



PIA
Public Integrity Alliance

OFFICE OF
GENERAL COUNSEL

APR 17 PM 1:09

MUR # 7368

April 16, 2018

Federal Election Commission
1050 First Street, N.E.
Washington, D.C. 20463

Re: Campaign Finance Violations by Postcards to Voters, Hiral Tipirneni, Hiral for Congress, and Katherine A. Jacklin, in her capacity as treasurer of Hiral for Congress

Dear Sir or Madam:

I am writing to call your attention to violations of the Federal Election Campaign Act (the "Act") and the Commission's implementing regulations by Postcards to Voters, an apparently unincorporated and unregistered entity organized to advocate the election of Democrat candidates, as well as by Hiral Tipirneni, a candidate for the office of U.S. Representative for the Eighth District of Arizona; Hiral for Congress, Tipirneni's principal campaign committee; and Katherine A. Jacklin, in her capacity as treasurer of Hiral for Congress.

Because Postcards to Voters appears to have raised or spent at least \$1,000 and has the major purpose of influencing federal elections, its failure to register and report as a political committee has placed it in continuing violation of the Act's requirements.

In addition, Postcards to Voters' website openly discloses that it coordinates with candidates and their campaigns, including Tipirneni and Hiral for Congress, in developing and disseminating public communications advocating the election of such candidates, which in turn has resulted in excessive and/or unreported contributions to Tipirneni and other benefitted candidates.

I. Postcards to Voters Qualifies as a Federal PAC

The Act defines a "political committee" as "any committee, club, association, or other group of persons which receives contributions aggregating in excess of \$1,000 during a calendar year or which makes expenditures aggregating in excess of \$1,000 during a calendar year." 52 U.S.C. § 30101(4)(A); see also 11 C.F.R. § 100.5(a). Seeking to effectuate the congressional purpose animating the Act while eschewing a construction that could provoke substantial constitutional questions, the Supreme Court construed the definition of "political committee" to include only "organizations that are under the control of a candidate or the major purpose of which is the nomination or election of a candidate." *Buckley v. Valeo*, 424 U.S. 1, 79 (1976). Organizations must register with the Commission no later than ten days after qualifying as a political committee and maintain a continuing obligation to file periodic reports with the Commission. See 52 U.S.C. §§ 30103(a), 30104; see also 11 C.F.R. §§ 102.1, 102.2, 104.1, 104.3.

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The available evidence supplies reason to believe that Postcards to Voters satisfies both criteria for political committee status.

A. Postcards to Voters Likely Has Raised or Spent at Least \$1,000

At least three items on Postcards to Voters' website indicate that it has raised at least \$1,000 in direct or in-kind contributions and/or has made at least \$1,000 in expenditures.¹

First, although Postcards to Voters purports to be a "volunteer" organization, its website explicitly solicits contributions and provides a mailing address, a PayPal payment mechanism, and a platform for credit card transfers, which visitors are encouraged to use to remit funds.² Because Postcards to Voters refuses to comply with the Commission's reporting requirements, the amount of direct contributions it has received is unknown to the public, but the expansive scope of its operations and activities, coupled with its apparent establishment of accounts to accept donated funds, presents reason to believe that the organization has received more than \$1,000 in direct contributions.

Second, even if Postcards to Voters' aggregate direct contributions total less than \$1,000, the value of the in-kind contributions it has acknowledged receiving—either alone or when combined with any direct contributions it has accepted—almost certainly exceed the registration threshold. The organization boasts on its website of having prepared and distributed "very nearly a million postcards to voters in dozens of key, close elections," to include a 51,000 postcard campaign in connection with a recent federal special election in Georgia. See Ex. A, p. 2. Given that the standard postage rate for transmitting a postcard via first-class mail is \$0.35, the cost of the Georgia effort alone totaled at least \$17,850 in postage expenses, plus additional amounts for the costs of postcard paper, printing supplies, etc. More broadly, even if only half of the mailers the organization has sponsored featured a candidate for federal office, the expenses entailed in preparing and disseminating the postcards almost certainly exceeded \$200,000.

