

1. Choose your first letter and **look at the bottom of the letter to find the name and address of the voter.** When you download all letters at once, your PDF will include a Voter List page; use this as a checklist as you complete letters.

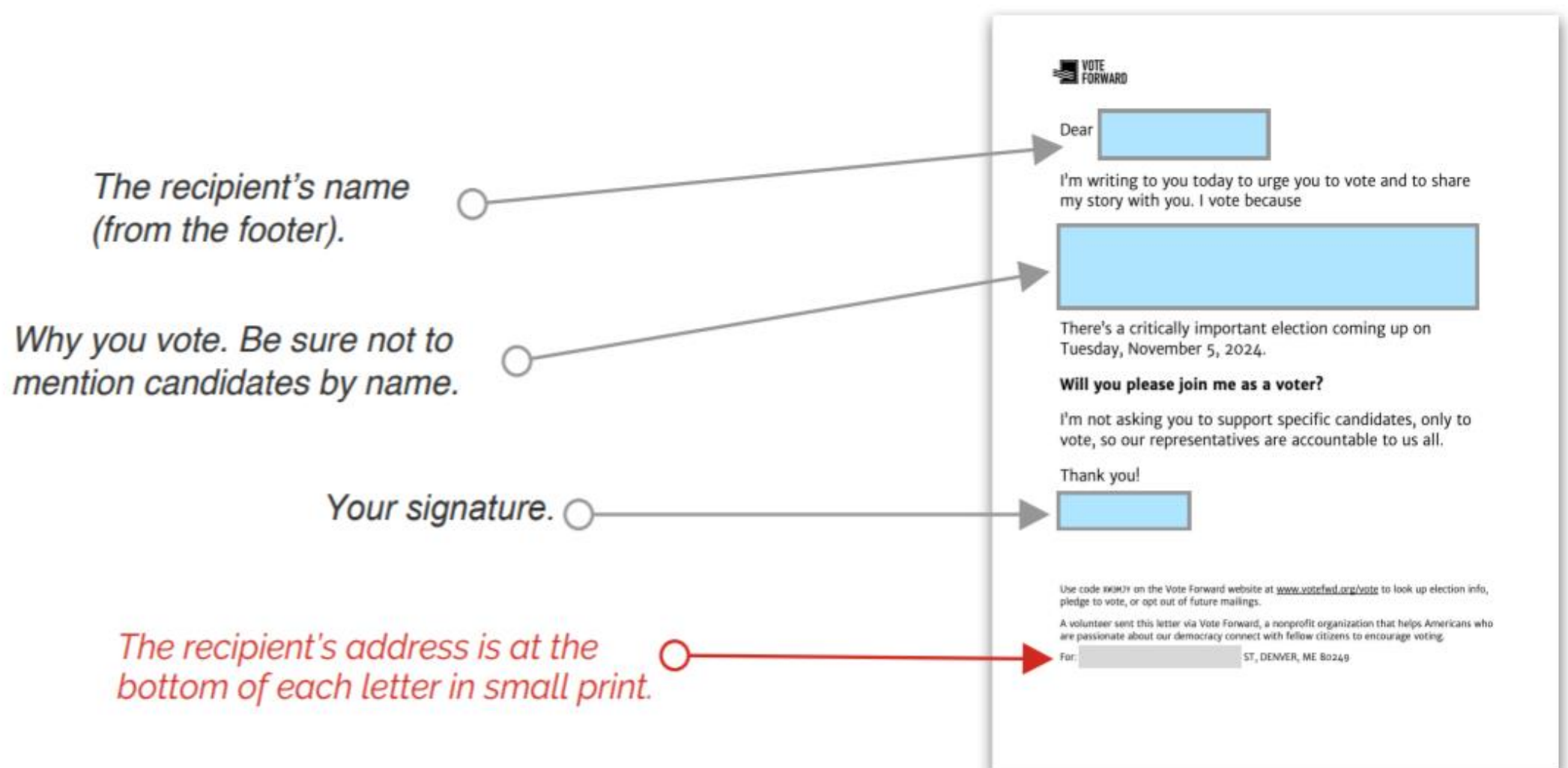
Tip: Each letter template is unique to an individual voter. **Before writing each letter, check the voter's name at the bottom of each individual letter for the voter's name and address.** To avoid mix-ups, use the information **on the letter itself** rather than the Voter List at the front of each batch. If you make a mistake, see [Adopting Voters and Downloading Letters](#) for instructions on reprinting a single letter template.

2. Write the voter's first name at the top of the letter after "Dear." Some voters may not be accustomed to reading cursive, so **please print** and write legibly.

3. Write one to three sentences in English about why you vote in the larger blank space on the letter. Your message should be friendly and nonpartisan. Focus on positive, heartfelt, and inclusive ideas. Do not mention candidates or political parties, and please do not make assumptions about your recipients based on their names or locations!

