

## REPRODUCTIVE FREEDOM POSTCARD WRITING TO VOTERS FOR CONGRESSIONAL DISTRICT 13

### Summary

Thank you for committing to write postcards to voters in Congressional District 13. Our message is a reminder to vote this November and support the pro-reproductive freedom Congressional Candidate committed to protecting abortion access.

### Goal

In today's digital campaigning world, it is easy for voters to ignore text messages, emails, and digital ads. Data shows that direct voter-to-voter contact is still the most effective form of connecting with voters. When people receive personal handwritten postcards, they are more likely to take action on the issue.

**Throughout August, our goal is to write and send 20,000 postcards to voters.**

Our efforts will not end with a postcard. Starting in September, we will follow up by phone.

### Essentials to Getting Started:

- **Postcards.** You can collect blank postcards from one of the following Government Relations and Communication (GRC) team members according to the county you live in:
  - **Christian Garcia, VP of Government Relations and Communications** – San Francisco, Contra Costa, Solano.
  - **Marisa Formosa, Senior External Relations Officer** – Humboldt, Butte, and surrounding Northern Counties.
  - **Caitlin Quinn, Online Advocacy Specialist** – Sonoma, Mendocino, Napa, Lake, and Colusa County.
- **Sample postcard messages.** This will ensure we stay on message.
- **Ballpoint Pens** – Use a ballpoint pen to avoid any smudges.

## Postcard Messages To Write

*Dear Voter,*

*As Election Day approaches, supporting the reproductive freedom congressional candidate is vital to prevent a national abortion ban. Your vote has the power to protect bodily autonomy and ensure that personal health decisions remain in the hands of individuals.*

*Thank you for making your voice heard!*

*(Your Name)*

## Completed Post Cards

Once you have completed writing your postcards, please return it to your GRC team member. All postcards must be returned on or before Friday, August 30. They will be mailed the first week of September.

## Hosting Postcard Writing Party

Have fun writing postcards and make it a party!! Here are some helpful tips.

1. **Invite** – Ask your family, friends, neighbors, co-workers, and others to join you at your home, a local coffee shop, or any gathering place.
2. **Inform**—Inform your guest about how Reproductive freedom is at stake. Make it personal and prepare some questions beforehand to get the conversation moving. For example: *Why is this issue important to you? What motivates you to vote in this election?*
3. **Write your postcards.** Depending on the number of guests and the time you have together, set personal and team goals for the number of postcards you will write. Remember to stick to the pre-written message.
4. **Ensure you have enough materials before the postcard party.** This includes postcards and ballpoint pens. Always have extra pens.
5. **Collect** the postcards at the end of the event and encourage participants to host their own postcard parties. Do not forget to thank all your participants before they go.
6. **Mail or coordinate the postcard(s) pickup with a GRC team member.**