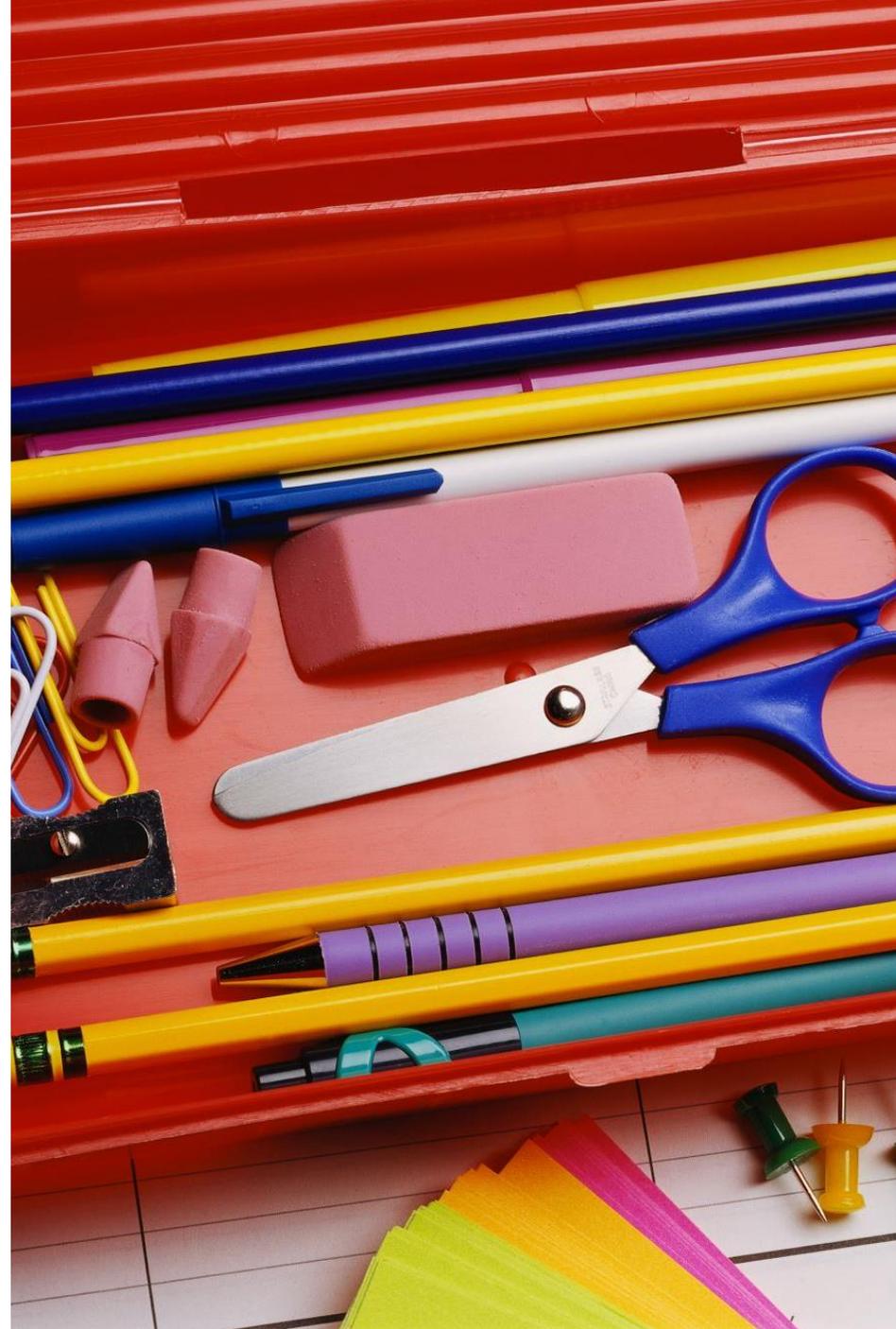


Postcard Advocacy TOOL KIT



Why Postcards?

Postcards are an effective way to encourage people to take action

Postcards are easy to write

Writing postcards can be a group or individual activity



What Supplies Are Needed?

Postcards

Postcards can be purchased at Walmart, Amazon, or Staples

Pre-paid postcards can be purchased at The Postal Store store.usps.com

Postcards cost \$0.36 each to mail

Pens (Black or Blue)

How to Get Started?

- Identify your target group
(potential voter, elected official...)
- Identify the action you would like to encourage
(vote in the next election, act on a particular policy ...)
- Identify active campaigns on-line and join them.



