



### **GOTV Postcard Project – November 8, 2022 Election**

LWVMI is pleased to provide a postcard template to each local LWV League to use for Get Out the Vote (GOTV) efforts for the November 8 election. This is a great volunteer opportunity for League members.

Research has shown that hand written postcards to voters has a positive effect on voter turnout. When non-voters were asked why they didn't vote, many responded that they weren't aware of the election or no one reminded them.

We can also personalize the postcard with your local League name.

This project will focus on the newly registered first-time voting population. We will obtain data from the Voter Activation Network (VAN), which interfaces directly with the MDOS Qualified Voter File (QVF). We will provide local Leagues with an Excel spreadsheet with names and addresses.

LWVMI will reimburse local Leagues for their printing and postage costs. The postcard size is 4x6. The postage rate for postcards is \$.44.

#### **Suggestions for a successful postcard campaign**

- Use only the postcard template approved and provided by LWVMI; print size is 4x6
- Host a Postcard Writing Party-it builds camaraderie and it's a fun event!
- Package postcards in quantities of 50 (plastic sandwich bags work well for this)
- Each volunteer should be able to write a packet of 50 or more.
- Each league should ask members if they want to be volunteer distributors. Distributors should put their packets of 50 postcards in a plastic bin with a closed lid on a covered porch to protect from the weather. Each bin should have a sign-up sheet for the person taking postcards and how many they take. This provides a record of who is in possession of postcards and the total number. This also allows them to follow up with the postcard volunteers to be sure they get them mailed by the appropriate time. All volunteers should secure the postcards so they don't get into the wrong hands.
- Distributors should be in various locations around the community so volunteers don't have to drive very far to pick up cards. This won't be needed for Postcard Parties or if they don't mind dropping cards off to the volunteers.
- Volunteers are encouraged to write cards to family, friends and business associates.

- Write legibly and be creative (see some sample messages below). The main message is to be sure the recipients are aware of Election Day on Tuesday, November 8; to make a plan to vote and refer them to Vote411 for election information.
- The timing for mailing these postcards is critical. All postcards should be **sent out during the first two weeks in October, but not before**. Absentee Ballots will be mailed to voters beginning September 29. The November Election will be at the top of voter's minds in October, so it is the optimal time to mail them.

**Sample Messages** (local Leagues should feel free to come up with their own messages)

*Dear Michigan Voter,*

*This is a reminder that YOUR VOTE MATTERS! Please make a plan to vote on Tuesday, November 8<sup>th</sup>, 2022. Early voting starts on Sept. 29<sup>th</sup>. Questions or need more information? Flip this card over and save until this November. Thank you for your support! From a League of Women Voters of (local League name) member.*

*Hello Friend,*

*Please make a plan to vote on Tuesday, November 8<sup>th</sup>. Your Vote Matters more than ever! Early voting starts Sept. 29<sup>th</sup>. Every vote is important and it is our duty as a citizen of our great state of Michigan to participate in the election. For election and candidate information, visit VOTE411.org for all the information you need. Thank you for voting! From a LWV (local League name) member.*

*Dear Michigan Neighbor,*

*Please make a plan to VOTE on Tuesday, November 8<sup>th</sup>. Your vote matters! Early voting begins September. 29<sup>th</sup>. Your Vote is Your Voice, Use it! Please keep this card until November as a reminder, and for all the information you need. Thank you for your support! From a Concerned Neighbor.*

Handwritten postcards are a very effective tool to communicate the importance of voting on Tuesday, November 8<sup>th</sup>.

Questions regarding the logistics of organizing volunteers, distribution of postcards or personalized League cards can be directed to Pat Buckner at [patbuckner24@gmail.com](mailto:patbuckner24@gmail.com).

Questions regarding postcard mailing lists, expense reimbursement or any other issues can be directed to Judy Florian at ([jflo@comcast.net](mailto:jflo@comcast.net)).

We thank you for your participation in this project!