It is irrelevant that Postcards to Voters' volunteers and members may have furnished the supplies and postage used in the postcard campaigns. Commission regulations instruct that reportable contributions are not limited to direct cash remittances; they also encompass "in kind" transfers, *i.e.*, "the provision of any goods or services without charge," to include, *e.g.*, "equipment" and "supplies." 11 C.F.R. § 100.52(d)(1). Although the Act has exempted from the definition of contribution "the value of services provided without compensation" by a volunteer, see 52 U.S.C. § 30101(8)(B)(i), this dispensation does not extend to the value of tangible goods purchased or provided by a volunteer for the benefit of a

¹ A "contribution" is the receipt of "anything of value made by any person for the purpose of influencing any election for Federal office," while an "expenditure" is "any purchase, payment, distribution, loan, advance, deposit, or gift of money or anything of value, made by any person for the purpose of influencing any election for Federal office." 52 U.S.C. § 30101(8)(A)(i), (9)(A)(i).

² Screenshots of Postcards to Voters' website are attached hereto as Exhibit A.

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political committee.³ As a result, “an in-kind contribution results if a committee staff member or volunteer pays for postage, office supplies or campaign materials with his or her personal funds.” Fed. Election Comm’n, NONCONNECTED COMMITTEES CAMPAIGN GUIDE at 15.

Third, the organization’s own description of its activities intimates that it utilizes the services of commercial vendors. Specifically, its website explains that:

We use an interactive texting service to assign addresses to our trusted, returning volunteers. For new volunteers and those organizing postcard parties around the country, we use a commercial Help Desk system to streamline and automate email requests.

Another commercial business intelligence package crunches the numbers so we always know who our top volunteers are by campaign, a heatmap showing where the postcards are being written by zip code around the country, and other essential dashboards to manage an operation that now averages 1,700 voter addresses assigned daily.

Ex. A at p. 3.

This arrangement admits of only two possibilities. Postcards to Voters is either making expenditures for the fair market value of these services using contributions it has amassed from third parties, or it has received an in-kind contribution from the vendors in the form of services provided for free or at discounted prices. See 11 C.F.R. § 100.52(d) (“[T]he provision of any goods or services without charge or at a charge that is less than the usual and normal charge for such goods or services is a contribution. Examples of such goods or services include, but are not limited to . . . advertising services, membership lists, and mailing lists.”).⁴ Either way, given the extensive operational and geographic breadth of the organization’s activities, there is reason to believe that the value of these expenditures and/or in-kind contributions exceeds \$1,000.

³ The Commission has formulated narrow, delimited exceptions for certain, incidental out-of-pocket costs incurred by volunteers, all of which are either available only to candidate committees and political party committees and/or are inapplicable to the types of goods provided to Postcards to Voters by its members and volunteers. See, e.g., 11 C.F.R. §§ 100.76 (provision of church or community room to candidate or political party committee); 100.77 (limited exception for cost of food and beverages in connection with candidate fundraising event hosted by volunteer in his/her home); 100.78 (sales of food or beverages by vendor at below market prices); 100.79 (limited exception for unreimbursed travel and subsistence expenses by volunteers for candidate committees or political party committees); 100.94 (volunteer activities conducted entirely on the Internet).

⁴ Because it appears that Postcards to Voters makes contributions to federal candidates in the form of coordinated communications (see *infra* Section II), the organization is itself prohibited from accepting contributions made by corporations or limited liability companies. See 52 U.S.C. § 30118(a).

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B. Postcards to Voters' Major Purpose Is to Influence Federal Elections

Federal courts and the Commission have indicated that an organization's "major purpose" should be gauged by reference to (1) the entity's "central organizational purpose," as evidenced by internal governance documents (e.g., bylaws) or other formal manifestations of its organizational identity; and (2) "comparison of the organization's electioneering spending with overall spending to determine whether the preponderance of expenditures is for express advocacy or contributions to candidates." *N.M. Youth Organized v. Herrera*, 611 F.3d 669, 678 (10th Cir. 2010); see also *N.C. Right to Life, Inc. v. Leake*, 525 F.3d 274, 289 (4th Cir. 2008) ("Basically, if an organization explicitly states, in its bylaws or elsewhere, that influencing elections is its primary objective, or if the organization spends the majority of its money on supporting or opposing candidates, that organization is under 'fair warning' that it may" qualify as a political committee); MUR 6396 (In re Crossroads GPS), Statement of Reasons of Commissioners Goodman, Hunter and Petersen, at 9-10 (PAC status should be determined primarily by "examining an organization's public and non-public statements" and "comparing a group's spending on campaign activities with its spending on activities unrelated to the election or defeat of a specific candidate").

