

# FAQ: VOTER REGISTRATION BY MAIL

## Why are we registering voters?

In presidential elections, close to 90% of registered voters already vote. So we're going to focus on registering the 30% or so of the population that isn't already registered—and we'll do it in the Super States, where the votes matter most, with groups who tend to vote for Democrats.

## What are Super States?

There are a handful of battleground states where the major fights of 2020 will be won or lost. These are the Super States. By focusing on them, we can double or triple the impact of our time and money by working on several of these important contests at the same time.

Think about it: if you help register a voter in North Carolina, that voter can help us win a key Senate seat, a Presidential swing state, and key State House and Senate races necessary to roll back NC's awful gerrymander—all with a single vote. That's what our Super State Strategy is all about: maximizing the impact of your time and money.

## How does Swing Left choose who to register?

Our partner, The Voter Participation Center, works to increase civic engagement among the [Rising American Electorate](#): unmarried women, people of color, and millennials. Swing Left is proud to support this work by enlisting our volunteers to increase the representation for these groups, which have been historically underrepresented in American politics.

For specific information about the state and the group of potential voters you'll be writing to at your event, visit our [Register Voters by Mail with Swing Left!](#) page.

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## Who are Swing Left's Partners?

Our partners in registering more voters are the [Voter Participation Center](#) and [Vote Forward](#). Both organizations have proven track records in written tactics that increase civic participation among the electorate.

## How do we know this approach works?

Our partners at [Voter Participation Center](#) have worked for ten years registering voters by mail, and [their research](#) demonstrates that certain types of written appeals, when accompanied by a voter registration form or an online voter registration link, make it more likely that recipients will register to vote. In 2016 VPC registered hundreds of thousands of new voters by mail. They ran randomized controlled trial tests to determine how many of these people ONLY registered and voted due to receiving that piece of registration mail, and found that letter recipients

- **Registered at a rate 4.3% higher** than the uncontacted control group
- **Voted at a rate 1.6% higher** than the uncontacted control group.

For those of us who watched 2018 House races decided by that margin -- or less -- we know that can make the difference where it counts the most in 2020: our Super States.

## How do I host a VRBM event?

Visit [Register Voters by Mail with Swing Left!](#) for information on how to get started!