a place to keep the bundles. You can keep them in a bin on your porch, deliver them directly to volunteers, meet somewhere neutral (like a park), or any other option that you're comfortable with.
3. Let your volunteers know how/when/where to pick up their packets.
4. Keep track of who is taking which addresses. You can use the tracking sheet (see page 7), or feel free to develop your own system - as long as you know how many cards are going out and to whom.

**Postcard Parties:** Gather with volunteers virtually or in-person to write postcards together, chat, share drinks or food... the opportunities are endless.

1. Decide on a date and time (or a few).

(continued...)

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2. Publicize the event. We recommend making a Facebook event or something similar so that you can invite people directly.
  - If you're hosting a virtual party, make sure to include Postcard pickup instructions and a joining link (Zoom, Google Meet, other).
  - If you're hosting a party in-person, make sure to let your volunteers know that postcards will be provided, but they should bring postcard stamps and their favorite pen.
3. Host the party! Let us know if you have any questions about hosting. Treat it like a gathering of friends and have a great time!
4. Take pictures of the event! We want to see your parties, whether they be virtual or in-person. You can send them to [postcards@democracyforamerica.com](mailto:postcards@democracyforamerica.com) or share them on social media with the hashtag **#MailOurWayToTheMidterms**

(Note: You don't have to organize a formal postcard party to gather with friends – bring postcards to your kid's soccer game or bring postcards to an already-organized gathering of friends. Sometimes surprise volunteer opportunities are the best way to get friends involved!)

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**Tracking.** On the next page, you'll find a tracking sheet as an aid for signing out postcard packets. We also recommend that you check in about once a week via phone or email to see if your volunteers have any questions and track their progress. You'll want to ask how many cards they've completed and/or if they've sent the cards.

Alternatively, you can have volunteers return completed cards to you so that you know exactly how many cards are being sent and when.

If you'd rather not call or text every week, other options include:

- Creating a Facebook group and invite your volunteers
- Creating a Google or Yahoo group with your volunteers
- Creating a text group with your volunteers
- Using your regular Postcard Parties to check in on their progress



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Let us know when your postcards are gone! Fill out this form to submit the total number of postcards you and your friends sent!

<https://d4a.link/postcardreport>

Then, you can request more cards if you want to continue writing!

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**Flip the South!**





# INSTRUCTIONS

1. Write the script on the left side of the blank side of the card. Feel free to personalize the script to make it feel more like your voice.
2. Address the card on the right side of the blank side of the card. Include everything on the address list:  
Voter Name  
Voter Street Address, Apartment Number (if applicable)  
Voter City, State, Zip
3. Affix a postcard stamp to the top right corner of the blank side of the card.
4. Take a picture of your postcards (please omit or censor voter name/address) and post it on social media with the **#MailOurWayToTheMidterms**.
5. Drop your cards into a USPS drop box or at your local post office.
6. Fill out this form to let us know your cards are done:  
<https://d4a.link/postcardreport>
7. Order more cards!

## WHEN TO MAIL YOUR POSTCARDS:

STATE	START DATE	END DATE
TEXAS	OCTOBER 21	NOVEMBER 2
NORTH CAROLINA	OCTOBER 17	NOVEMBER 2
GEORGIA	OCTOBER 14	NOVEMBER 2
FLORIDA	OCTOBER 26	NOVEMBER 2

## TIPS AND TRICKS:

- Find a pen that won't smudge – try a few! Ballpoints are our favorite.
- Be prepared to make handwriting errors and have “white out” on hand. We recommend using a correction tape rather than a fluid so you won't have to wait for it to dry.
- Leave about a half inch (finger's width) of space along the bottom of the card for the USPS to put processing information.
- You provide the stamps. Postcard stamps are different (and cheaper) than regular stamps - make sure you're asking for the right ones at the post office. You can also purchase Postcard Stamps here: <https://store.usps.com/store/results/stamps>
  - See FAQ (page 12) if you're unable to provide stamps.
- Don't include a return address, and don't use your full name. Signing with your first name or initials is great.

- Mail the postcards without a rubber band/binder clip. They should be loose when they go into the mail.
- Invite your friends to join you! If you're interested in hosting a Postcard Party or distributing cards to your friends and family, email us at [postcards@democracyforamerica.com](mailto:postcards@democracyforamerica.com) . We'll get you all set up.

## WANT TO DO MORE?

- Donate to our stamp fund so that volunteers who can't afford to purchase their own stamps can be sent some free of charge: <https://d4a.link/postcardactblue>
- Sign up for other volunteer opportunities here: <https://d4a.link/volunteer2022>
- Become a Postcard Captain! Email us to learn more: [postcards@democracyforamerica.com](mailto:postcards@democracyforamerica.com)



## WHAT TO WRITE:

We encourage you to personalize your messages by telling the voter why this election is important to you. Write an upbeat and positive message that only you could write. Authentic messages from one voter to another are far more effective than perfectly scripted messages. There are a few extra cards in your packet for mistakes.