All available evidence indicates that Postcards to Voters' sole and manifest purpose is to advocate the election of Democrat candidates for public office. Although Postcards to Voters has not made its organizational documents (if and to the extent they exist) publicly available, the entity describes its own cardinal function as facilitating and distributing "friendly, handwritten reminders from volunteers to targeted voters giving Democrats a winning edge in close, key races coast to coast." See *Fed. Election Comm'n v. Malenick*, 310 F. Supp. 2d 230, 235 (D.D.C. 2004) (citing organization's brochures and other communications expressing goal of retaining Republican control of Congress as evidence of purpose of influencing federal elections); *Fed. Election Comm'n v. GOPAC*, 917 F. Supp. 851, 866 (D.D.C. 1996) (citing entity's distribution of "literature, tapes, and services to Republicans generally" and strategy document describing plan "to assist the national Party committees in educating the voters in 'swing' Congressional districts" as indicative of an electoral purpose). Notably, the organization does not even purport to undertake nonpartisan voter registration drives, get-out-the-vote efforts or other civic endeavors; it is explicitly a vehicle for promoting the electoral fortunes of one political party and its candidates.

In addition, the vast majority of Postcards to Voters' time, resources, infrastructure, and operations have been directed to the promotion of Democrat candidates. Although there is some uncertainty and fluidity concerning precisely what types of communications are imbued with an electoral purpose, see *Citizens for Responsibility & Ethics in Wash. v. Fed. Election Comm'n*, 16-CV-2255 (CRC), 2018 WL 1401262 (D.D.C. Mar. 20, 2018), it is undisputed that express advocacy of the election or defeat of an identified federal candidate is the quintessence of an activity "to influence a federal election." See *id.*; see also *Explanation and Justification: Political Committee Status*, 72 Fed. Reg. 5595-02, 5624 (Feb. 7, 2007) (noting that in determining entities' major purpose, the Commission has "analyzed whether the organizations' advertising, voter drives and other communications 'expressly advocated' the election or defeat of a clearly identified Federal candidate"); MUR 6396, *supra* at 8.

Postcards to Voters itself acknowledges that its communications urge the election of Democrat candidates. See Ex. A at p. 2. Although copies of its mailers appear not to be widely available, a sample postcard depicted in a how-to video on the organization's website exhorts the recipient to "vote on March 13th for Conor Lamb," the Democrat candidate in a special election for the U.S. House of

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Representatives in Pennsylvania. See <https://postcardstovoters.org/about/> (second video at 4:07). Such communications are squarely within the ambit of “express advocacy.” See 11 C.F.R. § 100.22(a).⁵

In sum, there is ample reason to believe that the preponderance of Postcards to Voters’ resources and activities are used to expressly advocate the election of federal candidates.

II. Postcards to Voters Has Made Excessive or Prohibited Contributions to Tipirneni and Hiral for Congress

By its own admission, Postcards to Voters has coordinated with multiple federal candidates, including Tipirneni, in sponsoring expenditures that advocate the election of those candidates.

A. Coordinated Communications

Unlawful coordination between a federal candidate and a third-party individual or organization entails a “public communication” that:

- (1) was paid for by someone other than a candidate, an authorized committee, or a political party committee;
- (2) contains content that satisfies at least one of the criteria set forth in 11 C.F.R. § 109.21(c); and
- (3) entailed conduct that satisfies at least one of the criteria set forth in 11 C.F.R. § 109.21(d).

See 11 C.F.R. § 109.21. The value of a coordinated communication is imputed to the benefitted candidate as a contribution. See *id.* § 109.21(b). If it qualifies as a multicandidate political committee, Postcards to Voters may contribute no more than \$5,000 per election to any federal candidate. See 52 U.S.C. § 30116(a)(2)(A).⁶ If the organization is incorporated and does not constitute a political committee, it is prohibited from making any contributions to federal candidates. See *id.* § 30118(a).