Tips for a Powerful Message

- Be Concise
- Be Personal
- Focus on Key Points
- Stay Respectful
- Include a Call to Action
- Timing is Strategic
(before an election, vote on legislation ...)





The Episcopal Diocese *of* Newark

Contacting Your Legislator

What Do I Need to Do?

- Be concise, focus on a single issue, and clearly identify yourself as a constituent (Your Full Name, Address, City, State, Zip Code)
- Legislator's Information: Proper Title (e.g., The Honorable, Doctor, etc.); their mailing address
- **Send your postcard to their local district office for faster processing, as mail to a Capitol Hill office may face security delays.**



Contacting Your Legislator
What Do I Need to Do?

- Identify your issue-
Include specific bill number, if applicable
- Clearly state whether you want them to support or oppose the the bill or your issue.
- Briefly explain why the issue is important to you



Finding Your Legislators

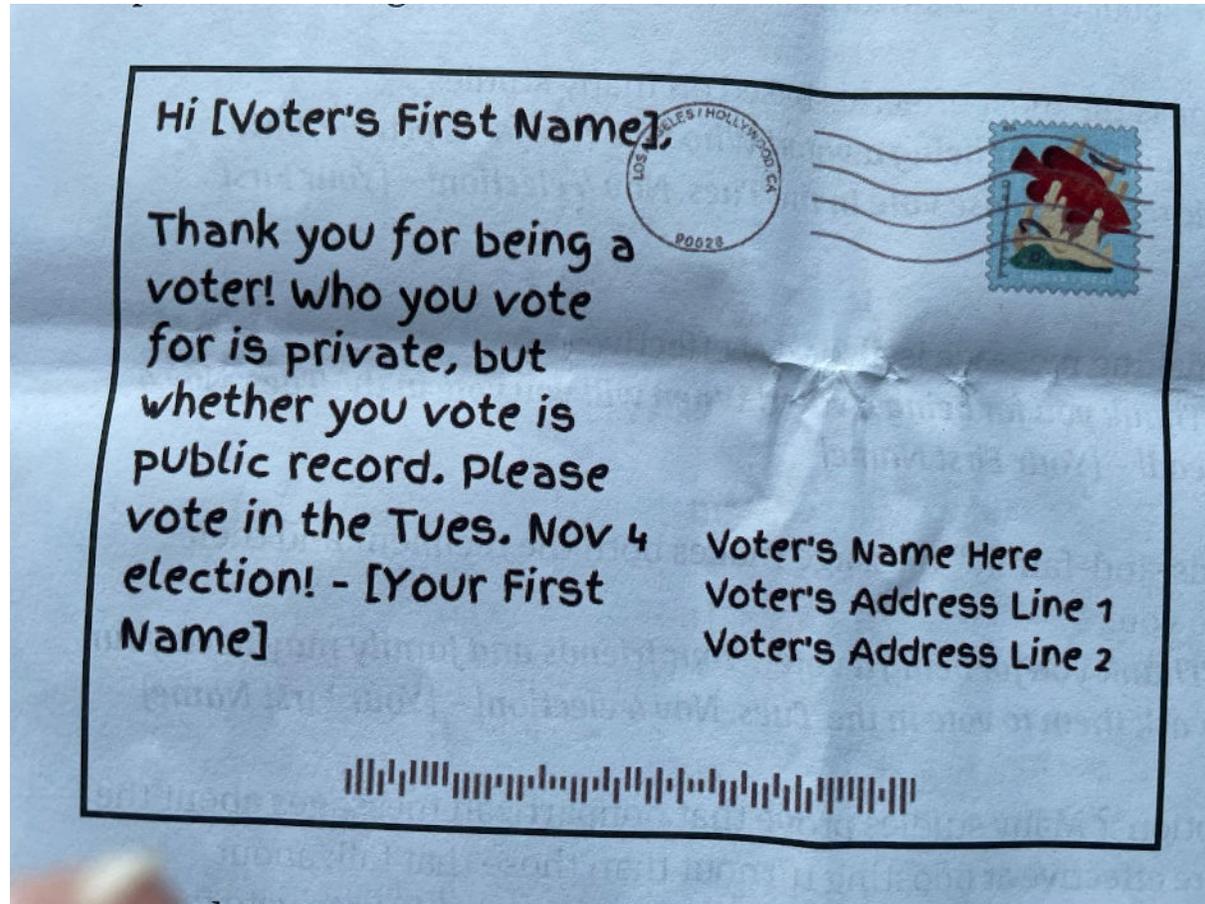
- For Federal Officials go to www.congress.gov
- For state legislators, go to www.njleg.state.nj.us/legislative-roster
- To find their local office address, click on their contact which will take you to their website.
- For local or county legislators, search the name of your town or county and government. (Ex. Madison NJ government)



