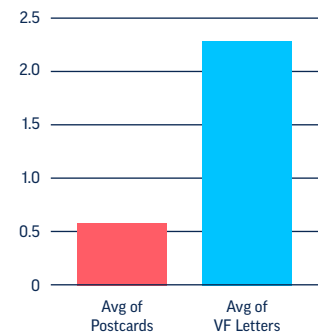


Why write letters to turn out voters instead of postcards?

Swing Left recommends that all volunteers seeking to turn out voters in the most critical states from afar use Vote Forward's proven handwritten letters, not postcards. Why?

Letters Work Better

This is the key. In three separate randomized controlled trials (RCTs) of its specific form of handwritten letters, Vote Forward has seen turnout effects of 3.4, 1.4, and 2.0 percentage points — an average effect of 2.3pp. By comparison, three recent trials of postcards in the [Analyst Institute](#)¹ repository had turnout effects of 0.2pp, 0.4pp, and 1.2pp, an average for postcards of 0.6pp. Based on the best available science, we believe **Vote Forward's handwritten letters are 3 to 4 times more effective at turning out voters than handwritten postcards.**



Letters Are Cheaper Per Vote

With envelopes, printing, and postage, each handwritten letter costs ~\$.66 to send. With lower postage and printing costs, each handwritten postcard costs ~\$.40. However, because it takes at least three handwritten postcards to have the same turnout effect of one handwritten letter, **handwritten postcards actually cost twice as much money (\$1.20+ vs \$.66) to achieve the same impact** (to say nothing of the extra hand cramps!).

Letters Are Just As Fast

Because Vote Forward's letters are only partially handwritten, you can write less than you would on a postcard, balancing the extra time needed to stuff the envelope. **Experienced Vote Forward volunteers can write 30 letters per hour.**

Ready to get started? Visit votefwd.org/swingleft to sign up!

¹Analyst Institute resources are available only to professional members of the progressive community. You can apply to join at analystinstitute.org/apply-to-join-the-analyst-group.