

POWER OF THE PEN 2020

Goal: To increase the number of democratic women voters for the 2020 election by reaching out to democratic women who are non or infrequent voters to encourage them to vote in this election.

DEM  **WOMEN** **OF** **NC**



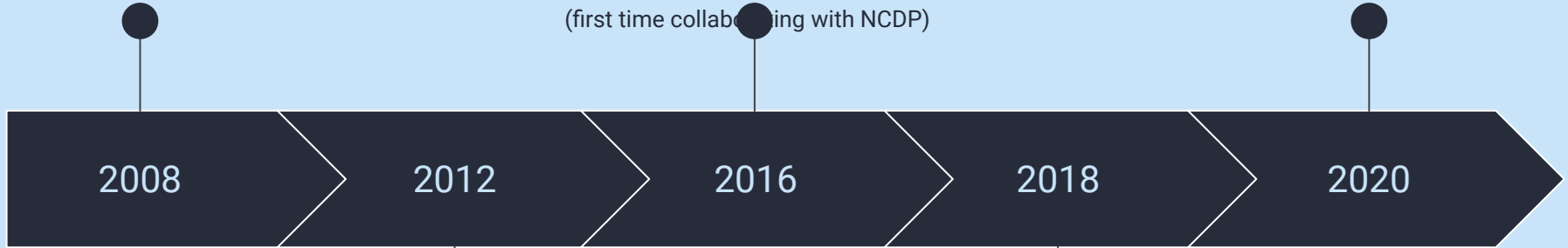
Durham Women Vote

Obama wins & NC Blue

DWNC Power of Pen
w/ NCDP and DWWC
Post Cards

(first time collaborating with NCDP)

DWNC -
Power of the Pen 2020



NC Democratic
Women Vote

(first General Election DWNC -
DWNC also did 2010 midterm)

DWWC Post Card -
independent effort

4-5-6

4 US Senate races, 5 NC Senate races, & 6 NC House races to take the
MAJORITY

Cal Cunningham, US Senate

NC Senate-Wake County, Sarah Crawford district 18, and all Senators up for Re-Electio

NC House-Re-elect Terence Everitt, Sydney Batch/all Dems

DWWC Power of the Pen 2020 Goal:
*write to 1000-2000 Democratic
women, ages 35 to 45, who did not
vote in the last 2 elections,
encouraging them to vote in 2020,
for their lives and children.*

Challenges for DWNC Power of Pen 2020

Challenge 1

Expand the number of PoP volunteers

The DWNC is asking each volunteer to write a minimum of **20 letters**. We will need **50-100** volunteers to write the targeted **1000-2000** letters. We need you to help recruit volunteers.

Challenge 2

Funding the USPS cost of PoP

20 letters will cost \$10 for USPS postage. Most writers "in-kind" will not be more than \$11/20 letters postage, however, we want to help those who cannot spare the expense still be able to participate so we have modest budget to help.

Challenge 3

Tracking returned letters to clean up Voter Files

In addition to increasing voter turnout, this is a way to help clean out bad addresses in the voter file. All letters need to have the **SAME** return address, which allows us to track and do data entry for the bad addresses.

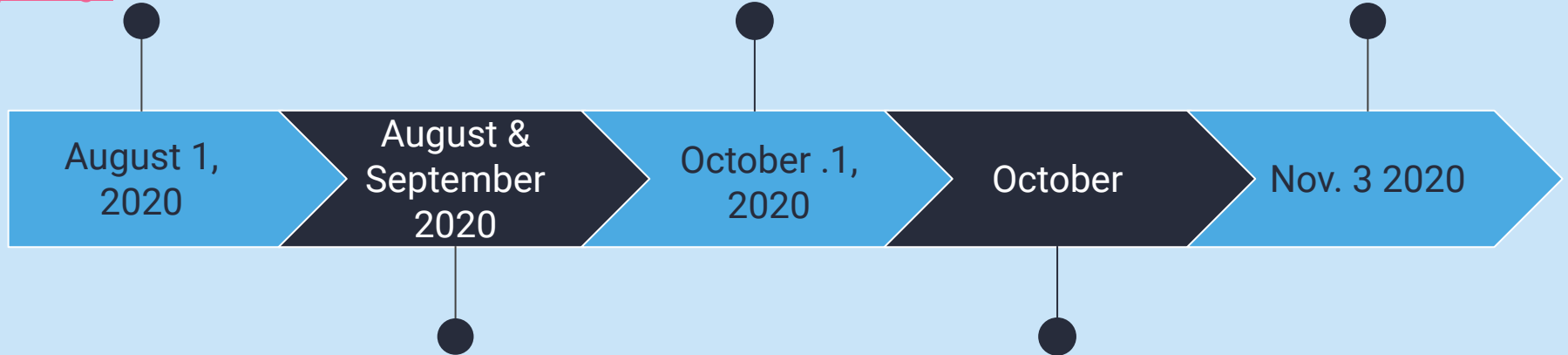
80 days until Election Day

Need to recruit letter writers & raise money to help with postage

Two weeks out from 1st day of Early Vote

Mail PoP letters w/ voter information

Election Day



Start writing letters - **DO NOT** seal OR mail them! Will set date to have them picked up.

