**Essential Instructions for Postcard Writers**

**#1 HAVE FUN!**

**#2 Choose an “I’m writing to you because” message** to write in the white cloud on the “Individually we are….” side of the postcard.

Please choose something like the following:

**~I’m writing to you because I’m counting on you to vote in 2020.**

**~I’m writing to you because every single vote will count in 2020!**

**~I’m writing to you because we need all hands on deck this year!**

**~I’m writing to you because when Democrats vote in force, we win!**

**~I’m writing to you because as Americans we have the power to vote.**

**~I’m writing to you because our children are counting on us to vote.**

**~I’m writing to you because Democracy is on the ballot this year.**

Please no hashtags, specific issues or candidate names! Democrats Abroad can not research and endorse hashtags. Your favorite issue could turn someone else off. We are not convincing people of issues. You are writing to another Democrat to make a personal connection as another member in the same group to motivate them to register, request their ballot and vote.

**#3 Sign** with a friendly salutation (Urgently yours, Democratically yours, Kind regards, Best regards from another voter, etc.) and a first name only.

**#4 Color** up a storm on both sides of the postcard! A huge blue wave is coming!

#**5 Highlight the instructions on the address side of the postcard!** This is the action we want people to take. Make it look important!

**#6 Feel great**! Tell your family, friends and neighbors!

**#7 RETURN YOUR COMPLETED POSTCARDS TO:**

**<Please insert name and address of person to return postcards to. Please add a note about a contact email for questions.>**