

# Write Postcards to Voters

## Easy Do-it-yourself Guide from Long Beach Indivisible

Writing postcards is an easy way to reach out to fellow voters and persuade them to register to vote or to vote to support progressive causes and preserve democracy. Research shows that postcard messaging has a significant impact on [whether people vote](#) and [how they vote](#)—and at relatively low cost.

*Would you like to write postcards to voters on your own?* Then, this guide is for you.

## Postcarding Initiatives

Many organizations sponsor postcarding efforts by supplying addresses of voters or potential voters. We have been working with the following because they are evidence-based, persuasive, and easy to use. They also have a variety of campaigns to choose from.

- [Activate America](https://www.activateamerica.vote/postcards) - <https://www.activateamerica.vote/postcards>
- [Progressive Turnout Project](https://turnoutpac.org/postcards/) (“Postcards to Swing States”) - <https://turnoutpac.org/postcards/>\*

## Step 1 - Decide How Much You Can Do

Consider how much time you can devote and how much you can budget for the cost of this activity (typical cost is 75-85 cents for cards and stamps). When you agree to receive addresses from organizations, *you are committing to write postcards to all those addresses.* The range of addresses is 10 or 20 up to 200, depending on how many you or your group can do.

## Step 2 - Choose an Organization

You may choose either of the above organizations or another that you are familiar with, but *please read the launch page for your selected organization carefully,* so you know how things work. For example, Progressive Turnout Project *provides its own postcards*, but requires that you follow the script precisely and mail cards on a specific date. You will have to create an account for Activate America (it's easy).

## Step 3 - Gather Materials

For timely mailing of postcards, gather all the materials you'll need *before* you download addresses. Here's what you'll need:

- **Postcards** (3"x5" size—avoid larger sizes that require higher postage)
  - Online cards in bulk are the cheapest way to go - Look for *Vote!* themed cards.
  - See the Activate America site for [postcard ideas](#).
- **Stamps** - buy postcard stamps (.61/ea or \$12.20/sheet of 20) - local Post Office or [USPS.com](https://usps.com).
- Download **addresses** from your selected organization.

## Step 4 - Write and Mail!

Once you have your materials and have downloaded or printed your addresses, you can get started. Write to voters or potential *voters*, following the script and specific instructions. For Activate America, you can add color to the postcards to make them eye-catching and fun!

*\*Progressive Turnout Project has temporarily suspended postcard campaigns until the next election cycle.*