



Vote Forward Sample Outreach Email

Send this email to your Section membership list and/or personal network to get people involved in Vote Forward. If your Section uses a specific Vote Forward portal, include that information instead of NCJW Inc.'s link.

Hello [name],

The 2022 midterm elections are just [x] months away!

One way to strengthen our democracy is to increase the number of people who vote. National Council of Jewish Women (NCJW) [Section] is working with a national voter turnout project, called Vote Forward, that allows you to Get Out The Vote (GOTV) from home.

Vote Forward is a nonpartisan GOTV effort aimed at people from underrepresented communities who are registered but often don't vote. Getting involved is simple. First, sign up through NCJW's Vote Forward portal, <https://votefwd.org/ncjw>. From there, you "adopt" prospective voters to whom you will write letters. Vote Forward provides the names and addresses of targeted voters and a form letter to print out and personalize. Last, a few weeks before the election, you mail your letters.

It's simple, but it works. In 2020, two hundred thousand volunteers sent over 17 million letters to voters in 21 states — and NCJW volunteers were one of Vote Forward's biggest block of writers! Data from past elections demonstrate that this kind of personalized outreach has a meaningful impact on voter turnout.

You can write the letters while watching Netflix, before meeting a friend for coffee, at a letter writing party — wherever and whenever makes sense for you. [Add Section specific info here, if relevant.] I am happy to connect with you further if you have questions or want to get involved.

Hope you can join us,

[YOUR NAME]