1. Choose your first letter and **look at the bottom of the letter to find the name and address of the voter.**
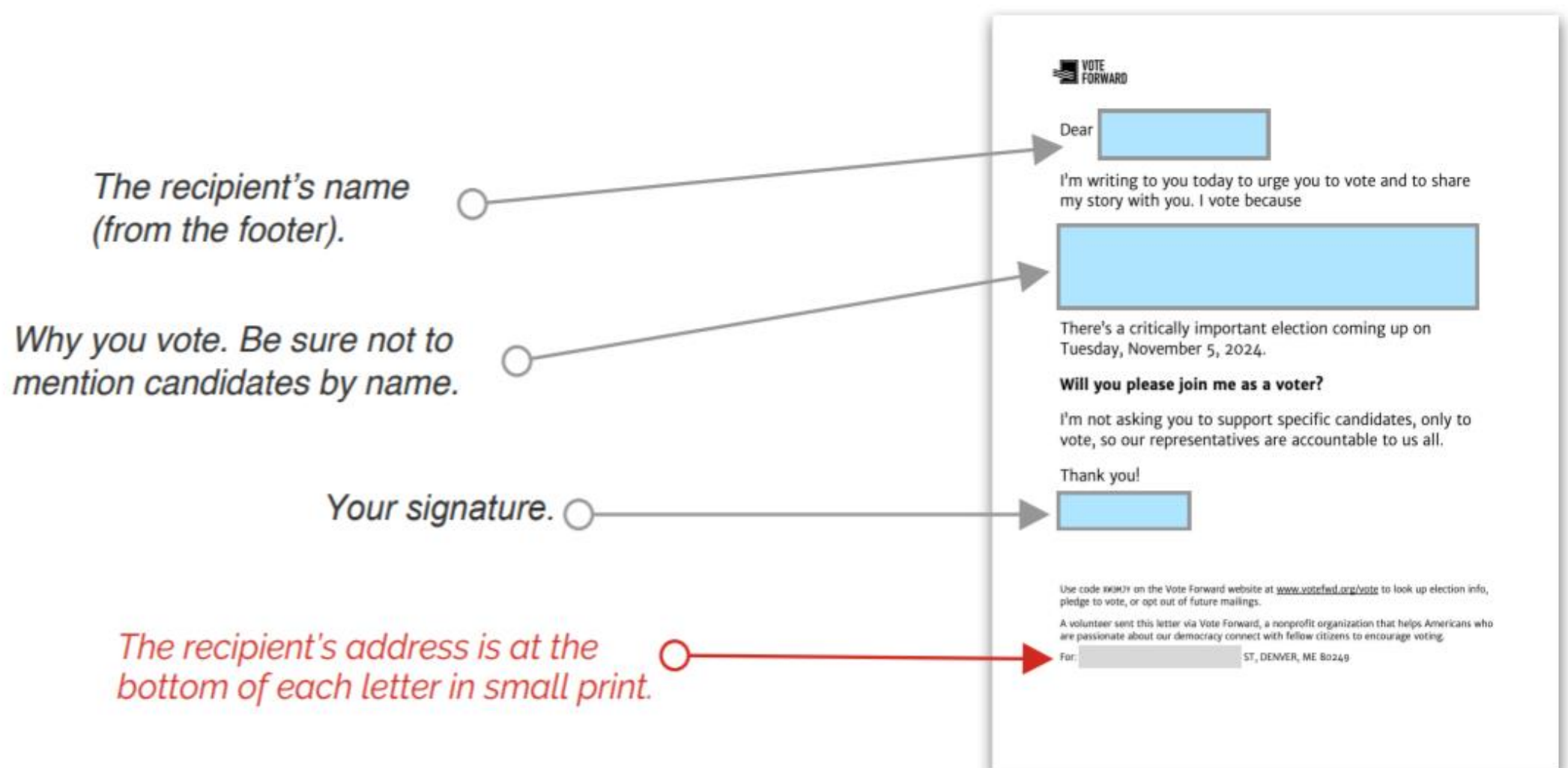
   Tip: Each letter template is unique to an individual voter. **Before writing each letter, check the voter's name at the bottom of each individual letter for the voter's name and address.** If you make a mistake, use correction fluid (e.g. Liquid Paper or Wite-Out) to fix it.

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 recipient's name (from the footer).

Why you vote. Be sure not to mention candidates by name.

Your signature.

The recipient's address is at the bottom of each letter in small print.

VOTE FORWARD
www.votefwd.org

5. 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**.

6. 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

7. 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.

Your name (first name and last initial) on the first line, and "Vote Forward" on the second line)

The recipient's name and address (from the footer)

Stamp

Stamps with personality are best!

e.g. Marvin Gaye
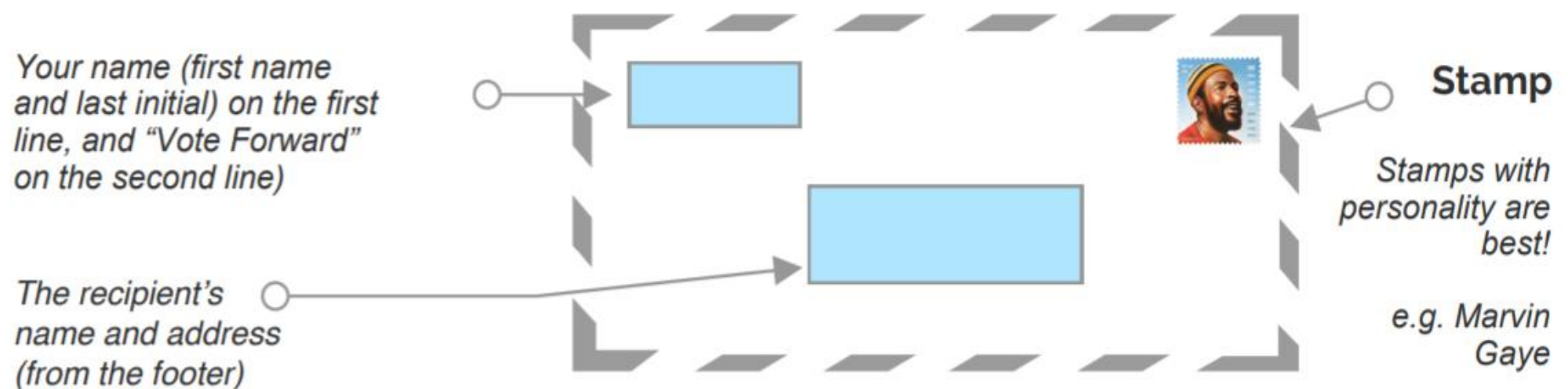
8. Repeat this process for each letter until you finish the letters you printed. Store all your letters in a safe place for campaigns.

9. **Make a note in your calendar to mail the letters on October 29.**

Want more information?

Find other tips and answers to your questions here.