



2018 Midterm Guidelines

Thank you for joining us at Postcards4VA. If you're one of our 2,000 returning volunteers from our successful 2017 campaign or newly arrived we're happy to have you. We have a lot of people in Virginia to reach this midterm election since congressional districts are 8 times larger than state race districts. **As we learned in 2017, every vote counts!**

Virginia Is My District is our theme for 2018. We adopted this phrase as our motto because we care about all Virginians and want to help elect those representatives that will work in Congress to create and uphold progressive values, pushing positive agendas on healthcare, gun safety, environmental protections, and human rights for all.

Key Dates

- Last day for in person absentee voting: November 3
- **Midterm Election: November 6**

When to Mail Your Cards:

Mail your postcards **October 25** (If you are an out of state writer, mail your postcards on October 19).

Postcards should be handwritten, even the address. Politics is personal, and nothing is more personal than a handwritten note. A real handwritten note stands out. Don't worry about crossing out mistakes; this shows a real person wrote the note and not a machine.

Keep your message positive. There is enough negativity going around. Make your message an inspiration to get out to vote. Recent midterm election turnout has been historically low. These elections are critical—now more than ever. Every vote counts.

Share your postcards on social media. PLEASE cover or blur out the address. Be sure to tag us in your posts with #Postcards4VA.

Involve your friends. Host a postcard writing party. Gather with friends and family on any occasion to join us in this civic action. Be a positive force to help all Virginians.

Get Addresses. To get addresses, you need to set up an account at addresses.postcards4va.com.

7 SEATS

We need 7 seats to flip the VA delegation blue in the US House of Representatives

24 SEATS

Flipping 24 Republican seats in the US House of Representatives would give Democrats a majority

37 PERCENT

Voter turnout in the last midterm elections, the worst since World War II

390 WOMEN

A record number of women running in 2018 US House & Senate races including 6 Democratic women running in Virginia

2018 Midterm Guidelines — Postcard FAQs

Where do I get the postcards?

- Download templates at postcards4VA.com.
- Go to PostcardsFromThePeople.com.
- Create your own or buy your own.

Who pays for postage?

- You pay for postage.
- At parties ask for postage donations.
- Price - 100 postcard stamps costs \$35.

What kind of paper do I use?

- Please use 80-110 lbs. cardstock paper if you print from your printer. The USPS requires postcards to be on thick paper (.007 inches).
- You can buy a whole ream of cardstock at your favorite office supply or online.

Where can I get postcards printed?

- Our template is set up for home printing but the files can also be printed at your local office supply store's copy center.
- Get postcards printed through an online printing company such as Vistaprint or Gotprint.

How do I get addresses?

- We have a new self-service system for distributing addresses thanks to our partnership with PersonToPerson (a group of techie grassroots activists who wrote with us in 2017).
- After you've signed up, you'll be directed to go to addresses.postcards4va.com.
- You may have to wait up to 24 hours after signing up to be able to use the self-service system.
- You can download from 1 – 499 addresses.

How should I greet the person I'm writing?

- Many writers like "Important Voter" or "VIP Voter." Be creative.

How should I sign my postcards?

- Sign your name followed by your county or city.
- Sign as a concerned citizen or fellow Virginian or voter.

Any addressing tips?

- Make sure your message doesn't extend into the address area so the post office scanner can read the street, city, and zip.

What should I include in my message?

Share a personal message that only you could write. **Keep it positive and be sure to include the date of the election, November 6.**

Some ideas to get you thinking:

- Last day for in person absentee voting is November 3.
- Explain why you believe every vote counts.
- Vote the Democratic ticket.
- Include names of Democratic candidates you are writing for.

How is Postcards4VA complying with Federal Election laws?

Writing postcards may be a grassroots, personal effort, but we still need to follow Federal Election Commission (FEC) rules for the 2018 Midterm election. Postcards4VA is taking these 2 steps:

- **Reporting** - The cost of the postcard and postage must be reported to the FEC as an in-kind contribution (when you pay for something rather than making a cash contribution) to the campaign. To simplify the reporting process, we have built this into our self-service address system. When you get addresses, we will automatically report an in-kind contribution value for the number of addresses you download. We are calculating the value of a postcard as follows: \$0.35 postage + \$0.20 postcard = \$0.55 per card. When you create an account to use our self-service address system, we gather the required FEC reporting information.
In-kind contributions count towards an individual's federal campaign contribution limit. Individuals can give up to \$2,700 per candidate per election.
- **Disclaimer** - FEC does not require an individual to provide a disclaimer if the total quantity mailed within a 30-day period is below 500 cards. However, the FEC advises to err on the side of caution. This is why we limit any one person from getting more than 499 addresses. Please note that printable postcard templates made by Postcards4VA have a disclaimer.
- For more on FEC rules go to postcards4VA.com.