

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.

Team DFA



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 . 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



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 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 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>

