

# Be an Advocate

## Postcarding

Postcards are a relatively quick, concrete way to communicate effectively with friends and relatives. 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 NWPC-VA goals for the year. Begin with this list and expand from there. Remember NWPC-VA's mission is to draft legislation that centers on equality and the needs of women. It's important to build support across gender, race, age, party, etc.
- **Craft your message:** once you've determined the card recipients, decide on an effective message. Greet the person with their first name. 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. Check out the examples in our *advocacy toolkit* for messaging ideas.
- **Be disciplined in 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

- **Nonpartisan postcards:** you can use
  - blank index cards
  - templates that can be printed at home
  - pre-made postcards
  - Order NWPC-VA postcards
- **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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