

MUUSJA Letters to Under-represented Voters with VoteForward.org/uu (updated: 9/10/2020)

1.) How do I get the addresses, letters, envelopes, and stamps?

Most volunteers can complete 20 letters in 60 to 90 minutes.

MUUSJA can provide you or your group distributor with printed letters, which come pre-addressed; blank envelopes; and stamps.

Or, if you have a good printer, you can sign up directly at VoteForward.org/uu to print your own letters (and provide your own envelopes and stamps).

Use a BLUE INK PEN to add your handwritten notes to the letters which are printed in black ink. Please avoid felt pens, that will run if damp.

Above is a photo of what a completed letter looks like (with name/address and voter code hidden for privacy).

2. Once I have my supplies, what do I do?

EVERY LETTER IS PRINTED FOR ONE SPECIFIC VOTER. The voter's name and address, and a special code they can use to get more voting info specific to their address, is printed at the bottom of the letter. Please make sure that information printed on the letter matches the address you write on the envelope, and the name you write at the top of the letter, before sealing the envelope and mailing the letter.

You will hand-write the voter's name at the top of the letter ("Dear ____"), add a very brief hand-written note to the letter ("I vote in every election because ____"), hand-write the envelope with the voter's address and the return address that is listed at the bottom of the letter. Stick on a \$.55 cent stamp, and WAIT TO MAIL THE LETTERS UNTIL THE DATE INSTRUCTED. VoteForward will tell us when to mail the letters, based on postal service conditions in mid to late October. Please wait; do not mail the letters earlier than instructed.

Avoid mention of any candidates, parties, or slogans that are partisan. Stay positive and nonpartisan. Nonpartisan messages have been shown to be most effective for letters encouraging voting. We strongly recommend against mentioning specific policies (e.g. Medicare for All), current news (e.g. COVID-19), or voting methods (e.g. Vote by Mail) because something may change between the time you write your letters and the election. General topics that most people would agree with, such as: "all children should be able to attend a safe school" or "everyone should have

access to quality healthcare,” are fine to mention. Personal touches such as “I want my grandchildren to live in a healthy, thriving world” or “As an engineer, I care about maintaining safe roads, highways, and bridges, so people can get to school and work” or “As a mom, I care about everyone having enough food, shelter, education, and a decent paying job” ... or general comments such as “My vote is one way to show I care for the country we share – for our water, air, and Earth” are fine.

3.) Are there tips for hosting a “letter writing party” with my friends?

Yes, please see

<https://votefwd.org/instructions#hosttips>

And for additional detailed instructions and questions, call us or see

<https://votefwd.org/instructions>