Tip: Nonpartisan messages have been shown to be most effective for letters encouraging voting, and we strongly recommend against mentioning specific policies (e.g. Medicare for All), current news (e.g. COVID-19), or voting methods (e.g. Vote by Mail). General topics that most people would agree with, such as: "all children should be able to attend a safe school" or "everyone should have access to quality healthcare," are fine. Check here for [more tips](#) on writing effective messages.

4. Sign the bottom of the letter with your first name and the first initial of your last name.



The diagram shows a letter template with four callouts:

- The recipient's name (from the footer).** Points to the "Dear" field.
- Why you vote. Be sure not to mention candidates by name.** Points to the large blank space for the message.
- Your signature.** Points to the signature line.
- The recipient's address is at the bottom of each letter in small print.** Points to the footer area.

The letter template content includes:

- VOTE FORWARD logo
- Dear []
- I'm writing to you today to urge you to vote and to share my story with you. I vote because
- []
- There's a critically important election coming up on Tuesday, November 5, 2024.
- Will you please join me as a voter?**
- I'm not asking you to support specific candidates, only to vote, so our representatives are accountable to us all.
- Thank you!
- []
- Use code 88827 on the Vote Forward website at www.votefwd.org/vote to look up election info, pledge to vote, or opt out of future mailings.
- A volunteer sent this letter via Vote Forward, a nonprofit organization that helps Americans who are passionate about our democracy connect with fellow citizens to encourage voting.
- For: [] ST, DENVER, ME 80249

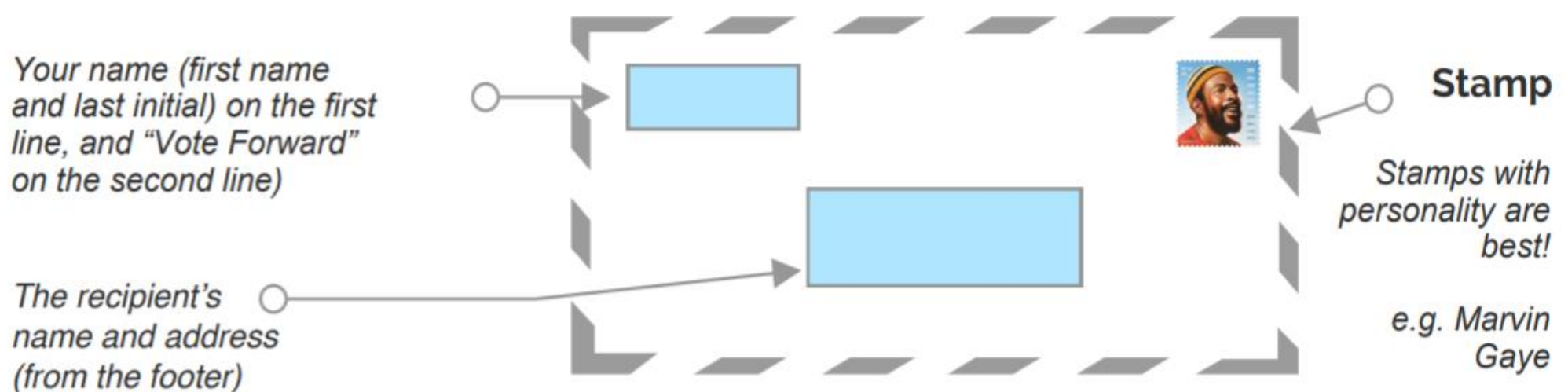
See next page

- Find the voter's address at the bottom of the letter and address an envelope with the voter's name and address. USPS recommends printing addresses in ALL CAPS.
- In the return address spot, write your first name and last initial on the first line, and "VOTE FORWARD" on the second line, like this:

MANDY P.
VOTE FORWARD

- Double-check that the voter's name and address on the letter match what you've written on the envelope, and that everything is spelled correctly. Fold the letter and put it in the envelope. Then seal and stamp the letter.

Tip: You can seal and stamp your envelopes now or wait until closer to the mail date. If you want to wait, please plan a time to do this so you won't miss the mail date.



- Repeat this process for each letter until you finish the letters you printed. Store all your letters in a safe place for campaigns with a set mail date. For campaigns with rolling mail dates, drop your letters in the mail right away.
- Since they contain voter information, we suggest that you shred the Voter List pages when you no longer need them.

Tip: Put a note on your calendar with the mail date for the Vote Forward campaign you worked on and information about where you've stored your letters. Mail dates are listed on your Vote Forward Dashboard, the [Active Campaigns page](#), and on the Voter Lists that appear in each batch of letter templates you download.

- Update your [Vote Forward dashboard](#) so that we can keep track of which letters are written and ready to send.

Want more information?

Find other tips and answers to your questions [here](#).