

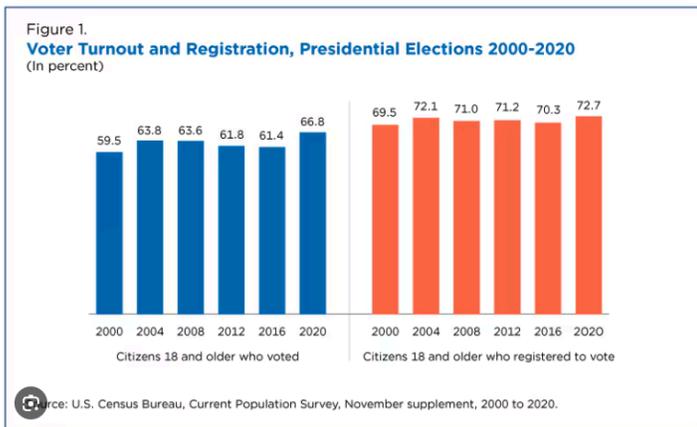
VoteFwd 2024 Letter Writing Campaign

Is letter writing effective? In the 2020 elections, letter writing increased voter turnout by a full 0.8%. For context, in 2020 the state of GA was decided by a margin of 0.2%, Arizona by a margin of 0.3% and Wisconsin by a margin of 0.6%. Given most elections today are decided on a very narrow margin, a 0.8% increase in voters can make all the difference!

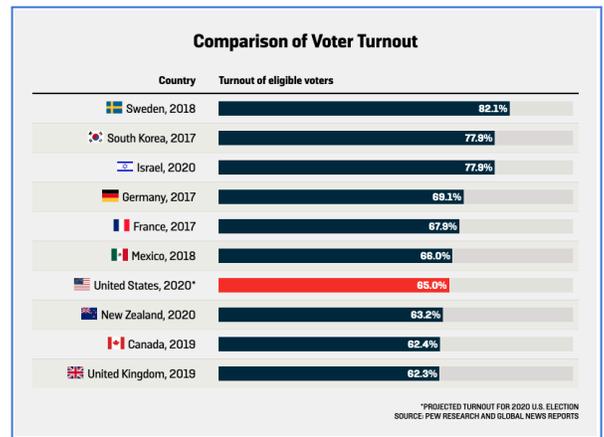
How many people vote in the United States? 155M people voted in the US 2020 elections. Of the 168M registered voters, this represented 92%. Of the entire voting age population however, this represents only 67%.

Key Voting Stats

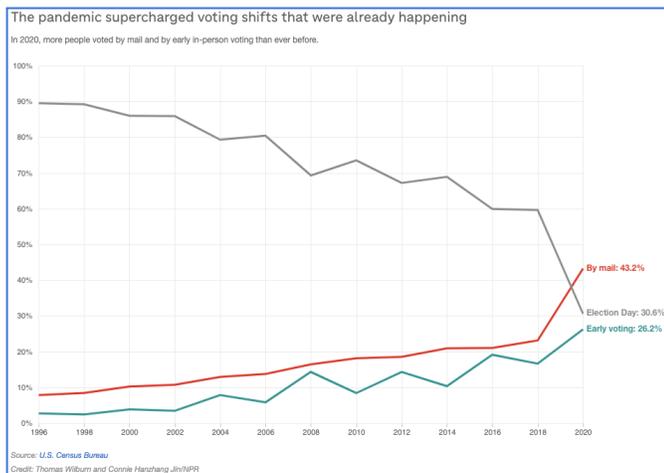
Voter Turnout is on the uptick



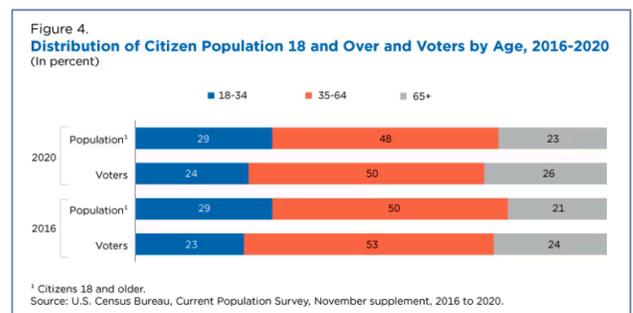
Yet voter participation in the US lags other nations



Much of the increase in US voter participation has been attributed to early voting and vote by mail (in addition to a general increase in civic engagement)



There is a clear opportunity to increase voter participation amongst youth 18-34 yrs of age



[VoteFwd FAQs \(from the VoteFwd site\)](#)

Who do the VoteFwd Social Campaigns target?

In our Social campaigns, we use demographic information, like age, race, or gender, to identify communities of voters who have historically been underrepresented in the electorate. For example, we know that younger voters are less likely to turn out compared to older age groups, so this year we are focused on encouraging their participation.

In all our campaigns this year, social and political, we are focusing on turning out voters who we believe are unlikely to vote, based on data. Many of these voters are “surge” voters, who do not vote in every major election but have demonstrated some recent motivation to vote. Our goal is to encourage these voters to solidify their voting participation by showing up this year. Our letters also go to voters who vote infrequently, or to young voters who have recently aged into the electorate.

How does VoteFwd get specific names and addresses?

For “please vote” campaigns, all the voter information originates with state election authorities. They make voter rolls and histories available to the public in the interest of electoral system transparency. We typically purchase data from one of several third party companies that standardize it into a consistent format, making it easier for us to process.