⁵ Although Postcards to Voters advocates the election of various state and local candidates, it also acknowledges undertaking substantial projects in connection with multiple federal election contests, to include recent special elections in Georgia, Pennsylvania, Alabama and Arizona. Indeed, the organization boasts of having distributed nearly 348,000 postcards to support the candidacy of Democrat Doug Jones in an Alabama U.S. Senate race. See Ex. A at p. 13.

⁶ If Postcards to Voters does not satisfy the criteria for multicandidate PAC status, its candidate contribution limit is \$2,700 per election. See 52 U.S.C. § 30116(a)(1).

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Postcards to Voters itself has supplied abundant evidence corroborating the existence of each element.

I. Public Communication Paid for By a Third Party

The Commission has defined a “public communication” to include a “mailing by United States mail or facsimile of more than 500 pieces of mail matter of an identical or substantially similar nature within any 30-day period. . . [S]ubstantially similar includes communications that include substantially the same template or language, but vary in non-material respects such as communications customized by the recipient's name, occupation, or geographic location.” 11 C.F.R. §§ 100.26, 100.27.

While Postcards to Voters describes its communications as including notes handwritten by volunteers, it provides its workers with prepackaged templates and instructs them to “stick to the talking points [provided by the candidate to Postcards to Voters]. You can paraphrase, make it your own, but don’t change the meaning or the facts.” See Ex. A at p. 16. Thus, any minor personalized adornments notwithstanding, Postcards to Voters’ mailers consist of “substantially similar communications” containing the same orchestrated messaging and calls to action.

Further, the costs of preparing and disseminating the postcards undisputedly are borne by a person other than the candidate. While Postcards to Voters represents that “volunteers” supply their own materials and postage, the value of such goods is itself a reportable contribution to the organization. See Fed. Election Comm’n, NONCONNECTED COMMITTEES CAMPAIGN GUIDE at 15 (“[A]n in-kind contribution results if a committee staff member or volunteer pays for postage, office supplies or campaign materials with his or her personal funds.”). In addition, Postcards to Voters boasts of its “interactive texting service,” a “commercial Help Desk system,” a “commercial business intelligence package,” a “heatmap showing where the postcards are being written,” and “other essential dashboards to manage” its operations. See Ex. A at p. 3. This extensive array of sophisticated services, which apparently are utilized to organize its campaigns and to generate and distribute mass mailings, undoubtedly entails substantial costs to the organization.

2. Content Requirements

Because Postcards to Voters’ mailers (1) expressly advocate the election of federal candidates (*see supra* Section I(B)), (2) republish campaign materials furnished by the benefitted candidates (*see infra* Section II(A)(3)); and/or (3) reference a clearly identified federal candidate and are distributed in the electoral district within 90 days of the election, their contents qualify them as a “coordinated communications” within the meaning of 11 C.F.R. § 109.21(c)(2), (c)(3), (c)(4)(i).

As an illustrative example, a Postcards to Voters mailer distributed in support of Tipirneni’s candidacy (a copy of which is attached hereto as Exhibit B) references Tipirneni by name and, as indicated by its March 31, 2018 postmark and its recipient’s address, was distributed within Arizona’s eighth congressional district less than 90 days before the April 24, 2018 special election in which Tipirneni is a candidate. Further, by lauding Tipirneni and urging the recipient to vote in the upcoming election, the postcard is not susceptible to any reasonable interpretation other than as an appeal to vote for Tipirneni. See 11 C.F.R. § 100.22(b); *see also Fed. Election Comm’n v. Christian Coalition*, 52 F. Supp. 2d 45, 65 (D.D.C.

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1999) (outside group's "congressional scorecard" that rated candidates to "help you prepare for your trip to the voting booth" was express advocacy). Similarly, a Twitter posting (a screenshot of which is attached hereto as Exhibit D) depicts ten virtually identical postcards expressly exhorting support for Tipirneni in the April 24 election.

