



April 26, 2025

Hi Awesome Postcard Writers,

We are now onto Part 2 of our tremendously popular Wake Up Virginia postcard campaign. This campaign is to write to women (40–90 years old) who lean Democrat or Republican (you don't register for party in Virginia so we say "lean") and haven't voted in the last elections. Our goal is to wake these women up with our postcards and get them to pay attention to what is happening around them. They didn't feel a need to vote in previous elections. We are giving them a reason to vote now.

For Part 2, we are sending a new postcard design (see above) with the same strong symbolism and same strong messaging to the same addresses. This campaign runs from May – June and you mail as you write.

Postcard Design

Part 2 has its own designated postcard. [Buy Now.](#)

This will be the second card this group of people get. Since we are writing to the same people, we want to make sure they get a new postcard design. These postcards go with the theme of the billboards, yard signs, and flyers being distributed in these districts. Moreover, this card uses the same design elements in Part 1: the chainsaw and "Nobody voted for this".

[Click here to order.](#)



Addresses – To get addresses, you need to be registered with Postcards4VA,

[CLICK HERE.](#)

If you have an active account, [click here to start downloading addresses.](#)

Below is the script and an overview of all 4 parts of this campaign.

No stopping us now as frontline messengers.

Robbin, Finale & Michelle

Postvcards4VA

Buy Part 2 Postcard

Get Addresses

Purchasing Postcards in Our ProShop

We use a service provided by Vistaprint called "Proshop" to make designs available for purchase. We do this so you can take advantage of Vistaprint's discount pricing and quality printing.

Please note that we don't own or operate the site. Your login and password with Postcard4VA is not connected to this site. **You need to set up an account on the Proshop site in order to make a purchase.**

Wake Up Virginia, Part 2 SCRIPT

Hi Renee,

Didn't vote in past elections?
Hope you will vote in the next one.

Trump & Musk want to gut
YOUR Social Security, Medicaid,
and Schools to give
tax breaks to billionaires.

You deserve better. Stay tuned!

Phoebe,
Volunteer & Proud American



Renee Smith
23 Didn't Vote Ave.
Anywhere, Virginia
22025

ABOUT THE WAKE UP VIRGINIA CAMPAIGN

Here is an overview of the Wake Up Virginia postcard campaign. We are sending 4 different postcards over an 8 month period to the same group of women who are registered but haven't been voting. The purpose of this campaign is to give them a reason to vote.

Campaign Features

- **Postcards** - Part 1 & 2 have required postcard designs. For parts 3 & 4, you can use your own postcard. We will have options if you want to purchase new designs.
- **Writing to the same addresses** - We are writing to the same addresses each time. The addresses come from the following 16 House of Delegate Districts: 22, 41, 47, 48, 49, 51, 57, 61, 64, 66, 71, 73, 82, 83, 96 & 99.
- **Building a relationship by writing to same people** - As we know, feeling a sense of belonging is an important element in wanting to preserve our democracy. We are writing to the same people so they get to know and expect our messages.
- **Messaging** - The purpose of the messaging both in postcard design and script is to give these registered nonvoters a reason to vote.

Campaign Schedule

- Part 1 - March & April (Special Card - Completed)
- **Part 2 - May & June (Special Card - CURRENT CAMPAIGN)**
- Part 3 - July & August (Any Card)
- Part 4, GOTV - September & October (Any Card)

Our Partners

We are delighted to be partnering with the **National Women's Political Caucus-Virginia** (elevating and supporting women candidates) and **Rural GroundGame** (the premier source of support for rural candidates in Virginia) for this innovative campaign.



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