

Frequently Asked Questions -

Postcards to Swing States Georgia Senate Special Elections

Who are we sending these postcards to?

We're mailing postcards to voters who are extremely likely to support Democratic candidates when they vote. Our job is to help encourage them to get to the polls.

What's the message to write?

[Voter's First Name(s)], Thank you for being a voter! Please VOTE in the Tuesday Jan. 5 Senate elections for Rev. Warnock and Jon Ossoff. [Your First Name]

What are the mailing dates?

Mail the postcards anytime between December 26-28.

What about stamps?

You are responsible for the \$0.35 postcard stamps. The easiest way to get stamps is online at USPS.com. Order them now and help save the Postal Service!

How do I mail the postcards?

Mail them loose rather than bundled in rubber bands. Do not sort them. Either drop them in a collection bin or at the post office.

Why aren't we mailing sooner?

Our postcards will increase turnout the most if they arrive just a few days before the election. The voters we're targeting are likely to vote on election day or not at all, so if our postcards arrive earlier, they will largely be forgotten by the time it matters. Several other groups are focusing on engaging with voters around the early voting options.

What about the USPS Delays?

Our postcards are First Class mail, and the vast majority of First Class mail is still arriving on time, with less than 2% taking 5+ days. The NYT just did a complete analysis:

<https://www.nytimes.com/interactive/2020/09/14/upshot/is-the-mail-getting-slower-tracker.html?action=click&module=Top%20Stories&pgtype=Homepage>

The changes at the USPS are definitely problematic, but the Postal Service normally delivers 96% of first class mail in 1-3 days, with the rest arriving within 1-2 extra days. State laws that allow voters to request mail-in ballots just a few days before the election or require mail-in ballots to be received by election day require USPS to operate with extreme precision, so slight delays can disenfranchise tens of thousands of voters. But our mailing dates are between 8-13 days before the election - well within the timeframe recommended to ensure delivery. Finally, the USPS handles over 400 million pieces of mail every day, and first class mail volumes have been down every single year for a decade. In fact, the decrease in first class letters/cards from last year alone exceeds the number of postcards we're mailing on any given day. Our 15 million postcards will in no way contribute to any delays for ballots. USPS has plenty of capacity to process first class mail. Huge increases in package volume, mail carrier absences due to COVID-19 and procedural changes by DeJoy are the causes of mail delay, not capacity.

Should we mail them from the target states?

Please mail them from wherever you are. We aren't trying to trick voters, and the cards already say "Paid for by Indivisible Chicago." They'll increase turnout just as much, and most people don't look at the postmark anyway.

How do we know postcards work?

We're using the best tactics learned from hundreds of controlled experiments (like a drug trial, a randomized treatment group is compared to a large control group of identical voters). A great book we recommend is "Get Out the Vote! How to Increase Voter Turnout" (Green & Gerber). All our efforts are measured in

randomized controlled experiments, which get shared with other progressive organizations to improve everyone's tactics for the long fight ahead.

How do postcards compare to letters, phone banking, or canvassing?

It always depends on the message, timing, targeting, and good execution. That said, door-to-door canvassing is the most effective thing you can do on a per hour basis. Phone banking is very effective, but a high percentage of voters don't have landlines or won't answer. Mailing a letter costs roughly twice as much as sending a postcard, but it's an apples to oranges comparison. You can send more information in a letter, which helps with registration and getting voters set up to vote by mail. For increasing turnout among registered voters, we're confident postcards are more effective than letters on a per dollar basis.

Who is behind this effort?

Postcards to Swing States is a project of the Progressive Turnout Project, and not authorized by any candidate or candidate's committee.

Why does the disclaimer say "Paid for by Progressive Turnout Project"?

Federal law requires a disclaimer on any "mailing ... of more than 500 pieces of mail matter of an identical or substantially similar nature within any 30-day period." Progressive Turnout Project sends mail in excess of this threshold and therefore prints its disclaimer on the postcards. Any person who similarly exceeds this threshold (for communications that urge a vote for or against a candidate) can add their name to the disclaimer.

Do volunteers have to file independent expenditure reports with the Federal Election Commission?

Any person who spends more than \$250 in a calendar year with respect to a particular election on communications urging a vote for or against federal candidates must file independent expenditure reports with the Federal Election Commission. More information can be found [here](#).