

Be an Advocate

Postcarding

Postcards are a relatively quick, concrete way to communicate effectively with friends, relatives, and legislators. A study measuring the electoral impact of handwritten mail found an increase in voter turnout among infrequent voters who received a handwritten note. The effect was similar to the bump in turnout generated by a typical Get-Out-The-Vote door to door canvass. Another analysis published in the journal *Behavioral Scientist* found that postcard writing has a positive effect on the volunteers, too!

Get Started

Decide on your audience: think about which friends/ relatives would likely be open to learning about and supporting the bills that NWPC-VA is advocating for- and against- in 2023 (**Find that list at the top of the toolkit page**). It's important to build support across gender, race, age, party, etc. Your legislators are your audience, too. Make sure your elected representative knows how you feel about a particular bill or issue.

Craft your message: once you've determined the card recipients, decide on an effective message. Greet the person with their first name. Greet the legislator with "Senator Smith" or "Delegate Johnson". Then begin your message with "I am a volunteer with NWPC-VA." This provides context for why you are writing the card. Then start with your short and persuasive message. Personal anecdotes are particularly effective, so share one if space allows.

Begin your messaging: the best way to build support for policies that support women and families is to keep communication positive, bipartisan, inclusive, and single-issue. Avoid conflating this with other issues you care about. Encourage friends and family to learn more about the topic you are discussing.

Make a lasting impression: When signing, you want to ensure the reader that you are a real person. Use your first name and location. Feel free to include that you are NWPC-VA volunteer in your signature. For example: Jessica, NWPC-VA volunteer

What You Need



Postcards: Since abortion bans and bodily autonomy are the subjects of several bills this session, NWPC-VA partnered with Generation Ratify Virginia in designing postcards to reflect the fact that every Virginian should have the freedom to make decisions for their own lives and futures. Find the link to order these postcards in our toolkit.

Postcard stamps: Postcard stamps cost \$0.40 (roll of 100 postcard stamps costs \$40). If you are writing postcards with friends either in person or virtually, ask everyone involved to contribute to purchasing postage.



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VIRGINIA