

The Reform Movement's 2022 Every Voice, Every Vote Campaign Action Toolkit

Campaign Action: Host an EVEV Postcard Party

Table of Contents

- [Postcard Party Planning Guide](#)
- [The Planning Process](#)
- [Sample Agenda](#)
- [Turnout and Goal Setting](#)

Postcard Party Planning Guide

As part of the 2022 Every Voice, Every Vote Campaign, we are partnering with the Center for Common Ground's Reclaim Our Vote Campaign to send postcards to potential voters in communities where there is a significant number of People of Color and low voter participation (often because of voter suppression).

EVEV Postcarding Strategy

The primary goal of our 2022 campaign is engaging 400,000 voters. In this election. The first phase of our campaign is focused on sending postcards and will launch additional voter engagement actions later this summer. Across the country, Postcard Group Leaders are mobilizing their congregations and communities to send postcards to voters in partnership with the Reclaim Our Vote Campaign.

The WHAT and WHY of Hosting a Postcard Party

While individuals can write postcards from their home, hosting a Postcard Party (either in person or virtually) is an opportunity to leverage the act of postcard writing to foster connection and relationship building among leaders and activists in your congregation and community. Postcard Parties are a space to come together around a shared purpose and shared values, and specially around what is at stake in this election.

And the more Postcard Group Leaders who organize Postcard Parties, the more voters we will reach through this campaign effort!

The Planning Process

Step 1 – Goal Setting: Begin by setting concrete goals for your Postcard Party as well as turnout goals.

Here are some questions to help guide that process:

- How many postcards do you want to send?
 - Estimating that someone will send about 30 postcards in a single sitting, you can connect your turnout goal to the impact you want to have. For example, if you want to send 360 postcards, then you need 12 people to come to the postcard party.
- Who do you want in attendance at your Postcard Party?
 - Be as specific as possible: Think about both how many people you want and specific people you want to show up.
 - What do you want to learn about who's there? What do you want them to learn about each other?
- When will it take place? Where will it take place?
- What other things can you do to make people feel engaged, comfortable, and connected?
 - Set up a sign in table with stick-on name tags and markers
 - Provide snacks and beverages
 - Think about the table/seating arrangement
 - What kind of communal experience can you facilitate in that space? Will attendees sit together in small groups or at long tables?
 - Is this a way to connect people who do not know each other?
- What next steps do you want them to take?

Make sure everyone you're planning with (who will help with turnout and logistics) is part of setting these goals. At the end of the event, look back together and evaluate whether you achieved those goals.

Step 2 – Turnout: Get your turnout operation up and running. It's best to start this soon, as people will need to take time to do it effectively. Check out the resources below for some tips for turnout, but above all make sure you are (1) doing turnout as a team and (2) having direct conversations with people you want there. [Check out the resources below for more information turnout and organizer's math.](#)

Step 3 – Order Postcards: Visit <https://urj.tfaforms.net/738> to sign up as a Postcard Group Leader. There are a few ways to have your postcard orders processed for your Postcard Party. Once you are signed up, direct anyone who is attending your postcard party to register at www.rac.org/postcard so that we know how many postcards to send out. We will share with you who signs up and how many postcards they request.

Step 4 – Host Your Party ([Sample party agenda Below](#))

Step 5 – Follow Up

1. What follow-up conversations do you want to have?
 - a. With people who ended up not attending
 - b. With people who did attend to get feedback/discuss next steps
2. What will your next action be?
3. Share how things went with us (email campaign@rac.org)

Sample Postcard Party Agenda: 60 minutes (length is flexible)

1. Welcome and introductions

- a. Collect attendance.
- b. The Postcard Group Leader/party host should welcome attendees and explain the purpose of the Postcard Party.
 - i. As part of the Reform Movement's 2022 Every Voice, Every Vote Campaign, we are partnering with the Center for Common Ground's Reclaim Our Vote Campaign to send postcards to potential voters in communities where there is a significant number of people of color and low voter participation.
 - ii. Across the Reform Movement, our goal is to contact 400,000 voters. We are starting by sending postcards and will have other voter contact actions in the future. Our goals for today's postcard party are both to contact X number of voters and to build community with one another.
 - iii. This work is 100% non-partisan, and deeply rooted in our Jewish values of racial justice, protecting and strengthening democracy, and creating a future where we can make positive change on all of the issues that are important to us.
- c. Depending on the size of the group, facilitate introductions
 - i. In a round or in small groups: Ask everyone to share their name, pronouns, and what or who brought them to this Postcard Party
 - ii. Talk about a person or issue that is important to you and motivates you to encourage more people to vote.

1. Sample issue-based discussion questions

- a. What and/or who inspired you to attend this Postcarding Party?
- b. What does it mean for you to help ensure that every voice is heard, and every vote is counted in this election?
- c. What is one memory that sticks out in your mind related to voting?
- d. What's at stake for you in this election?
 - i. How does that motivate you to ensure every voter shows up and every voice is counted?

2. Logistics

- a. Take some time as a group to read through the instructions provided with your postcard kit.
- b. Make sure everyone is committed to following the script provided.
- c. Make sure everyone has the materials and setup they need.

3. Action

- a. Give a good amount of time to write postcards!
- b. Think back to how you can make people feel engaged, comfortable, and connected during this time. Some options include:
 - i. Have music playing
 - ii. Have snacks available
 - iii. Invite people to celebrate in some way with every postcard (or every 5-10 postcards) they write

4. Debrief

- a. Go over how many postcards the team wrote and celebrate this!
- b. Share (in small groups or large group, depending on the size) some reflections. Sample reflection prompts include:

- i. How did it feel to write the postcards? How did this experience compare to what you were expecting?
- ii. How do you hope people react when they get the postcards?
- iii. How did this experience compare to what you were expecting?
- iv. What else do you want to do to protect and expand democracy?

5. Close

- a. Share appreciation for everyone who helped make the party possible.
- b. Outline any next steps you want to invite people to take. This could include:
 - i. Recruiting people to join your Voter Engagement Team (or similar social justice group)
 - ii. A future Postcard Party
 - iii. More relationship building – people could have 1:1 meetings with each other
 - iv. Joining the Every Voice, Every Vote: Every Week Calls

Turnout and Goal Setting (adapted from a handout by Janice Fine, Northeast Action)

We have learned that you can't just say "if we build it, they will come." Most of the time, just holding an event is not enough – we must do turnout, reaching out and inviting people to come to the event. To help guide our turnout we take a scientific approach to turnout that we call "Organizers Math." Here's how it works...

First, we need to have a clear plan and numerical turnout goal. Then if we have a good plan, and enough time to carry it out, if we remember that people don't show up just by email outreach but must be invited through conversation, we can usually do respectable turnout. We will set benchmarks along the way where we can check in about how it is going with those who are calling to recruit attendees. If we have done a turnout plan and carried it out, there should be no major surprises on the day of the event -- we should already know the approximate attendance before the first person walks across the threshold!

In setting a numerical goal for turnout, the four most important questions you want to ask yourself are:

1. How many people do we want at this event? Set your goal. Challenge yourself. Choose a stretch goal, but one that still seems doable.
2. How many people do we have to ask to find the 1 in 4 (25%) or 1 of 5 (20%) or 1 of 6 (17%) who will say yes?
3. Not everyone who says yes will actually show up on the day of the event. There will be a flake factor. How many of the people who said yes will actually show? It could be 3 out of 4 (75%) or 1 out of 2 (50%) that actually show up. If you think only 50% of the yeses will show up, that means you need to recruit twice the number of yeses to reach your target goal.
 - i. *Note that the percentage of yeses that will flake and of people who will say yes when asked is not constant. These percentages will be different for different populations and events. Some events and actions and issues you do will be a harder sell. Even within the same congregation, you will get different percentages if you are asking everyone in the congregation or just those who have participated in social justice before.*
4. Where will these people come from? (What is the total universe of people you are going to ask? Is it the whole congregation? Is it people who have come out to events or volunteered in the past? Be clear on who is in the pool of people you are going to ask.

Goal Setting Chart

Fill in the yellow boxes below with your turn out goal and your estimates for the Yes Rate and the Show Rate. The blue box – Invitees or the number of people you need to invite to reach your turn out goal – is determined by this formula: Turnout Goal

÷ ÷

(Yes Rate x Show Rate). [This chart here will do the math for you.](#)

	Your work	Example	Number format

Turnout Goal		30	people
Yes Rate (% of people who will say yes when asked - remember some people will say no)		40	%
Show Rate (% of yeses that will actually attend - accounts for flaking)		50	%
Invitees (# of people you need to ask to meet your turnout goal)		150	people

Relational Organizing

Relational organizing is significantly more successful than other methods of contacting people (like bulk email, or commercials about an issue, or phone calls, or mass-texting strangers). That is because it all relies on your personal relationships - your network of friends and family and classmates. You are a trusted source for them, so they listen when you tell them something or invite them somewhere.

Relational organizing is a core component of this campaign in part for us to build our power long-term. Effective social justice work means always thinking on two levels: how are we successful now and how we are building for greater successes in the future.

Examples of Relational Outreach

In-person 1:1 conversation

Zoom 1:1 conversation

1:1 phone conversation

Personal email (followed up with a phone call if they don't respond)

Personal text (followed up by a phone call if they don't respond)

Relational Organizing Worksheet

Guiding Questions: Use the questions below to strategically think about who and how you should reach out to individuals within your community.

1. Before you begin outreach, brainstorm people within your informal network you can ask to attend the action and think about individuals in your community with formal networks who can support attendance recruitment. What are the different groups within your community? (For example, the temple sisterhood or brotherhood, social action committee, religious school, the board) Who within those various groups can you identify as leaders, who have strong connections within their respective group and would be willing to do relational turnout within their group? Ask them to identify people they can reach out to, and add those people to the outreach list (with the leaders of the groups identified as the people who will do the outreach to their own list).
2. When you are identifying individuals within your community, think about what their self-interest in participating might be. People are more likely to participate if they have a personal connection to an issue or action.
3. Reflect on why you are asking a specific person to participate. Each individual contributes their own unique value. Let that person know why you want them specifically to participate.
4. Who in your community might not be an established leader yet, but has potential to take on more leadership? This is a great entry point to build up leadership and engage individuals who may not think of themselves as leaders yet.

Ideally, the contact people should have a prior relationship with the people they are contacting. But it is OK for people to contact people they don't yet know – it is a chance to start a new relationship.

Fill out your own chart using this template. It is recommended that you recreate this in Google Docs to easily share with your outreach team:

Contact	Contact's Network or Group Name	Outreach Person (individual reaching out to contact)	Contact Method	Results of Contact