

Case Study

Postcards to Swing States

About

Chicago-area activists started Postcards to Swing States in a garage in December 2019. In early 2020, the program organized thousands of volunteers to send **600,000 postcards** for the Wisconsin primary and raised over \$50,000. Organizers partnered with The Movement Cooperative to test the impact of their work in WI. With increased volunteer demand P2SS made a plan to scale their operation for fall 2020, planning to send **three million postcards** to Michigan and Wisconsin voters.

Funding Process

In June 2020, P2SS reached out to Progressive Turnout Project to discuss a partnership for the November elections. With similar missions, PTP was interested in collaborating with an innovative new voter contact program. P2SS shared **past research and their financial history**, along with with a **plan to scale up their outreach and double their impact**.

4x

Original P2SS budget

\$200,000

Grant from PTP

5x

Voter Impact



Results

PTP **granted P2SS \$200,000** in August 2020 to scale up their operation. Organizers were able to print and send more postcards, rent an office, hire support staff to support increased output, and expand outreach to volunteers. This funding allowed P2SS to grow even further than imagined in their original funding proposal.

With high demand and four times their original budget, P2SS was able to **send out 15.7 million postcards** to 14 key swing states in November. They then turned around and sent **another 5 million postcards** to voters in Georgia during the runoff election.

From May to November 2020, P2SS was able to **grow their voter impact five times**. They were able to show PTP how their investment resulted in a **jump from 3 million postcards to 15.7 million**, and increased not only their voter contact numbers but also their community of **100,000 passionate volunteers** and supporters.

P2SS, now a sustained program of PTP, has continued to develop and test unique voter contact programming, such as their 2021 Neighborhood Letters program in Virginia. These new and existing programs continue to connect voters from across the country.