

# PLEASE READ BEFORE GETTING STARTED!

## UPDATED INSTRUCTIONS

### HELLO MOMSRISING SUPPORTER:

Thank you SO MUCH for helping remind moms across the country to vote in the November 2020 election by writing a short personal note on the enclosed postcards! Research shows that personal notes like this have a tremendous impact on getting an infrequent voter to cast their vote. Together, MomsRising volunteers are handwriting OVER 2 MILLION voting reminder postcards and will make a big difference in getting out the vote. Thank you again – we couldn't do this without you!

### IMPORTANT NEXT STEPS & TIPS:

- Please write 1-2 sentences as legibly as possible on the back of the postcard in the blank white space available. The back is the side with the voter address on it. (Check out the “Suggested Messages” section!)
- We strongly recommend you only sign your first name and state to protect your privacy.
- This is a non-partisan project, so please do not write anything about an individual candidate, party, or political position.

### VERY IMPORTANT UPDATED MAILING INSTRUCTIONS:

Please complete these postcards and **mail them directly to voters ON MONDAY, OCTOBER 5, 2020** – but *not before* October 5th! Volunteers who filled out past batches of GOTV postcards were asked to return their postcards to MomsRising, but this final batch must be mailed directly to voters on October 5th!

We are very closely monitoring the issues that the USPS is currently facing and are confident that mailing the postcards on **October 5th** will be the most effective and impactful send date based on the data we have about delivery timelines and the voting tendencies of low-frequency voters.

You do not need to attach any additional postage – all postcards are pre-stamped with the printed indicia.

### SUGGESTED MESSAGES TO HANDWRITE ON YOUR POSTCARDS (CHOOSE ONE):

**\* Include each voter's first name in your message for extra impact! \***

- Hello – This is a mom-to-mom reminder that it's SO important to be a voter on (or before) Tuesday, November 3rd! If you have a mail-in ballot, fill it out and return it ASAP to avoid delays.
- Hello - We have such an important election to vote in on (or before) Tuesday, November 3rd! If you have a mail-in ballot, fill it out and return it ASAP to avoid delays. I hope you'll join me in being a voter this year.
- Hello – Please join me in voting on (or before) Tuesday, November 3rd! It is such an important year to be a voter. If you're mailing in your ballot, please fill it out and return it ASAP to avoid delays!

### ONE FAVOR?

If you feel comfortable doing so, take a picture of yourself filling out your postcards – or with your completed stack of postcards – and send it to us at [postcards@momsrising.org](mailto:postcards@momsrising.org) so we can share it on social media and encourage other volunteers to get involved with our GOTV campaigns. And, if you post the photo on social media (Twitter, Instagram, Facebook), tag us @MomsRising and use the hashtag #MomsVote!

THANK YOU for your tremendous help in getting out the vote! The future is what we do together.

– *The whole MomsRising / MamásConPoder team*

**Email us at [postcards@momsrising.org](mailto:postcards@momsrising.org) if you have any questions!**

[MomsRising.org](http://MomsRising.org) | [MamásConPoder.org](http://MamásConPoder.org)

MomsRising Education Fund is a 501(c)(3) public charity and does not support or oppose any candidate for elected public office.