

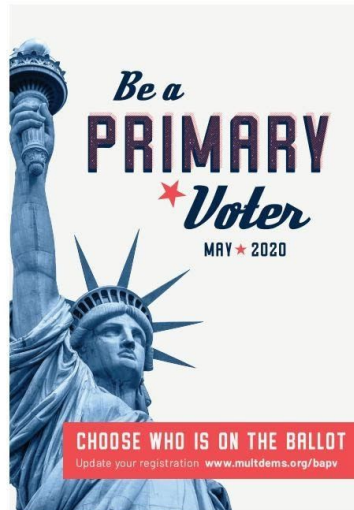
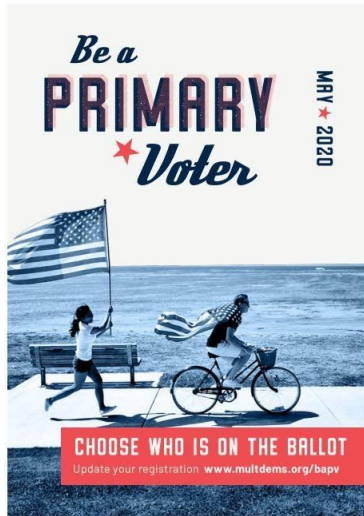
*Be a*  
**PRIMARY**  
*★ Voter*

Be A Primary Voter Volunteers:  
**How to do a Postcard Party!**

Introduction

Thank you so much for helping to register primary voters! This quick guide is designed to give you all you need to contact non affiliated voters (NAV's) by mail and invite them to be Democratic Primary Voters this May.

# Be a PRIMARY ★ Voter



|  |   |
|--|---|
| Dear _____   | <input type="button" value="Stamp"/>                                |
| Write your message in this space.<br>.....<br>.....<br>.....<br>.....<br>..... |   |
| ..... Thanks _____   | <input type="text" value="Address Label"/><br>Or Write address here |

## Checklist

- Invite friends and family to join you. Civics is even better when we do it together!
- Home, coffee shop — any place you'd like to gather
- Ask everyone to bring postcard stamps – maybe 20-30 – We have some funds to buy stamps, but if everyone can pitch in a little we can afford to reach far more voters.
- Pick up postcards from Multnomah Democrats office 3553 NE Sandy – or you can **download and print**.
- Pick up voter address labels from the Multnomah Democrats office or request a batch to be emailed to you to print at home. NAVProject@multdems.org.
- It's helpful to print out this script and FAQs to review and refer to as you draft your message.
- Encourage your volunteers to draft their message and write it out on plain paper first – to make sure they're happy with it and see how it will fit on the cards.

We are all in this together! If you have questions on any part of this project, reach out to the **Be A Primary Voter Coordinator: [NAVproject@multdems.org](mailto:NAVproject@multdems.org)** .



## Your Postcard Voters

We are mailing to registered voters who are not registered to a party: non affiliated voters. (NAVs). Their registration information is public information. We're reaching out to inform them of their options. We've identified these folks as likely Democrats — but we can't know for sure unless we reach out to them.

## Get Started

Our primary list of postcard voters are likely Democrat non affiliated voters with addresses that make them hard to reach by knocking doors. Knocking on doors is by far a more effective way of making contact. We have preprinted labels available at the Multnomah Democrats HQ office at 3551 NE Sandy – you can pick up labels for your party. Or, if its easier for you – email us at [NAVProject@multdems.org](mailto:NAVProject@multdems.org) and we'll mail you pages you can print on labels, or address by hand.

Please do return any names you do not mail – we're counting on every label going out in to the mail.

## Handwritten postcards?

Nothing makes as strong an impression on a voter as a personal conversation. The fact that you're taking the time as a volunteer to send personal cards speaks to the urgency of the message.

## Who are we reaching out to?

NAV voter registration information is public via the Secretary of State; we're calling to inform them of the opportunity to Vote in this Presidential Primary. We've identified these folks as likely Democrats, but we can't know for sure unless we reach out to them

## What do we want them to do?

We want them to take their power in the upcoming election. In May, registered Oregon Democrats will vote in the Democratic Presidential primary. Non-affiliated voters won't get to! Many NAVs are not aware that they are not registered to a party and will be really disappointed to discover their ballots do not include candidates for President. Or Secretary or State, Congressman, Oregon Statehouse.

Checking and changing their registration to Democrat is easy. It takes about two minutes. They can do it from their phone or computer at home.



## Facts to know

- Election is May 19, 2020. Ballots will have to be received by 8 p.m.
- It is a mail in ballot, or voters can drop it off at a Library or other official drop box nearby.
- Deadline for voters to change their Voter Registration is April 28, 2020.

## Keep in mind

- Have fun with this – your optimism comes across to the voters.
- Be flexible with the script! Get the main point across but otherwise, your friendly attitude is the main thing. Write a couple of practice versions til you're happy with the message
- Print or write as neatly as you can – We've printed the Update website on the front of the card too – to be sure the voter can read it clearly. [www.multdems.org/bapv](http://www.multdems.org/bapv)
- Postcards don't require return addresses – but if you have room, include our Mult Dems HQ address 3551 NE Sandy Blvd, Portland. That way any bad mailing addresses will be returned and we can update the list.

## Suggested script

Read through our suggestions and write a draft for yourself – try it out on plain paper to be sure you're happy with it and it fits in the postcard space.

**Dear** \_\_\_\_\_ .

*The May primary is our chance to choose who'll be our Democratic Candidate for President on the November ballot. For Healthcare. For Climate Action. For Rule of Law.*

*Your vote matters. Right now you are registered to vote, but not with a party. That means your primary ballot won't have candidates for president.*

*Be a Primary Voter this May*

*You can update to Democrat online, it only takes about two minutes.*

*[www.multdems.org/bapv](http://www.multdems.org/bapv) takes you to the Oregon Secretary of State My Vote page.*

*Make your voice heard.*

Thanks,

\_\_\_\_\_ Sign \_\_\_\_\_



Or here's another example

Hi \_\_\_\_\_,

I'm a volunteer with the local Democratic party, writing to remind you that if you want to vote in the Oregon Democratic Primary for President, you'll need to update your voter registration to Democrat by Apr 28th at the latest.

Go to [www.multdems.org/bapy](http://www.multdems.org/bapy) to link through to the Sec of State My Vote page. Updating online takes only 2 minutes. Be a Primary Voter! Make your voice heard.

Thank you.

### Format for writing your postcard – so it can go in the mail

A diagram of a postcard layout. On the left is a large rectangular area for writing a message, containing the text "Dear \_\_\_\_\_", "Write your message in this space.", several horizontal dashed lines, and "----- Thanks \_\_\_\_\_" at the bottom. On the right side, there is a blue square labeled "Stamp" and a rectangular box labeled "Address Label" with the text "Or Write address here" below it.

## Let's go!

1. Draft your postcard message

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2. Write some postcards and mail them
3. Get voters registered!
4. Return any voter labels you didn't mail – we'll add them to another volunteer's list.
5. Helping voters vote is important work. Come help us again, you may want to try our phone/textbanking or knocking doors programs in your neighborhood too. More opportunities at [www.multdems.org/volunteer4bapv](http://www.multdems.org/volunteer4bapv)

Thank You. This work will make us that much stronger! Please do contact us with any questions, ideas or comments. Reach out to [NAVProject@multdems.org](mailto:NAVProject@multdems.org). Send us photos of your postcard party, friends and good snacks you share while contacting voters we'd love to share on our pages <https://multdems.org/sharenews>.