3. Conduct Requirements

Often, the conduct element is the most amorphous facet of a coordination claim and frequently eludes demonstrable proof. Remarkably, however, Postcards to Voters freely acknowledges that coordination with the candidates it supports is integral to its operational model. Indeed, the organization caters directly to candidates, promising to "immediately ramp up and work to boost turnout through what become conversation pieces in the hands of likely Democratic voters," using "positive, on-message talking points." These services are supplied "totally free" of charge to the candidate. See Ex. A at p. 20. According to Postcards to Voters, it then provides its workers with "talking points and addresses. The talking points are the ones that the campaign has requested," and are then dutifully transcribed by the organization's volunteers, all of whom are instructed to "stick with the talking points." See Ex. A at p. 16.

Postcards to Voters' operating protocol necessarily entails, by the organization's own admission, either (1) a candidate's assent to Postcards to Voters' offer to make expenditures on the candidate's behalf, (2) substantial discussions with the candidate concerning the content, timing, and/or distribution of Postcards to Voters' mass mailing, (3) the candidate's material involvement in decisions concerning the content, timing and/or distribution of Postcards to Voters' mass mailing, or (4) the candidate's facilitation of Postcards to Voters' republication of his or her campaign materials. See 11 C.F.R. § 109.21(d)(1), (d)(2), (d)(3), (d)(6).

Because the contents of Postcards to Voters' mailers in support of Tipirneni contain "talking points" that presumably were provided to the organization by Tipirneni or Hiral for Congress, there is reason to believe that Tipirneni, Hiral for Congress and Postcards to Voters have engaged in conduct constituting coordination. See also *Coordinated and Independent Expenditures*, 68 Fed. Reg. 421-01, 434 (Jan. 3, 2003) (explaining that coordination occurs when a candidate or her agent "conveys approval or disapproval of" a third party's expenditure plans or when the candidate is "involved in decisions regarding the strategy for [the] communications," even if the candidate's involvement cannot "be traced directly to one specific communication").

B. In-Kind Contribution

Even if Postcards to Voters' mailers do not constitute "public communications," the Commission has recognized that in-kind contributions inure to a federal candidate through the coordination of expenditures for purposes other than public communications. See 11 C.F.R. § 109.20(b) (providing that an in-kind contribution results from "[a]ny expenditure that is coordinated . . . but that is not made for a coordinated communication."). Postcards to Voters' preparation and distribution of mailers bearing "talking points" dictated by the candidate, compounded with its provision of sophisticated logistics services in connection with these electioneering efforts, undoubtedly constituted coordinated, in-kind

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contributions to the benefitted federal candidates, including Tipirneni and Hiral for Congress. The value of these in-kind contributions likely exceeded the applicable contribution limit and were not reported to the Commission.

III. Tipirneni and Hiral for Congress Have Accepted and Failed to Report Excessive or Prohibited Contributions from Postcards to Voters

Upon information and belief, Tipirneni and her campaign committee have knowingly accepted prohibited or excessive in-kind contributions from Postcards to Voters and have knowingly failed to disclose them to the Commission.

By its own admission, Postcards to Voters has solicited candidates whom it supports (presumably including Tipirneni) to provide campaign-approved “talking points,” which Postcards to Voters’ volunteers then reproduced in a series of substantially similar postcards urging targeted Democrat voters to cast their ballots for Tipirneni. See Ex. A at pp. 16, 20; Ex. B; Ex. D. By engaging in the coordination of a public communication and/or expenditure, Tipirneni and Hiral for Congress accepted an excessive or prohibited in-kind contribution from Postcards to Voters.

There is reason to believe that the value of Postcards to Voters’ in-kind contribution to Tipirneni and Hiral for Congress was well in excess of \$5,000, the contribution limit applicable to federal multicandidate political committees. According to a March 20 post on its Facebook page, Postcards to Voters announced that it was “averaging . . . 3,359 addresses daily for Dr. Tipirneni in Arizona.”⁷ Assuming, conservatively, that Postcards to Voters’ effort on behalf of Tipirneni began on March 20 and concluded on March 31 (the postmarked date of the postcard attached as Exhibit B), Postcards to Voters would have prepared and disseminated approximately 40,308 postcards and incurred an estimated \$14,107.80 in postage expenses alone. Taking into account costs associated with other supplies furnished by the organization (through its ostensible volunteers) and Postcards to Voters’ vendor services—as well as the fact that Postcards to Voters’ campaign on behalf of Tipirneni may have extended over a longer period, see Ex. D—the actual value of the in-kind contribution is likely substantially higher.

