

SwingLeft Peninsula

Letter Captains Fact Sheet

Letter Captains are individuals or small teams who capitalize on their personal and/or organizational networks to:

- Recruit people to write GOTV (get-out-the-vote) letters from Vote Forward
- Distribute free, pre-printed letters to writers

How it works

Letter Captains reach out to their friends, family, and organizational contacts to look for volunteers to write letters. They order free, pre-printed letters in bulk (1000+) from Swing Left Peninsula's letters [website](#) and pick them up in either Palo Alto or San Carlos. Writers pick up lots of 20 to 200 letters from Letter Captains' homes. Some Letter Captains also deliver. Information and training materials are available at our letters [website](#), and we will provide volunteer trainers and party supplies if you'd like to kick off a new group with a letter party. We have virtual and in-person parties every week where writers can get training and ask questions. 1000 letters may sound like a lot, but between now and October 29, when we put them in the mail, most Letter Captains will order and distribute multiple cycles of 1000 letters.

Where to find letter writers

Personal networks are a great start. People get hooked once they learn how easy and effective letters are. Letter writing is the most inclusive political activity there is—it does not require mobility, lots of time, special skills, or an extroverted personality. You can also tap into organizations where you have a contact, perhaps approaching a key member to explain the potential. Examples are book clubs, pickup/dropoff groups at school, senior living facilities, and faith communities (we have had particular success with the last two groups).

Vote Forward has nonpartisan campaigns for groups where partisan campaigns are not appropriate. These campaigns are created without a partisan screen, but in fact, they target historically under-represented groups who often vote for Democrats when they do cast a ballot.

Midterm elections are all about turnout—whichever group is more motivated will win

Vote Forward letters are one of the [highest turnout tactics ever measured](#) in a Presidential election, and they will be even more effective in the midterms, when fewer people typically vote. In 2020, Swing Left Peninsula volunteers wrote more than 450,000 GOTV letters, due largely to high-volume Letter Captains. This year, SLP's goal is to produce ONE MILLION letters.

Questions? Ready to sign up? Just [let us know](#)
(<https://www.swingleftpeninsulaletters.org/become-a-letter-captain>)!