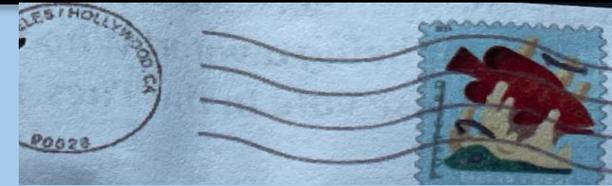
Postcard Campaigns

- For voter registration or engagement
you can contact organizations that will provide mailing lists, and recommended scripts.
- Identify relevant organizations by searching your issue and confining it to .orgs (Ex: climate change site:.org)
- Check Resources at the end of this presentation

Sample Postcard



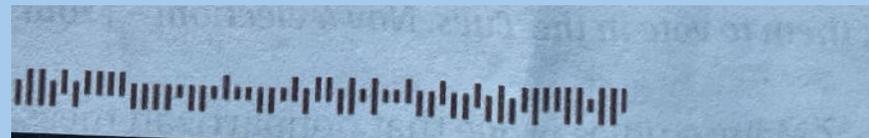
Sample Postcard



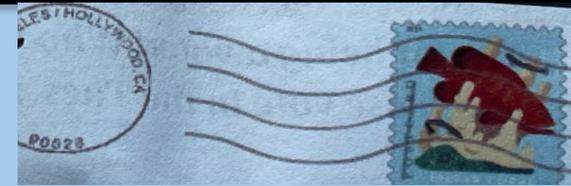
Dear Senator Booker,

As a voter, I urge you to prioritize funding that addresses the crisis of homelessness in the country. With the proper investments, we can work towards an end to homelessness. Homelessness is not a choice. Everyone deserves a decent place to live. Thank you for your attention to this issue.

Senator Cory Booker
1 Gateway Plaza
23rd Fl.
Newark, NJ 07102



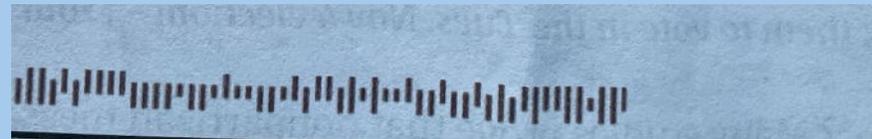
Sample Postcard



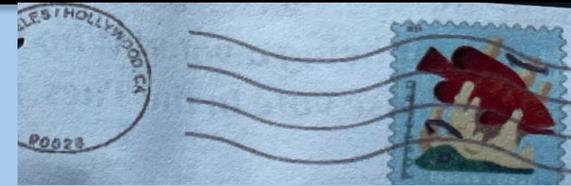
Dear Senator Kean,

As an Episcopalian and a constituent, I urge you to consider the impact of the United States environmental policy. My faith teaches me that we are as much a part of God's creation as the earth itself and we must continue to prioritize that in all aspects of our lives. Thank you for your consideration.

The Honorable Thomas Kean
100 Corporate Drive, Suite 106
Lebanon, NJ 08833



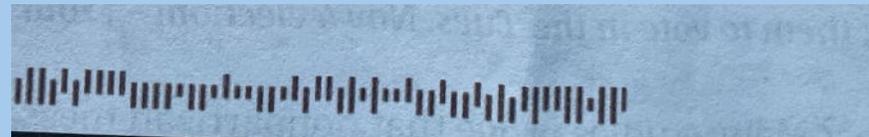
Sample Postcard



Dear Governor Murphy,

As an Episcopalian and a constituent, I urge you to consider signing The Safe Communities Act (S5036/A6308). My faith teaches me to respect the dignity of every human being. The legislation protects sensitive locations—such as schools, hospitals, and houses of worship, from harmful (ICE) actions. This is essential to keep people safe. Thank you for your consideration.

The Honorable Philip Murphy
Governor of the State of NJ
125 W State St.
Trenton, NJ 08608





RESOURCES

[Action Alerts – The Episcopal Church](https://www.episcopalchurch.org/ministries/office-government-relations/action-alerts/)

<https://www.episcopalchurch.org/ministries/office-government-relations/action-alerts/>

The Episcopal Church – The Post Card Project

<https://www.episcopalchurch.org/ministries/office-government-relations/advocacy-resources/>

The Center for Common Group - Postcards

<https://www.centerforcommonground.org/postcards>

<http://episcopalnewsservice.org>

[Public Policy and Witness Weekly Prayers](#)