Importantly, Hiral for Congress did not disclose the receipt of any direct or in-kind contribution from Postcards to Voters in its most recent report to the Commission covering the period from February 8 through April 4—which encompasses the time frame during which Postcards to Voters and Hiral for Congress conducted their coordinated campaign.

IV. Disclaimer Violations

Because Postcards to Voters is a political committee and because its mailers expressly advocate the election of identified federal candidates, it is required to disclose on every public communication it distributes that it paid for the communication and that the candidate referenced in the mailer authorized the coordinated communication. See 11 C.F.R. § 110.11(a)(1), (a)(2), (b)(2). The postcard materials distributed by Postcards to Voters in support of, and in coordination with, Tipirneni appear not to contain the required disclaimer. See Ex. B, Ex. D.

⁷ A screenshot of the Facebook post is attached hereto as Exhibit C.

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* * *

In sum, there is reason to believe that Postcards to Voters (1) qualifies as a political committee and has failed to comply with the Act's registration and reporting requirements, (2) has knowingly made prohibited, excessive and/or unreported contributions to federal candidates, including Tipirneni and Hiral for Congress, in the form of coordinated communications or coordinated expenditures, and (3) failed to include required disclaimers in its public communications.

In addition, there is reason to believe that Tipirneni and Hiral for Congress knowingly accepted, and knowingly failed to disclose, the receipt of excessive or prohibited contributions from Postcards to Voters.

Accordingly, we respectfully request that the Commission refer this matter for further investigation and assess all necessary and appropriate fines and penalties.

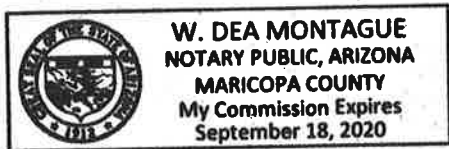
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Submitted under penalty of perjury by:

PUBLIC INTEGRITY ALLIANCE, INC.
534 N. Orange
Mesa, Arizona 85201

By: 
Tyler Montague
President

Subscribed and sworn to before me this 12 day of April, 2018.




Notary Public

Exhibit A



RECENT POSTS

Campaign #74: Cecil Webster in TX!

Campaign #73: Harvey Epstein in NY!

Campaign #72: Helen Tai in PA!



CONTACT US!

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Kennesaw, Georgia 30152
info@TonyTheDemocrat.org

PODCASTS

Two Broads Talking Politics Podcast: Tony the Democrat from Postcards to Voters

GOTV with postcards! Tony speaks with "Blue Revolution"

The Voter Project – Episode #7: Tony The Democrat

Postcards to Voters are friendly, handwritten reminders from volunteers to targeted voters giving Democrats a winning edge in close, key races coast to coast.

What started on March 11, 2017 with sharing 5 addresses apiece to 5 volunteers on Facebook so that they could mail postcards to voters in Jon Ossoff's race grew in one month to 1,200+ volunteers nationwide and over 51,000 postcards mailed.

[Our Team](#)

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Now, we consist of over 17,000+ volunteers in every state (including Alaska and Hawaii) who have written very nearly a million postcards to voters in dozens of key, close elections.

We use an interactive texting service to assign addresses to our trusted, returning volunteers. For new volunteers and those organizing postcard parties around the country, we use a commercial Help Desk system to streamline and automate email requests.

Another commercial business intelligence package crunches the numbers so we always know who our top volunteers are by campaign, a heatmap showing where the postcards are being written by zip code around the country, and other essential dashboards to manage an operation that now averages 1,700 voter addresses assigned daily.

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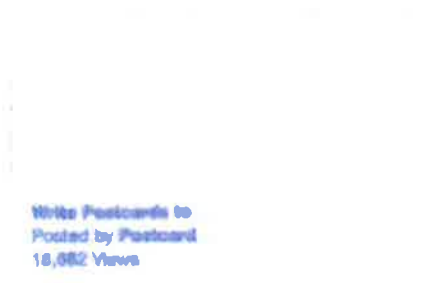
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RECENT POSTS

Campaign #74: Cecil Webster in TX!

