



Placer County Democratic Party

Thank you for reactivating lapsed voters!

This packet contains ten letters for you to print out, personalize, and address to voters in Placer County. The voters are all registered Democrats who we are concerned may skip voting in the November 2020 election for a variety of reasons: they don't think their vote matters, they work three jobs and are barely keeping their head above water and are too busy to be bothered; they are afraid they'll make the wrong choice; they haven't done the research, etc.

After you write these letters you'll return them to Placer Democrats and we'll hold them until ballots get mailed out. We'll then send voters the letter and add a piece of paper to the envelope with our recommendations on candidates, issues and propositions.

Your job is to give them a powerful reason to vote. Make it personal. Explain that their vote will have an impact on so many different offices and issues. We've included a number of examples that you can use if you need some tips.

We'd love it if you could hand address the envelopes that go with this and put postage on them. **DON'T SEAL THE LETTERS IN THE ENVELOPES.** You can fold them up and put them in, but don't seal them. Adding one forever stamp will save us a lot of money.

Return the whole packet of letters and envelopes to the organizer who sent you the PDF to begin with. **DO NOT MAIL THEM TO THE VOTER.**

If you can't reach the organizer you got these from, you can also return them directly to Placer Democrats at:

Placer County Democratic Party
% CAT Voter Project
699 WASHINGTON BLVD SUITE B-7
ROSEVILLE, CA 95678

How to protect the November election and increase voting

Step 1: Print your letters out.

Step 2: Use their name!

Handwriting: Instead of writing with black ink, use dark blue or other dark color. This will make your handwritten message stand out even more.

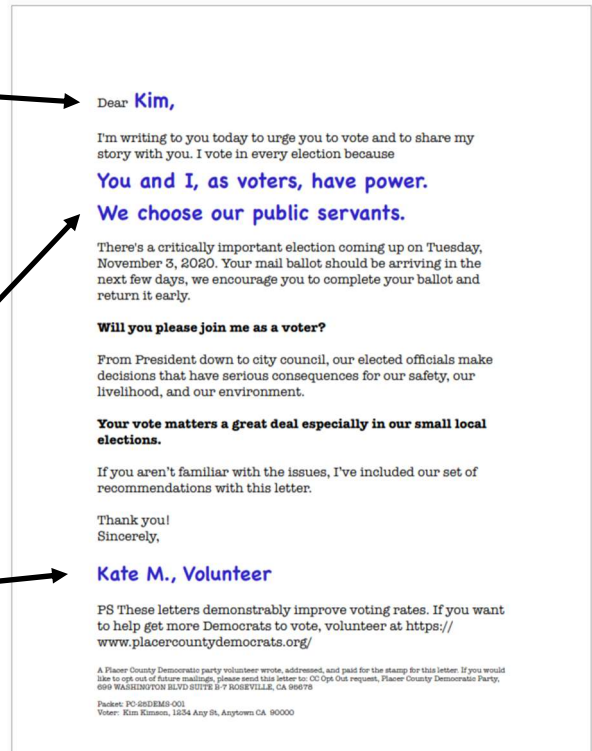
Address each voter by their first name on each letter.

Note their name is at the bottom of the letter.

Step 3: Convince them to vote

Write a personal note of 2-3 sentences on each letter about why you care so much about voting. Writing tips are on the next page.

Sign your name at the bottom, followed by the word "Volunteer."



Step 4: Hand address the envelope

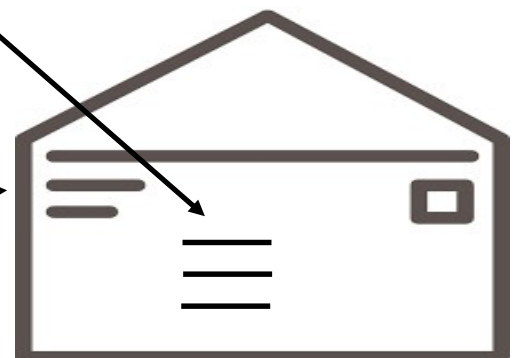
Using the voter address at the bottom of the letter, address a business-sized envelope for each letter. If you can afford it, stamp it. Include all voters listed.

Be careful to watch out for apartment numbers.

Do not use pre-printed postage or pre-printed labels. Hand address the envelope so it doesn't look like junk mail.

For the envelope, use this as a return address:

<**your first name**> <your last name, if you're comfortable using it>
% CAT Voter Project
699 WASHINGTON BLVD SUITE B-7
ROSEVILLE, CA 95678



Step 5: Selfie and return them to us!

Take a selfie holding your letters.

Don't mail the prepared envelopes to the voters.

What if I can't think of something to write?

Sometimes you're just at a loss for words. Your personal message will be best, but if you've got writers block, try one of these messages suggested by our volunteers.

DON'T: Make the voter feel guilty or ashamed of not voting. It doesn't work to get them to vote.

DO: Make them feel like their vote makes a difference. Make them feel that voting changes things.

Use these examples below as-is or edit them for your own unique message

My grandmother wasn't allowed to vote simply because she was a woman. Once the law changed, she never missed a single election. She used her power as a voter to make her voice heard.

I vote because our democracy survives through the participation of its members. I vote to belong – to feel part of the democratic union. I vote to express solidarity with women and people of color who gained the right to vote only with decades-long struggles. I vote to say who I am and what I believe and to continue the fight to make things better and fairer for all.

Because Black Lives Matter, and local elections can affect those lives profoundly.

If we don't all vote, we get the government we deserve, not the one we want.

I vote in every election because our forefathers fought to create this great country, and our armed forces fight every day to keep us free. Voting is a right and also a privilege and many people around the world don't enjoy the same opportunity we do.

I vote in every election because there are people who are afraid of my vote, people who think that only they should choose the future of our country. I vote because I want equality for everyone, not just the rich and privileged.

Because I have seen real change happen by actions from my city and county government and your vote will have the most impact in these elections. I can go to a city council meeting and address them directly - they know me and I feel like they are much more directly responsive to voters than the national government. I vote for president too, but I feel like my votes for local government have the most impact.

People who win local elections now will gain the experience to run in state elections in a few years, then national elections. This is the pipeline from which future national elections will draw. Just as primaries are how we influence who our choices will be in a presidential race, local elections are how we influence who our choices will be in the primaries.