



Postcards to Swing States started in a volunteer's garage in 2019. Since 2020, our 330,000 volunteers have sent 43 million handwritten postcards to voters, more than any other organization. Writing postcards is a gateway to activism for many first-time activists and builds grassroots community. Our award-winning research proves that postcards **increase Democratic turnout by 1.3%**.

2024 Postcard Program

We plan to send **25 million postcards in 2024**, including swing states, key Senate races, as well as competitive US House and state legislative districts across the country.

Beginning in May, we will provide free postcards to volunteers across all 50 states to handwrite postcards to potential **Democratic voters in 11 states**: Arizona, Florida, Georgia, Michigan, Montana, Nevada, North Carolina, Ohio, Pennsylvania, Texas and Wisconsin. We will add **House races and state legislative districts** over the summer.

How does it work? Along with postcards, we include instructions with proven messages: social pressure, plan-making, and friends & family. The volunteers provide stamps and mail the postcards in October to voters on an included list.

The postcards will add an estimated **125,000 votes** while bringing tens of thousands of first-time volunteers into activism, many of whom will sign-up for other forms of direct voter contact in the weeks leading up to Election Day.



"Postcard writing is an important part of how Indivisible Evanston recruits new members and sustains engagement! We've had postcard parties with dozens of people, during which we signed folks up for weekend trips to knock doors or register new voters in Wisconsin."

— Leslye, Indivisible Evanston (IL)

Midterm Impact

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

Our Senate postcard program sent **7.2 million postcards** to voters in 7 key states. Our House postcard program sent **2.3 million postcards** to voters across 41 competitive House races in 19 states not covered by our Senate program, helping Democratic candidates win 33 of these competitive races.

Our postcards added 22,500 votes, based on our [controlled study](#) and estimates of spillover to other members of the same households. This impact is roughly equivalent to 45,000 hours of door-to-door canvassing.

Grassroots groups nationwide use postcards to recruit new members. The testimonials we receive from volunteers demonstrate that our programs meet people where they are and empower them to make a difference.

Leaders in Innovation

Since the beginning, we have worked with research partners to innovate and measure the effectiveness of our handwritten postcards. Our five published randomized controlled [experiments](#) with handwritten postcards have won three Expy Awards from the [Analyst Institute](#).

We have tested 14 total handwritten messages, all but one of which found statistically significant increases in voter turnout. The enormous size of our programs allows us to test messages, timing and volume with a high degree of statistical confidence.



POSTCARDS SPOTLIGHT

Arizona 2022



Our volunteers wrote more than 933,000 postcards to voters in Arizona, where Democratic Attorney General Kris Mayes won by just 280 votes.

There's no question that without our postcards, a right-wing Republican would be able to undermine voting rights in one of the most critical swing states.

933,000+

Postcards written to Arizona voters

280 votes

Margin of victory in Attorney General race

More info at

turnoutpac.org/postcards

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