Campaign #73: Harvey Epstein in NY!

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CONTACT US!

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Campaign #74: Cecil Webster in TX!

by GILIANI - APRIL 11, 2018

VETERAN. BUSINESSMAN. FARMER. ENGINEER.
SPOUSE. FATHER. 4TH GENERATION TEXAN.
DEMOCRAT

POSTCARDS TO VOTERS
CALL (484) 275-2229
WWW.THEDEMOCRAT.ORG

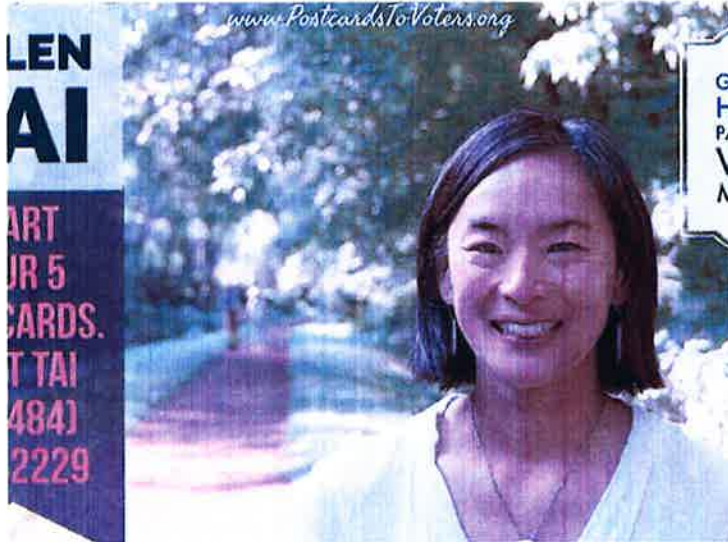
DEMOCRAT
HARVEY EPSTEIN
NEW YORK ASSEMBLY
DISTRICT 74



UNCATEGORIZED

Campaign #73: Harvey Epstein in NY!

by GILIANI · APRIL 11, 2018



LEN
TAI
ART
OR 5
CARDS.
T TAI
(484)
2229

UNCATEGORIZED

Campaign #72: Helen Tai in PA!

by GILIANI · APRIL 9, 2018



UNCATEGORIZED

Campaign #71: Steve Stern in NY!

by GILIANI · APRIL 7, 2018



UNCATEGORIZED

Campaign #70: Aidan O'Connor Jr. in NY!

by GILIANI · APRIL 6, 2018



UNCATEGORIZED

Campaign #69: Javier Fernandez in FL!

by GILIANI · APRIL 4, 2018



UNCATEGORIZED

Campaign #68: Lizette Escobedo in CA!

by GILIANI · APRIL 3, 2018



UNCATEGORIZED

Campaign #67: Tracy Freese in IA!

by GILIANI · APRIL 1, 2018

UNCATEGORIZED

Campaign #66: Lori Berman in FL!

by GILIANI · MARCH 28, 2018



UNCATEGORIZED

Campaign #65: Jamie Spotts in WI!

by GILIANI · MARCH 26, 2018



UNCATEGORIZED

It's official: Our 39th campaign is in support of Iowa Democrat Rita DeJong.

by GILIANI · DECEMBER 28, 2017

UNCATEGORIZED

Postcards to Voters
Campaign #37 is for Margaret Good in Florida!

by GILIANI · DECEMBER 16, 2017

UNCATEGORIZED

Postcards to Voters Campaign #36: Phyllis Hatcher in GA

by GILIANI · DECEMBER 14, 2017

UNCATEGORIZED

Doug Jones Postcards By Numbers!

by GILIANI · DECEMBER 12, 2017

UNCATEGORIZED

Postcards to Voters Campaign #35: José Vazquez!

by GILIANI · DECEMBER 12, 2017

UNCATEGORIZED

Campaign #34: Democrat Mary Alice

Carfi

by GILIANI · NOVEMBER 24, 2017

UNCATEGORIZED

Campaign #33: Democrat Teresa Davis

by GILIANI · NOVEMBER 24, 2017

UNCATEGORIZED

100,000 Addresses Assigned for Alabama!

by GILIANI · NOVEMBER 16, 2017

UNCATEGORIZED

Our 32nd Campaign: Doug Jones, U.S. Senate, Alabama!

by GILIANI · NOVEMBER 2, 2017

UNCATEGORIZED

One more campaign for Nov. 7th! Campaign #31!!

by TONY MC · OCTOBER 30, 2017

YOU DID IT!

