

Handwritten Victory: the 90-Second Postcard

In 2018, a tied Virginia legislative race was decided by an unusual method. The election officials placed each candidate's name in a bowl and randomly drew one. This method resulted in Republican David Yancey winning re-election and gave Republicans the majority in the Virginia House of Delegates.

While most elections are not that dramatic, dozens of legislative races come down to one or two votes every year. In 2022, legislative races in Alaska, Connecticut, New Hampshire, New Mexico, Massachusetts, and Minnesota were all decided by one or two votes.



The Power of Personal Follow-Up

As a candidate, you never know how close your race will be. But going door-to-door gives you a secret weapon: direct contact with undecided voters. While most voters have decided how they'll vote in the presidential race, legislative races often have 10-20% of the electorate undecided or persuadable.

How do you leave a lasting impression beyond a good conversation? With follow-up. One simple strategy is to **write a short postcard to every undecided voter you meet.**

A three-sentence postcard takes just 90 seconds to write but could be the personal touch that wins their vote. Plus, it gives voters a clear reason to support you:

"I'm voting for Jane Smith because she came to my door this summer and then sent me a note about it."

3-Sentence Postcard Strategy

1

Order Postcards

Order postcards with your campaign logo or picture on one side, leaving the back primarily blank.

2

Write Three Lines

- o Line 1: Friendly Reminder
- o Line 2: Personal Connection or Issue Focus
- o Line 3: Clear Ask for Their Vote

Personal Connection Example:

"It was a pleasure meeting you in [month]! I really enjoyed our chat.

Your new puppy Oscar stole the show—hope his training is going well!

I'd be honored to have your vote on November 5th."

The Bottom Line

In close races, personal follow-up can make all the difference. By sending handwritten postcards to undecided voters, you create a lasting impression that could mean the extra votes you need for victory.

Making it Happen

With the three-sentence postcard, you are simply reminding the voter that you've met and leaving a positive impression.

- Line 1: Friendly Reminder
- Line 2: Personal Connection or Issue Focus
- Line 3: Clear Ask for Their Vote

You don't need to do this for every voter, just the undecided ones—usually only 5-8 cards per door-to-door session.

- **Set up a writing station** with all the necessary materials to make the process easier.
- **Write the cards that night** or the following day while the conversations are fresh in your mind.
- Hold the postcards and **mail them all out 10-14 days before the election** for maximum impact.

Issue Connection Template

Remind them of the conversation if you connected on an issue.

POSTCARD

Jane -

It was great meeting you in [month]! I've been thinking about our chat.

You're right about the crime rate — we've got to keep our community safe, and I'm committed to making it happen.

I'd appreciate your vote on November 5th so we can work together to protect our neighborhood.

John Candidate



Jane Smith

123 Elm St

Anytown, PA 12345

Generic Template

Have a generic standard message if there wasn't a personal connection or conversation worth mentioning

POSTCARD


Jane -

It was nice meeting you in [month]! Thanks for taking the time to chat.

As your state rep, I'll work to reduce crime, increase law enforcement, and bring more jobs to [town].

I'd be honored to have your vote on November 5th as we work together for a better future.

John Candidate



Jane Smith

123 Elm St

Anytown, PA 12345
