

Get-out-the Vote Postcards - VA Primaries Tips!

- ◆ Handwrite your postcards legibly.
- ◆ Handwrite the addresses legibly.
- ◆ Stick the stamp first to make sure you have the space.
- ◆ If you already have the addresses, write the address on the postcard first. If not, make sure you leave enough space for the address.
- ◆ Only sign your first name. Do not include your return address, email address or last name.
- ◆ Do use plenty of colors (colorful pens, makers, etc)
- ◆ Do get your kids to help! Kids love to draw or decorate postcards. Older kids love to write postcards themselves.
- ◆ Keep your postcards personal-looking and in your own words. The least your postcards look like junk mail, the better.
- ◆ Cover addresses before taking photos. If you share digital photos of your cards on social media, always cover voters' addresses.
- ◆ Keep cards looking grassroots-like. Do not print any logos/graphics/photos on the cards.
- ◆ Do not mail the postcards now! Your group leader will collect the postcards to be mailed early June – exact date will be communicated.
- ◆ Have fun!

Here some postcard examples from prior postcard writing campaigns:

