



Instructions

Whether you are new to postcarding or a returning writer, please take a moment to read every line of the following rules. We appreciate your careful approach to this.

1. Handwrite your postcards **legibly**. According to a recent study, recipients respond more positively to postcards that are neat and easy to read.¹
2. Use cards that are inclusive. If you buy, print, or make postcards, the images and wording/quotes/slogans should be issue neutral/benign/safe.
3. Please **use the person's first name**.
4. Please **highlight**, use a **different color**, or **underline** the election date and website address, if any.
5. **Please sign your name, but only use your first name or initials.** (Do not include your return address, email address, last name, or social media information.)
6. Write to each person only once. (Do not contact them again for any reason.)
7. Cover addresses before taking photos or sharing on social media.
8. Please include all of the points on the main script. If you have space you can also personalize.
9. Feel free to decorate your postcards, but please make sure that your decorations don't detract from the legibility and neatness of the cards.
10. **Please mail completed postcards between April 2d and April 15th.**

Have fun!

¹ Blue Wave Analytics, Getting Out the Vote With Postcards to Voters: A Study of Best Practices, p. 9 (November 2019).



Pro Christy Smith Runoff Campaign

Writing to Independent Voters in CA-25

Note: Please mail these postcards between April 2d and April 15th.

Dear [Name] –

Vote Christy Smith for Congress in the May 12th Special Election. She's committed to making health care affordable for all of us.

We need her voice in this critical time.

You will receive your ballot by mail, making it safe and easy for you to vote in this important election.

Thank you for being a voter!

[Your Name], volunteer

Optional additions:

- Your vote is your voice.
- Voting is your superpower.