



2023 Postcard Writing Instructions

**Puja Khanna,
Dulles District Supervisor
Loudoun County Board of Supervisors
GOTV Message**

We are now focusing on Getting Out the Vote (GOTV) with our postcards.

MAIL DATE: NOW until Oct. 23

- The absolutely, positively last day to mail is Oct 23. We are finding that mail delivery is inconsistent. Let's make sure our cards arrive before election day.

ABOUT THIS CAMPAIGN: Puja is running to bring *change* to Dulles district. The district has grown and changed tremendously in the past decade. The needs and priorities of the current residents are not being addressed, on issues that matter to them for example on guns, access to reproductive health care, environmental sustainability, affordable housing, data centers and employment opportunities. The incumbent is a hard-line, conservative Republican whose only priority is build, build, build.



ABOUT THE CANDIDATE: Puja is a mom of 3, an entrepreneur, a committed mental and emotional health advocate, community organizer and a first generation immigrant. She has a track record of service via being on the board of several community, non-profit organizations such as,

- President of the Board - Loudoun Interfaith Bridges, 06/2022 - Present.
- Interfaith Lead, Moms Demand Action, 06/2022 - Present.
- Chair – Diversity and Inclusion Outreach Committee for Loudoun County Democratic Committee (LCDC). 01/2022-01/2023
- Membership co-chair – Democratic Asian Americans of Virginia (DAAV). 01/2021-Present
- Member of the board – Asian American Inter Community Service (AICS). 01/2020 - Present

She is running because Dulles district needs a change in leadership. Dulles district needs a new, forward leaning vision instead of the tired old model of build, build, build.

Puja wants to implement smart growth and smart development where the needs of the residents are prioritized. She wants to fully fund schools for teacher salaries and ensuring safety of kids and staff of Loudoun County Public Schools (LCPS).

She will be the full time supervisor that the residents of the district need and deserve. She will work with her state, national and neighboring county counterparts, along with departments to address road and pedestrian safety concerns, alleviate traffic congestion on the roads and expand sustainable public transportation options.

For more information, go to the [campaign website](#).

PROFILE OF ADDRESSES: You are writing to Strong and Lean Dem voters in Dulles District. They may vote early, absentee or in-person on election day.

DISTRICT COMPOSITION: Dulles district in Loudoun County Virginia is about 35 miles west of Washington DC. It borders Fairfax County and includes the Dulles International Airport. It has grown tremendously over the past decade and is now home to a very diverse population. Majority residents of the district moved here from other areas in NoVA or around the country, and the population tends to be families with young kids. For more information on this district, [click here](#) and [here](#).

PURPOSE OF THIS POSTCARD: These postcards are to introduce Puja to the voters as their Democratic candidate. She is running against a hard-line, conservative Republican incumbent who has been in office for 12yrs.

ADDRESSES: If you have an address account with Postcards4VA, you can download them [here](#)

If you are new to Postcards4VA, [click here to get started](#)

RECOMMENDED SCRIPT: Think of your postcard as a smile you are sending another person. Our postcards show there are real people out there volunteering their time and money to help protect our Democracy. Make your cards colorful, positive, and purposeful!

Hi *[INSERT VOTER'S FIRST NAME]*,

Do you care about *[NOTE: Choose 2 or 3 points to use]*

- Pedestrian safety on Rte 50 and Braddock

- Funding our public schools
- Preventing gun violence
- Environment sustainability and green spaces
- Supporting our businesses
- Smart growth and smart development
- Ensuring accessible, affordable healthcare & reproductive choice

So does PUJA KHANNA, Democratic candidate for Dulles District Supervisor.

Local elections matter!

Vote for Puja on Nov. 7 or vote early until Nov. 4.

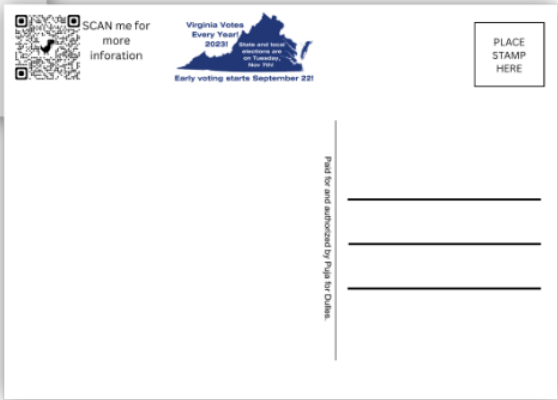
Thank you,
[INSERT YOUR FIRST NAME], a volunteer

DISCLAIMER: Please make sure your postcard has a disclaimer.

Paid for by _____. Not authorized by a candidate or committee.

POSTCARD DESIGN: You can use the postcard of your choice OR you can use the postcard Puja Khanna designed for this campaign available for [purchase here](#).

If you do decide to use other designs, we ask that you use a postcard with a positive image that will inspire people to look at it. Use colored markers. Make it stand out.





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(3 Items)



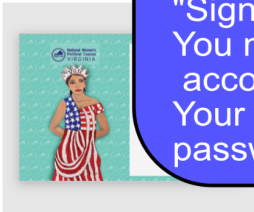
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