

# Instructions

## For Campaigns With Self-Mailers

*Vote Forward works to encourage participation in our democracy. In campaigns with self-mailers, we encourage letter recipients to either register to vote or request an absentee ballot, or to take some other civic action like writing to an elected official. Including a self-mailer with pre-paid postage makes this quick and easy.*

## Contents

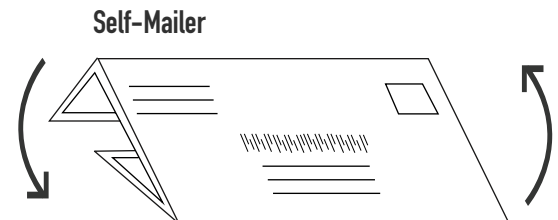
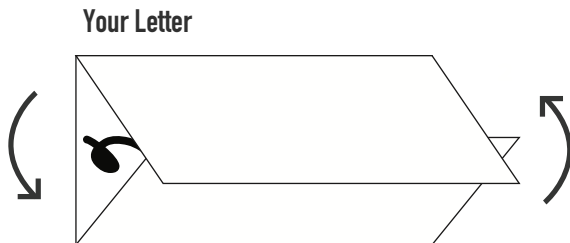
In the file you download there will be **multiple pages** for each voter:

- 1) **YOUR LETTER:** Handwrite your "I vote because" message here.
- 2) **POSTAGE:** When properly folded, allows the voter to send a letter at Vote Forward's expense. This is the outer page of the self-mailer.
- 3) **VOTER FORM OR LETTER:** Your voter will complete and send this to their relevant authority or elected official. This is the inner part of the self-mailer.

## Instructions

Handwrite your message on **YOUR LETTER**, then fold in thirds and set aside.

Carefully fold the **POSTAGE** and **VOTER FORM OR LETTER** pages *together* at the dotted lines, with the postage form on the outside. Don't tape it closed. This is the self-mailer.



Your recipient will need to complete the inner materials and tape the self-mailer closed. Make it easy for them by folding neatly and accurately. Place both inserts (your letter & the self-mailer) in a #10 envelope. Handwrite the voter name and address and your first name, last initial, and *Vote Forward* for the return. Stamp and mail as usual.

## Cautions and FAQs

- Make sure the voter info on the letter, postage page, and voter form or letter **all match**.
- Use **number 10 or larger** envelopes so both pre-folded inserts fit without extra folding.
- Please **don't mark or write on the voter form or letter** in any way.
- We recommend printing all the pages **single-sided**. The self mailer *could* be printed double-sided, but your letter needs to be single-sided. All pages will arrive as part of a single file, and mixed single/double-sided printing is complex and slow-going.
- Only **one stamp** necessary. Multipage templates are still safely below the 1oz weight limit.

If you have questions, please contact us at [help@votefwd.org](mailto:help@votefwd.org). Thank you!