10-15 to 10-31 Early Vote

10-27 **LAST** day to request Absentee Ballot

Why a handwritten letter?

Think back to the last handwritten letter you received and how it made you feel.

- It is personal
- It is an investment of time, thought, and treasure
- It is uniquely written ~ not mass produced
- It conveys a sense of importance
- It is often saved and reread
- There is data to show that it is an effective way to get women to the polls

What should be included in my PoP letter?

1. **That this election is important, why you vote and that it is urgent that they vote too.**
2. You might highlight one or two candidates and why their values are your values, or you might highlight a set of races like the judges, and the reason judges' races are important.
3. Mention the inclusion of voter information
4. Encourage the recipient to mark the entire ballot –TURN BALLOT OVER.
5. Encourage the recipient to vote early and provide Early Vote information.
6. Provide the contact information for your DW chapter, and tell them to find your chapter on social media-dwwc.net and Facebook.

Here is a sample letter

Remember to provide information on how they can get more information if they have additional questions.

Dear _____,

I'm writing today to ask you to please vote in the upcoming election on November 3, 2020. I've pledged to vote in every election, and this election in particular is incredibly important. I want to live in a place where dignity and respect are the norm, kids attend good schools with teachers who get paid well, no one dies of a curable illness because they can't afford health insurance or treatment, and we have clean air to breathe and clean water to drink. The only way our government works for us all if we show up to vote for candidates who share those values.

That's why I'm supporting Cal Cunningham for US Senate, Governor Cooper, and all the other Democratic candidates. They want to help the working folks of this state and respect the hard work of women. I hope you agree and will join me in supporting our strong Democratic candidates.

Enclosed is some voter information. Please take a look at it and if you have questions, call the number enclosed. You will have to mark each race all the way to the end of the ballot.

Together we can make a difference. Please remember to vote during Early Vote starting Oct. 15 or Election Day Nov. 3. If you are concerned about going to vote you can request an absentee ballot. Please call _____ if you have questions about voting or need a ride to the polls.

Sincerely,

Here is another example

Dear

I am writing you, woman to woman, to encourage you to vote in the upcoming elections November 3. This is the election of our lifetime. It is going to be women's voices and women's votes that make change!

YOUR vote, combined with the votes of many other women, is what is needed to elect good Democrats to office—people who believe that our economy should work for all, not just a privileged few; that healthcare is a right and should not be a for-profit commodity; that public education is the key to better jobs, more freedom, and more opportunities; that diversity and equality makes us stronger, not weaker.

When you go to the polls to vote, please take the enclosed material with you. During the early voting period (10/15 to 10/31) you are allowed to vote at any of the early voting sites in our county.. On Election Day (Nov. 3) you may vote only in your precinct.

Should you have questions you can call the number on the information inclosed.

With all best wishes,

P.S. If you are concerned about going to vote you can request an absentee ballot so you can vote by mail. If you have questions about requesting an absentee ballot call one of the above mentioned numbers.

Logistics

1. Sign Up to receive your list
2. Upon receiving your list start writing letters
3. Address and Stamp(if you are able), but DO NOT SEAL your envelope, add your letter
4. Call or email Pop team to let them know you have completed your letters
5. Volunteers will pick up your UNSEALED, addressed, and (maybe) stamped letters and complete your effort by adding the appropriate postage (if needed), and voter information to your envelope, seal, and mail

FAQ

1. *Where do I sign up?*

You can sign up (options: on mobilize (include link) on a google form (include link) by emailing. Power of the Pen sign up on Dwwc.net, Facebook and from our emails.

1. *Does the letter have to be handwritten?* **Handwritten is the preference, however, if you have a reason to type and print your letters, add a short handwritten blurb like “your vote is your voice” or “see you at the polls” and sign it. DEFINITELY hand address the envelope.**

2. *Can I write more than 20 letters?*

Yes, Yes, and YES!!!! We want you to write as many as you want. The lists are distributed in increments of 20 names so we can keep track of all the names going out and who has which list of 20 is our goal, however, there are far more Democratic women who are sporadic voters to whom we can reach out.

1. *What address should I use for the return address?*

Democratic Women of Wake County
PO Box 12033
Raleigh, NC 27605

1. *What kind of stationery should I use?*

Use your favorite -- it will inspire you, it will stand out from all the other mail, and it makes it more personal.

2. *Are we writing to unaffiliated women voters?* **NO, WE NEED TO REACH OUR 18-45 REGISTERD DEMS**

Questions? Your PoP Committee Chairs
Email Henrietta, Laurie and Lucy at:

Henrietta:

henriettadwwcpresident0@gmail.com

Laurie: laumcdow@gmail.com

Lucy: leaikens2012@gmail.com

Let's get started
Big Hugs, Thanks