Your message should include the following:

1. Always begin by addressing the voter by name!
2. Introduce yourself. For example: "I am a volunteer writing to ask you to please vote for....."
3. Explain how voting will make things better for them and people they care about: you could mention a specific issue that the candidate at the top of the ticket in a given state supports, shared progressive values, or the fact that control of Congress is in jeopardy. Find DFA Endorsed candidates here: <https://d4a.link/candidates>
4. Use empowering phrases like "together we have the power" or "your vote is your voice."
5. End with an explicit call to action to show up on Election Day and vote.
6. Include the website "vote.org" in your message so that the voter can find their polling location.
7. And finally, try and keep your handwriting as neat and readable as possible.

For example:

*"Hi Joe – I'm a volunteer writing to ask you to please vote in the upcoming November 8th election. I'm worried about our democracy. Republicans are talking about overturning elections and the Supreme Court is attacking our rights. By joining together to vote on November 8, we have the power to fight back! Go to vote.org to find your polling place. Thanks – Kait"*

If you're looking for more direction, you can start by filling in the blanks here and customize the message as you get more comfortable:

*"Hi (VOTER NAME) – I'm a volunteer w/DFA writing to ask you to vote on or before Nov 8th. Early voting is now open in your state, and progressives like (INSERT CANDIDATE - see DFA website for ideas) need your vote. Together, we have the power to turn (VOTER STATE) blue. Find your polling place at vote.org. Thank you!*

*– Hannah"*

## FAQ:

### HOW DOES IT WORK?

Hand write the script we provide in this toolkit on the postcard, but feel free to customize it to make it your own voice. Address the postcard on the right hand side where the lines are, place a postcard stamp in the upper right corner and then drop it in a USPS pickup box! The people you will be mailing the postcards to will also receive text messages from our text out the vote campaign. Making multiple passes on people like this has been shown to help turnout. Don't forget to take a picture of any of your postcards that are especially creative and beautiful before you address it and share it with us on social media using the hashtag **#MailOurWayToTheMidterms**.

### WHO ARE WE SENDING THESE POSTCARDS TO AND WHAT STATES ARE BEING TARGETED?

The postcards you will be writing will be sent to targeted voters that we have identified as key to flipping our Flip the South states: Florida, Georgia, North Carolina and Texas.

We are targeting Southern states because we know that these states can flip if we just put our resources there to make it possible. Most of these states have been Republican strongholds for so long because Democratic candidates and organizations aren't talking to potential voters who could turn out if someone reaches out to them. I'm talking about young voters and Black and Brown voters that make up the New American Majority.

Most campaigns and organizations target "likely" voters in their GOTV efforts. We believe here at DFA that by only targeting "likely" voters many people get written off and not communicated with about the election at all. We win when we are able to engage with voters that are sometimes forgotten, or our endorsed candidates simply don't have the capacity to reach.

### WHAT OTHER VOLUNTEER OPPORTUNITIES DO WE HAVE?

We will be running virtual text-out-the-vote parties leading up to the midterm elections. It's easy, fun and all you need to text is your computer! Sign up to learn more about our text-out-the-vote sessions at this link: <https://d4a.link/volunteer2022>

### WHAT ABOUT STAMPS?

You are responsible for providing the stamps for the postcards. Make sure that you get postcard stamps, which are .44 cents and less expensive than the standard letter stamps.

### WHAT IF I CAN'T AFFORD STAMPS?

If you are unable to provide stamps, DFA will be able to provide some in a limited number of cases. Please contact us at [postcards@DemocracyForAmerica.com](mailto:postcards@DemocracyForAmerica.com) to learn more.

## HOW DO I MAIL THE POSTCARDS?

You can mail the postcards by dropping them loose (not rubber banded together) into USPS collection boxes or dropping them off at your local post office. If USPS delivers to your home you can also give them to your mail carrier.

## HOW DO I SHARE MY BEAUTIFUL POSTCARDS WITH YOU?

Be as creative as you want with your postcards! Just be sure that the card remains flat. Post photos of your beautiful postcards before you write the address on them and share them with us on social media with the hashtag **#MailOurWayToTheMidterms**. Tag us on social media too! **@dfaaction** on Twitter and Facebook and **@dfateam** on Instagram.

## DO I SIGN MY NAME?

We want to help you keep your own information secure, which is why we advise you not to sign your full name or to provide your return address.

## WHAT DO I DO ONCE I MAIL OUT THE POSTCARDS?

Let us know that you mailed your postcards by reporting your packet ID and number of cards you sent out at this website: <https://d4a.link/postcardreport>

Reporting back that you mailed your postcards is very important to help us track our impact.

## WHAT IF I CAN'T COMPLETE MY LIST?

If you can't complete your list just email us at [postcards@democracyforamerica.com](mailto:postcards@democracyforamerica.com) and let us know your packet ID and what name you left off on so we can reassign the addresses.

## HOW CAN I HELP CONTRIBUTE TO THE POSTCARD FUND?

Donations from people like you fund this program and the grants we are able to give to folks who can not afford to pay for stamps but want to write postcards. If you can contribute to the postcard fund it would go a long way - <https://d4a.link/postcardactblue>

