



2024 Election Letter Writing Guide

The deadline to send your letters has passed. The deadline was on Oct 29.

We're joining the Harris-Walz team to make calls to voters!
Sign up to join us here:

- Make Calls with Team Harris-Walz for PA & MI:
 - Sign up to [make calls to Pennsylvania!](#)
 - Sign up to [make calls to Michigan!](#)

Letter Writing Guide

Step 1: Request Your Letters

The deadline to request and write letters to voters has passed. The deadline was October 29th. If you have requested letters, and haven't sent them out yet - please do so ASAP!

The instructions below are being left up for anyone who has requested a batch already, and would like to continue to refer to these instructions.

Download and Print Your Letters

The email we send you will include a link to a PDF of your letters and the batch number. Please download your letters and print them! Please don't select the "open as a Google Document" option when your letters appear, as this can change the formatting of your letters and they may not be entirely on one page.

Step 2: Write Your Letters

Our 2024 Letter Writing Experiment

As part of the giant letter writing program you've been a part of, we're comparing the effectiveness of two different types of letters – a "partisan" letter that mentions Vice President Kamala Harris, and a non-partisan "social pressure" letter that emphasizes the voting process. Remember, the people we're writing to are likely Democrats, so our challenge isn't convincing them who to vote for, it's convincing them to vote.

Here's what that means for our letter writers:

- The batches of letters you've requested include both letter templates.
- We have [talking points and examples](#) for each type of letter, but this is the most important thing: **For the experiment to work, we need to be super, super disciplined about NOT writing any partisan language or mentioning any candidates in the nonpartisan letter.**

For more information, email us at answers.political@sierraclub.org.

Once your letters are printed, add the voter's name at the top after "Dear," and your name at the bottom after "Sincerely". You can find the name of your voter located at the bottom of each page in your batch. It's okay to sign your letter using your full name, first name, or first name and last initial, or any other way that you're comfortable! Some people choose to include their Sierra Club chapter location, but it's not required.

Next, write a short personal message in the blank space located in the middle of the letter. Remember to pay attention to the prompt of each letter. If you're writing a letter after the prompt "This election is important to me because..." you can mention candidates and policies. If you're writing a letter after the prompt, "My experience has been..." it's important NOT to mention candidates or policies. This message should instead emphasize the shared experience and responsibility of voting and encourage the voter to make a plan to vote during early voting or election day.

For more detail and ideas on what to write, refer to our [Letter Writing Talking Points and Examples here](#).

Step 3: Address and Stamp Your Envelopes

The mail to address is printed at the bottom of each letter template. Put the **FOR** address in the middle of the envelope, and the **RETURN** address on the top left hand corner. Put a stamp on the top right hand corner (unique stamps get more attention). Then fold your letter and put it in the envelope. If you need them, you can find written instructions on how to address your envelopes [here](#).

For the **return address**: Please hand write your first name and last initial as the first line in the left hand corner of your envelope, and then "Sierra Club" on the 2nd line. It's important that envelopes are hand addressed so that voters are more likely to open and read its contents!

Step 4: Finish your letters, send and seal them, then request more!

The deadline to send these letters and have them arrive in voter's mailboxes safely ahead of Election Day was October 29th. If you haven't done so already, please finish and mail out your letters ASAP!

- Once you've sent all the letters you've requested, let us know by filling out our "Sent My Letters" form at <https://sc.org/SentMyLetters>

FAQs

No printer? No problem!

If you don't have access to a printer, you can still help us by handwriting letters, using the letters you've requested as templates. When hand-writing your letters, the most important information to include is:

- The date of the election, November 5th
- Your personal message

More FAQs [here](#)