Mail Day

Mail Day is a program to reach thousands of voters on a personal level. It's a low-cost way to involve volunteers--particularly those who will work only at home--in a practical, manageable program with great political impact.

The goal of Mail Day is to have 100-500 volunteers each write 50 postcards to friends, relatives and neighbors. The program is systematically organized--each writer gets a self-contained kit; a quality control supervision system insures a maximum performance; and the cards are all returned to the Mail Day headquarters to be mailed on the designated Mail Day.

An important part of the program is that the people writing postcards write them to people they know. This means the campaign does not have to prepare lists of names for the writers to use. There is always some duplication--more than one postcard going to a voter--but that's good. It tells the voter that the candidate has attracted a large group of volunteers who are delivering a grass roots message, one to one. There are three steps in Mail Day:

ORGANIZING AND RECRUITING

Mail Day should be organized on a pyramid basis. Here's one way to do it: Appoint one Mail Day Chairperson--who recruits 10 Area Captains--who each recruit 10 Recruiters-- who each recruit 10 Writers--who each write 50 postcards.

Assuming maximum performance on this model scheme, 50,000 postcards would be mailed. This is obviously not the only numerical scheme for Mail Day. Design one to fit your situation.

The recruiting procedure in Mail Day is systematic and depends upon the pyramid system of organization. Each person involved in recruiting needs to find only 10 volunteers.

The Mail Day Chairperson should be someone who can devote a great deal of time to the task of supervision. Mail Day has a good internal system of keeping track (see "Preparing Materials") but it still takes time and effort.

Area Captains and Recruiters can be assigned to geographical areas.

PREPARING MATERIALS

Materials make the system work. The paper work is worth it because it systematizes things. The Mail Day materials are:

--The Mail Day Kit. Each Writer should get a Kit, including:

- Memo to Mail Day Writer, basic instructions.

- 60 postcards, work with the campaign manager to coordinate the design of the cards so that it complements the theme and graphics of the campaign. Remember to arrange for printing in time to prepare the kits. Do not use postcards with a preprinted message, which negates the personal touch of Mail Day.

- Sample messages, to aid the writer when he runs out of things to say.

- A return envelope, so that all postcards can be returned to headquarters. This allows you to make sure the card really got done.

--Memo to Area Captains (read the sample carefully).

--Memo to Recruiters (read the sample carefully).

--Mail Day Writer cards, to keep track of the writers at the bottom of the pyramid.

--Thank-you letters.

--Mail Day progress report, so the Chairperson can keep track.

OPERATING AND MANAGING

In the organizational example on page   1,000 writers would be involved. Whether you have 1,000 or 100, utilize the materials prepared in the previous section on a quality-control system of management. Here's a model system of quality control for dealing with the Mail Day writers:

--Send kit;
--Make "kit call" to see if kit arrived and to encourage writer;

--Send thank-you letters;
--Make follow-up call to check on progress; and
--Follow up again on cards not returned by deadline.

Retain the Mail Day writer cards at headquarters so systematic
follow-up can take place. Keep the progress reports there
also; it's a good idea to summarize them in a wall chart.

Keep extra Mail Day kits at headquarters for new volunteers.
The idea is not to stop at a certain number, but to involve
as many Mail Day writers as possible.

You might plan a march to the Post Office on Mail Day, an
event which will attract news coverage.

These are the basic steps in Mail Day. It's a simple idea, it
doesn't require massive amounts of work on anyone's part, and
it's effective. But it requires perseverance and adherence to
the system to make it work. To sum up, here's a checklist and
timetable of activities.

THINGS TO DO	DAYS BEFORE MAIL DAY
Appoint Chairperson.....................	40
Appoint Area Captains..................	35
Recruit Recruiters.....................	30
Recruit Writers........................	25
Prepare materials......................	25
Distribute kits........................	20
Implement quality-control system.......	18
Trouble shoot..........................	8
Mail Day...............................	0

OTHER ITEMS NEEDED FOR MAIL DAY KIT

POSTCARDS

Each Mail Day Kit should include 60 postcards.
Remember, don't use postcards with a message already printed or with postage already affixed.

MAIL DAY RETURN ENVELOPE

The Mail Day Kit should include a return envelope so the postcards can be sent back to Headquarters.
It can be a postage paid reply envelope or one which instructs the volunteer how and where to return it.

MEMO TO RECRUITERS

Thank you for agreeing to be a Recruiter for Mail Day. Your job is to find at least 10 volunteers--"Writers"--who will each write 50 postcards to their friends. The purpose of Mail Day is to reach as many voters as possible through the personal contact of a handwritten postcard.

Where will you find volunteers? Ask your friends, neighbors, relatives, co-workers--anyone who supports our candidate and will do some volunteer work. Emphasize it's an easy job--each Writer will receive a Kit from Headquarters with everything necessary. The deadline for completing the Cards and returning the Kit is _____.

As you recruit Writers, fill out a Mail Day Writer Card and return it to your Area Captain. We need these in order to send out the Kits as quickly as possible. Headquarters will stay in touch with the Writers to spur them on, and will report problems to you.

If you have problems, call your Area Captain, _____ at _____.

REMEMBER OUR RECRUITMENT DEADLINE: _____

MEMO TO MAIL DAY CAPTAINS

Please recruit at least 10 Mail Day Recruiters who will each recruit 10 Mail Day Writers. (The Writers will write 50 postcards to their friends asking them to support ___(candidate)___; they'll get a Kit with everything they need.)

Give each Recruiter the Memo to Mail Day Recruiters and a supply of Mail Day Writer Cards. As you receive the completed Cards, deliver them to Headquarters quickly so Kits can be sent out.

Please return this report to the Mail Day Chairperson ___(Chairperson)___ by ___(deadline)___. Keep a copy so you can stay in touch with your Recruiters until they complete their assignments.

Recruiter	Address	Phone No.
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Captain's Name,_____ Area _____ Date _____

MAIL DAY WRITER CARD

NAME: Mr.
          Mrs. _____
          Ms.

ADDRESS: _____

PHONE: Home: _____ Office: _____

AREA # _____ DATE RECRUITED: _____ BY: _____

	Date	Remarks
Kit Sent	_____	_____
Kit Call Made	_____	_____
Follow-Up Calls	_____	_____
Cards Received in HQ	_____	_____
		# of Cards _____
Thank You Letters Sent	_____	_____
Additional Comments	_____

THANK YOU LETTER

Dear Friend:

    Thanks so much for agreeing to help in our Mail Day Program.

    This person-to-person effort is the most important part of our campaign, and I wanted to thank you personally for helping.

    Working together, we can win.

                       Sincerely,

                       _____
                           (Candidate)

PROGRESS REPORT

TO: Campaign Manager   DATE:

FROM: Mail Day Chairperson

RE: Weekly Report for Week Ending _____

To date the following has been accomplished:

	TOTAL THIS WEEK			TOTAL TO DATE	
Area #	Recruiters	Writers Recruited	Recruiters	Writers Recruited
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Number of Kits Mailed		
Number of Kit Calls Made		
Number of Follow-Up Calls Made		
Number of Writers Returning Cards		
Number of Completed Cards Returned		
Number of Thank Yous Mailed		

Comments _____