



Our Postcards to Swing States programs had an enormous impact in the 2022 midterm elections thanks to the help of **52,207 volunteers** in all 50 states, D.C. and U.S. territories. In all, we sent **20,843,502 handwritten postcards** and neighborhood letters to rally Democrats to vote in 2021 and 2022 (more than any other organization). As in 2020, our volunteer recruitment was entirely organic, relying largely on word of mouth and serving as a gateway to activism for thousands of first-time volunteers.

Commitment to Innovation

We continued to innovate with our research partners and measure the effectiveness of our programs. Our [postcard experiment](#) during the 2022 Pennsylvania primary boosted turnout and won an Expy award from the Analyst Institute for our commitment to research and collaborative learning. We partnered with communications expert Anat Shenker-Osorio and The Movement Cooperative to test three handwritten messages. While a race-class narrative message and a social pressure message each increased turnout, a message that combined elements of both was the most effective.

We'll publish the results of our seven-state 2022 Senate postcard program in mid-2023. Our volunteers sent **7.2 million postcards**, which tested four different message frameworks: social pressure, family and friends, plan making, and early voting information. As was the case with our groundbreaking [2020 experiments](#), the enormous size of our programs allows us to test different handwritten messages with an unusually high degree of statistical confidence.

We first piloted our innovative [Neighborhood Letters](#) program in the 2021 Virginia primary, where 17,000 letters **increased turnout by an estimated 1.1%** among the voters who received letters from neighbors.

Unlike other volunteer letter-writing programs, Neighborhood Letters empowers volunteers in swing states to deliver personalized letters to potential Democratic voters right in their own neighborhoods. We provide a walk list and volunteers hand deliver the personalized letters (no envelopes or postage needed).

In 2022, we expanded our Neighborhood Letters program to seven Senate battleground states and **recruited 1,100 volunteers to deliver more than 135,000 letters**. Our experiment to measure the effectiveness of the program won a grant from the Innovation/Under-tested Research Fund, sponsored by several leading

progressive research organizations. We look forward to publishing our results in mid-2023.

A mobilization letter delivered by a neighbor may be even more effective than one mailed by an anonymous volunteer. In addition, getting volunteers comfortable with walking to the doors of Democrats nearby may make them more likely to build and sustain connections with their neighbors or participate in door-to-door canvassing.

Our Midterm Impact

Our volunteers sent **10.1 million postcards** and letters to **6.5 million voters in 26 states** ahead of the November 2022 midterm elections.

Our Senate postcard program sent two postcards to 3.6 million voters in Arizona, Georgia, Nevada, New Hampshire, North Carolina, Pennsylvania, and Wisconsin, for a total of 7.2 million postcards.

Our House postcard program included **41 competitive House races in 19 states** not covered by our Senate program. We sent 2.3 million postcards, helping Democratic candidates win 33 of these competitive races.

We estimate these programs **added 20,000 - 60,000 additional votes**, boosting Democrats to victory in numerous close races, including down ballot. This estimated impact is roughly equivalent to 40,000 - 120,000 hours of door-to-door canvassing¹.

The benefits of our postcard programs on our volunteers are immeasurable. Postcard parties build community, and countless grassroots groups use them to recruit new members, some of whom go on to phone bank or canvass in the days leading up to Election Day. The testimonials we receive from families with kids, residents of senior care facilities, and busy working adults who fit postcards into spare moments throughout the week leave us with no doubt that our programs are unparalleled at meeting volunteers where they are and empowering them to make a difference.

Postcard and letter writing are among the most cost effective ways to boost Democrat turnout. Our estimated **cost per additional vote was only \$17** for the 2022 midterms. We ran our 2022 programs with four staff member equivalents and did not spend a single dollar on paid promotions. Our volunteers provided the postcard stamps, though we provided any volunteer who requested assistance with stamps at no

¹ Green, Donald P. and Alan Gerber. 2004. Get Out the Vote! How to Increase Voter Turnout. Washington, DC: Brookings Institution Press

expense. By far our largest expense was printing and shipping the postcards we provided free of charge to volunteers in our Senate program.

Looking Towards 2024

We are fully committed to running a large-scale postcard program in the key swing states and House districts in 2024. We expect to launch additional programs throughout the cycle, including the 2023 elections in Virginia.

A primary focus of 2023 into early 2024 will be to strengthen our support for grassroots groups in key states. Volunteer education, including trainings and resources on best practices for voter contact, is an area where we recognize our unique expertise in voter contact can make a significant impact.

We are excited to expand our innovative paid programs to include robust volunteer pathways in 2024, as well. Our focus on meeting volunteers where they are and offering impactful ways to make a difference fit perfectly with our Distributed Organizing and Relational Organizing programs. Whether volunteers have written postcards with us before or not, we see an enormous opportunity to connect with grassroots groups in key states early and stay engaged, resulting in a huge boost to our on-the-ground GOTV efforts for the presidential election.