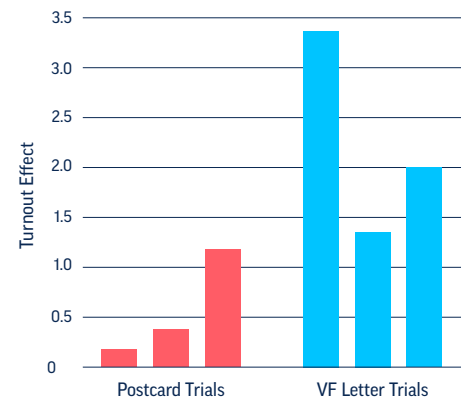


# Why write letters to turn out voters instead of postcards?

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?

## Efficacy

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. By comparison, three recent trials of postcards in the [Analyst Institute](#)<sup>1</sup> repository had turnout effects of 0.2pp, 0.4pp, and 1.2pp. Based on the best available science, we believe **Vote Forward's handwritten letters are likely more effective at turning out voters than handwritten postcards.**



## Cost

With envelopes, printing, and postage, a handwritten letter costs more than a postcard to send. But because the turnout effect is likely greater, we believe **handwritten letters cost less on a per-vote basis to achieve the same impact**, particularly compared to postcards sent outside the narrow window of maximum efficacy right before an election.

## Speed

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 [vote fwd.org/swingleft](https://vote fwd.org/swingleft) to sign up!

<sup>1</sup> Analyst 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](https://analystinstitute.org/apply-to-join-the-analyst-group).