

INSTRUCTIONS FOR POSTCARDS FOR CRUCIAL 2022 SENATE RACES

Thank you for writing postcards with Indivisible Evanston. Together, we'll make sure voters stay engaged and make voting a habit. Voters who receive handwritten postcards are significantly more likely to vote. In 2020, our volunteers sent 21 million postcards to voters in 14 swing states, and we saw incredible results. Once again, we can do this!

1. **SEE SCRIPT ON OPPOSITE SIDE. Please follow the script exactly.** The message has been written by experts in messaging. This is also part of a research project, so all postcards sent to voters must say the same thing.

NOTE: You will have to write **EITHER “previous voter” or “first time voter”** for each postcard. Before writing the message check the column on the name/address sheet to see whether the addressee is a first time voter(“1st”) or previous voter(“P”).

2. Sign the message with only your first name. Do **not** include your full name or return address.
3. Once you have completed the sheet, you should shred or recycle it.
4. Proofread all cards to check for stamp, completeness, and that the first name on the message and the address are the same. **Postcard stamps are now \$.40, but the price goes up to \$. 44 beginning July 10th!**
5. **All cards need to be mailed on October 28th (not before or after).** Studies have proven that receipt of postcards close to election day is most effective. You can either:
 - a. Hold onto the completed cards and mail them yourself on **October 28th**; or
 - b. No later than **October 26th**, bring the completed cards back to Candace's home (2744 Eastwood Ave.) or Leslye's home (1216 Madison St.) for us to mail. **Please do not return cards without postage.**
6. **Tips for writing postcards:**
 - a. Don't write too closely to the bottom of the card. The post office puts a sticker along the bottom with address info. (See Sample).
 - b. If you are right handed, write the message first, to avoid smudging the address. If you are left handed, write the address first, to avoid smudging the message. Use a non-smudging pen.
 - c. Leave room at the top right corner for the stamp.
 - d. You can use white-out to correct small errors, but don't white out a large swath of writing. Use a new postcard if the error is major.

SCRIPT FOR POSTCARDS FOR 2022 CRUCIAL SENATE RACES

Hi [Voter's First Name(s)],

Thank you for being a **[INSERT EITHER “previous voter!” OR “first time voter!” SEE “P” or “1st” IN THE APPLICABLE COLUMN ON ADDRESS LIST]** Your friends and family may need your reminder to vote. Please ask them to vote in the Tues., Nov. 8th election!

[Volunteer's First Name]

SAMPLE POSTCARD

<p><i>Hi [Voter's First Name(s)],</i></p> <p><i>Thank you for being a [INSERT EITHER “previous voter!” OR “first time voter!” SEE INSTRUCTIONS ABOVE] Your friends and family may need your reminder to vote. Please ask them to vote in the Tues., Nov. 8th election!</i></p> <p><i>(Your First Name)</i></p> <p>Leave this 1/2 inch space blank for USPS label</p>	<div>POST CARD STAMP</div> <p><i>Voter's Full Name</i> <i>123 Main St.</i> <i>Hometown, ST</i> <i>65432</i></p>
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QUESTIONS???

PLEASE EMAIL THE PERSON FROM WHOM YOU PICKED UP THE POSTCARDS:
CANDACE DAVIS: candacepdavis244@gmail.com; LESLYE LAPPING:
leslyelapping@gmail.com; MARYBETH NAPIER: mbnapier715@gmail.com; ROSIE
REES: rosie@mrosierees.org.

Postcards to Swing States is a program of Progressive Turnout Project.