



CFCG/ROV POSTCARDING RESULTS

1. Postcarding increased Black voter registration by 3-26%, and Black turnout to 43%:

Petersburg Virginia - 2021	
43% Black voter turnout	Received Postcard Only Out of 6,534 Black voters we contacted, 2,736 or 43% voted.
**Note: These voters had no phone numbers on file.	
Georgia - 2020	
We mailed postcards to 143,000 purged voters in the 2020 Georgia primaries, 3.3% of them registered to vote.	
Onslow, North Carolina - 2019	
3% Black voters re-registered	Before contact
26% Black voters re-registered	Received Postcard +23% increase of Black voters re-registering to vote

2. In 2022 in Florida postcarding provided a lift of 2.55% in turnout

In 2022 we analyzed data from 26,554 Black voters in 3 Florida counties for the August 2022 primary election. Voters were randomly assigned to receive a postcard or not receive a postcard. There was an average 2.55% lift in turnout for those who received a postcard. Assuming the cost of a postcard was \$.50 including postage, this amounts to less than \$20 per additional vote, which is considered cost-effective by campaigns.

3. Andrea Miller, 8-2-2022:

Sending postcards to targeted populations with the right message and voter information can dramatically increase turnout as evidenced by the 2021 Petersburg 43% turnout among Black voters; we did better with the voters who only got a postcard than we did with voters who received postcards, texts and phone calls (their turnout was 40%).

I get postcards from campaigns that are utterly useless (Vote on November 8th in a state that has 45 days of early voting). The postcard doesn't tell me where to vote or even where to find out.

Writing postcards is very effective if you have an informational message and are writing to voters that are not ever contacted by candidates or parties (BIPOC voters who are 0 for 3 or 1 for 3). Parties often don't contact BIPOC voters because they are low-income and won't be donors. We contact individual communities and have them tell us what is important in their community and that is the message that we put on the postcard.

4. **Robert Hubbell's 8-3-22 newsletter:**

Research on the effectiveness of postcarding and letter writing ([NYT article on postcarding](#)).

In response to my defense of postcarding and letter writing yesterday, I received many responses from academic researchers, a private research firm, and boots-on-the-ground organizers. Some of the emails related to the single study that concluded postcarding depressed voter turnout. Most emails related to studies demonstrating that the opposite is true—that postcarding and letter writing increase turnout.

I am not a social scientist or expert researcher, so what follows is me repeating what others have told me (some of it “on background”). Although one researcher felt that there were no obvious errors in the study, another person familiar with the study described it as tiny and poorly done. It was extremely small (a few thousand postcards). It wasn't a randomized or controlled experiment. The postcards supported particular down-ballot candidates, but the researchers measured increase in turnout overall (which was not the purpose of the postcard campaign).

Another reader posted a comment saying that she provided the data for the study cited in yesterday's NYTimes article. She remarks that “although well-intentioned, the postcard study was flawed from the beginning and its conclusions, therefore, were suspect, due to a lack of communication between me and the researchers when the article was written.”

So, the outlier article cited in the NYTimes op-ed seems suspect—or at least small and non-randomized. On the flip side, I received many emails pointing to much larger studies showing a positive effect of up to 3% in voter turnout in response to postcards. For a general discussion of that research and links to studies, see a blog on Medium, A Gateway to Activism, Postcards Win Close Elections.

Another reader from **Reclaim Our Vote** reported on several campaigns run by that group. She notes that:

It's worth underscoring that a relatively small percentage increase in voter turnout among the communities targeted for postcarding can have significant impact:

- * In 2019 in Onslow, NC, 26% of purged voters to whom ROV sent postcards subsequently registered to vote.
- * In 2020 in the Georgia primary, 3.3% of the 143,000 purged Black Georgia voters postcarded by ROV registered to vote.
- * In 2021, in Petersburg, VA, there were 6100 voters with no phone number so ROV postcarded them, and 43% of them voted, compared with 40% voter turnout by all Petersburg Black voters.

5. **Robbin Warner**, Postcards4Virginia: [Yes, Postcards Really Work](#)

This doc is at bit.ly/cfcg-postcards. See <http://bit.ly/ROVresults> for more detail. August, 2022