

By Ann Hollander, newest addition to GOTV Team at UUCW

In the months leading up to the 2020 Presidential election, I believed that the best hope for bringing about the changes I wanted to see in our government – a return to the values of freedom and of caring for one another in our society – was to encourage as many people as possible to vote. I began writing letters to potential voters in Georgia, North Carolina, and Iowa telling them why I vote and urging them to do so. I found the Vote Forward online platform easy to use, and by the date of their “Big Send” in October 2020, I had prepared 600 letters.

The 2020 Presidential election had the biggest voter turnout in decades, and it felt like the efforts many of us made had really paid off. In the remaining months of 2020, I used another online platform to write 250 postcards to potential voters in GA, urging them to vote in the Senate runoff elections.

I am writing letters again this year through Vote Forward to urge potential voters to vote in the 2022 mid-term elections, and including the importance of voting in local and state elections. My aim is again to prepare another 600 letters by the “send” date in October. In setting my goal, I found it helpful to think about how many letters I can commit to writing in a week and then multiplying that by the remaining weeks until October. I’m retired so I have plenty of time to write 20 per week. Others may feel they can only write one or two a week, but however many you can write will have a crucial impact.



