



GOTV Postcard Campaign— August 4 and November 3, 2026 Elections

LWVMI is pleased to offer local Leagues the opportunity to participate in the Get Out the Vote (GOTV) postcard campaign for the August 4 and/or November 3 elections. This is an excellent volunteer opportunity for League members.

Research shows that handwritten postcards to voters can help increase turnout. Many nonvoters report they were unaware of the election or simply were not reminded to vote.

A postcard template is available and may be customized with your local League's name. Special thanks to Pat Buckner of the Northern Lower Michigan League for designing the postcard. If you would like your League's name added, please contact Judy Florian at voterservice@lwvmi.org.

The postcard size is 4 x 6 inches, and the current postage rate is \$0.61. This rate is expected to increase to \$.65 on July 1. Local Leagues are encouraged to purchase the Forever postcard stamp before July 1 so they can be used after the increase.

NOTE: A couple of local Leagues have inquired about buying stamps from a third party. This is not recommended since the validity of the stamps cannot be verified. Purchase stamps from the USPS.

To participate, each local League must complete the **2026 GOTV Postcard Campaign Application**, available in the Members Only section of the LWVMI.org website. **The target group for this campaign is newly registered, first-time voters (age 18-29).** However, local Leagues can identify a different target population. Examples include, but are not limited to, the following:

- Voters who have not participated in an election during the past four years
- Women voters age 40 and over who didn't vote in 2022.
- Voters in a specific jurisdiction, precinct, or ZIP code (demographics decided by the local League).

Our Voter Access Network (VAN) Data Team will extract voter information from the database, which connects directly to the Michigan Department of State's Qualified Voter File (QVF). The data team includes Cathy Marshall of Washtenaw County and Susan Hannah of Northern Lower Michigan. Once an application is received, the request will be forwarded to the data team for processing.

LWVMI will reimburse local Leagues for printing and postage expenses up to a maximum of \$1,000. Local Leagues may exceed the \$1,000 limit but will be responsible for any costs above

that amount. Expenses must be paid upfront by the local League, with receipts submitted for reimbursement.

Local Leagues may send postcards for the August 4 Primary Election, the November 3 General Election, or both.

To receive reimbursement, local Leagues must submit receipts along with the GOTV Expense Reimbursement Form, available on the LWVMI.org website. **The deadline to submit the Reimbursement Request Form and receipts is Friday, November 13, 2026.** Local Leagues will receive reimbursement after November 13.

Suggestions for a Successful Postcard Campaign

- Use only the postcard template approved and provided by LWVMI.
- Host a Postcard Writing Party—it builds camaraderie and creates a fun volunteer event.
- Package postcards in bundles of 50 (plastic sandwich bags work well).
- Each volunteer should be able to write at least one packet of 50 postcards.
- Ask League members if they would like to serve as volunteer distributors.
- Distributors should place packets of 50 postcards in a plastic bin with a secure lid on a covered porch or other protected area. This helps protect materials from the weather. Each bin should include a sign-up sheet where volunteers record their name and the number of postcards taken. This creates a record of distribution and allows for follow-up to ensure postcards are mailed on time. All volunteers should store postcards securely so they do not fall into the wrong hands.
- Distributors should be located in different parts of the community so volunteers do not have to travel far to pick up postcards. This may not be necessary for Postcard Writing Parties or when postcards are delivered directly to volunteers.
- Volunteers are encouraged to write postcards to family, friends, and business associates.
- Write legibly and be creative. The main message should remind recipients of Election Day (Tuesday, August 4, or Tuesday, November 3), encourage them to make a voting plan, and direct them to the VOTE411 online Voter Guide for election information.
- Some local Leagues choose to pre-print messages on postcards to avoid illegible handwriting.

Timely Mailing is Essential

All postcards should be mailed during the first two weeks of July for the August Primary and the first two weeks of October for the November General Election. Absentee voter ballots will be mailed beginning June 25 for the August Primary and September 24 for the November Election. Because voters are already thinking about the election during these periods, it is the ideal time to send postcards.

Questions regarding postcard mailing lists, expense reimbursement or any other issues can be directed to Judy Florian at voterservice@lwvmi.org.

We thank you for your participation in this very important campaign!