

PLEASE READ BEFORE GETTING STARTED!

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. Thank you! Together, MomsRising volunteers are handwriting OVER 1 MILLION voting reminder postcards and will make a big difference in getting out the vote.

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:

Please complete your postcards and RETURN THEM TO US – by **Sept. 25th, 2020** with the pre-addressed, pre-paid return envelope that we provided. *You do not need to attach any additional postage.* After you send the completed postcards back to MomsRising, we will safely store the postcards until it's the most effective time to mail them before the November 3rd election. Please do not mail the postcards directly to voters – return them to us in the return envelope we provided!

VERY, VERY IMPORTANT:

Before placing your completed postcards in the prepaid return envelope that we provided, please make sure that **all postcards are facing the same direction with the same orientation**. This will ensure that they can be scanned into the mail stream before the election with no issues.



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

- Hello – This is a mom-to-mom reminder that it's SO important to be a voter on (or before) Tuesday, November 3rd!
- We have such an important election to vote in on (or before) Tuesday, November 3rd! 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.

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 so we can share it on social media and encourage other volunteers to get involved with this voting reminder campaign. 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*

P.S. Friendly reminder: Please do not mail the postcards directly to voters! Instead, return them to MomsRising with the pre-addressed, pre-paid return envelope we provided by September 25th, 2020. Questions? Email us at postcards@momsrising.org if you have any questions!