347,709
POSTCARDS MAILED BY
6,376
GRASSROOTS VOLUNTEERS!

JOIN THE FUN!
JOIN@TONYTHEDEMOCRAT.ORG

*A fun, friendly,
fully-handwritten
election
reminder
mailed to
every Democratic
household
in Alabama!*

**POST
CARDS
TO VOTERS**

6,376 of our closest, newest friends (and many of their own friends, families, groups, and clubs) mailed 347,709 fully-handwritten election reminder [#PostcardsToVoters](#) in AL over 6 weeks. Today's the day that voters decide on which side of history they stand.

Share this:



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Postcards to Voters Campaign #35: José Vazquez!

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Postcards to Voters Campaign #36: Phyllis Hatcher in GA



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⊕ Where may we order postcards?

⊖ Where can I download templates to print my own?

- From Us: Click [Here](#)
- [Postcards from the People](#) is a terrific resource hosting dozens of free, downloadable postcard templates
- [Postcards for the Resistance](#) has templates which *may* lend themselves more towards resistance messages to members of Congress than voters. But, they have a nice blank template with instructions on how to add any suitable, voter-friendly image you might have to print a nice 2-up or 4-up set of postcards
- [Progressive Postcards](#) offers free downloads, but their designs may not be benign enough for friendly election reminders to voters. Please choose wisely
- [Woke Giant](#) provided a dozen or so designs for folks to use with The Ides of Trump action in early 2017. So, nearly all of these designs are going to be too edgy for friendly election reminders to voters. But, if you have a Member of Congress to write, you may find something suitable here
- Volunteer Laura D. sells postcard templates on her [Etsy store](#) with all profits used toward postcard campaign costs – 5 templates for \$10

Like this:



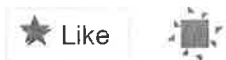
Be the first to like this.

⊕ How can I print my own postcards?

- ⊕ **Where can I find postcard stamps or plain postcards with stamps printed on them?**
- ⊕ **Do we have a resource list for purchasing creative postcards?**
- ⊕ **What are the USPS size and thickness parameters for postcards?**
- ⊕ **What are the postal restrictions for decorations? Stickers? Glitter? Fabric?**
- ⊖ **What do I write on a postcard? Are there standard talking points and/or Election Day info given along with the address assignments? Or are talking points based on our own research/point of view?**

When you request addresses from Postcards to Voters, we will provide talking points and addresses. The talking points are the ones that the campaign has requested. You are welcome to make the wording feel more your style, but we do need you to stick with the talking points provided.

Like this:



One blogger likes this.

- ⊖ **I see a lot of postcards that deviate from the talking points to a greater or lesser degree. What is permissible and what isn't?**

We ask all writers to please stick to the talking points. You can paraphrase, make it your own, but don't change the meaning or the facts. In addition, please don't

embellish with information that is not in the talking points.

Like this:



Be the first to like this.

+ Do I sign my name?

+ To whom do I address the card?

+ Is it good to say “Hello from Cincinnati” or wherever you’re writing from, or is this more likely to make them bristle and perceive it as outsiders trying to influence their election?

+ I’m not very artistic. Is it worth it for me to just write boring (but informative) postcards?

- Can I pre-write postcards to save time?

Your supplies, postage and time are valuable to our cause, and we don’t want them to go to waste. We ask that you do not write postcards in advance without the voter addresses already having been assigned to you, as we may run out of addresses by the time you request more.

Like this:



Be the first to like this.

- ⊕ How do we let you know when we have successfully completed and mailed our list?
- ⊕ What are some tips on hosting a postcard party?
- ⊕ I'm going to an event and would like to set-up a booth for Postcards to Voters. What supplies do I need and what do I do?

Share this:



Like this:



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[Our Team](#)

[Blog](#)

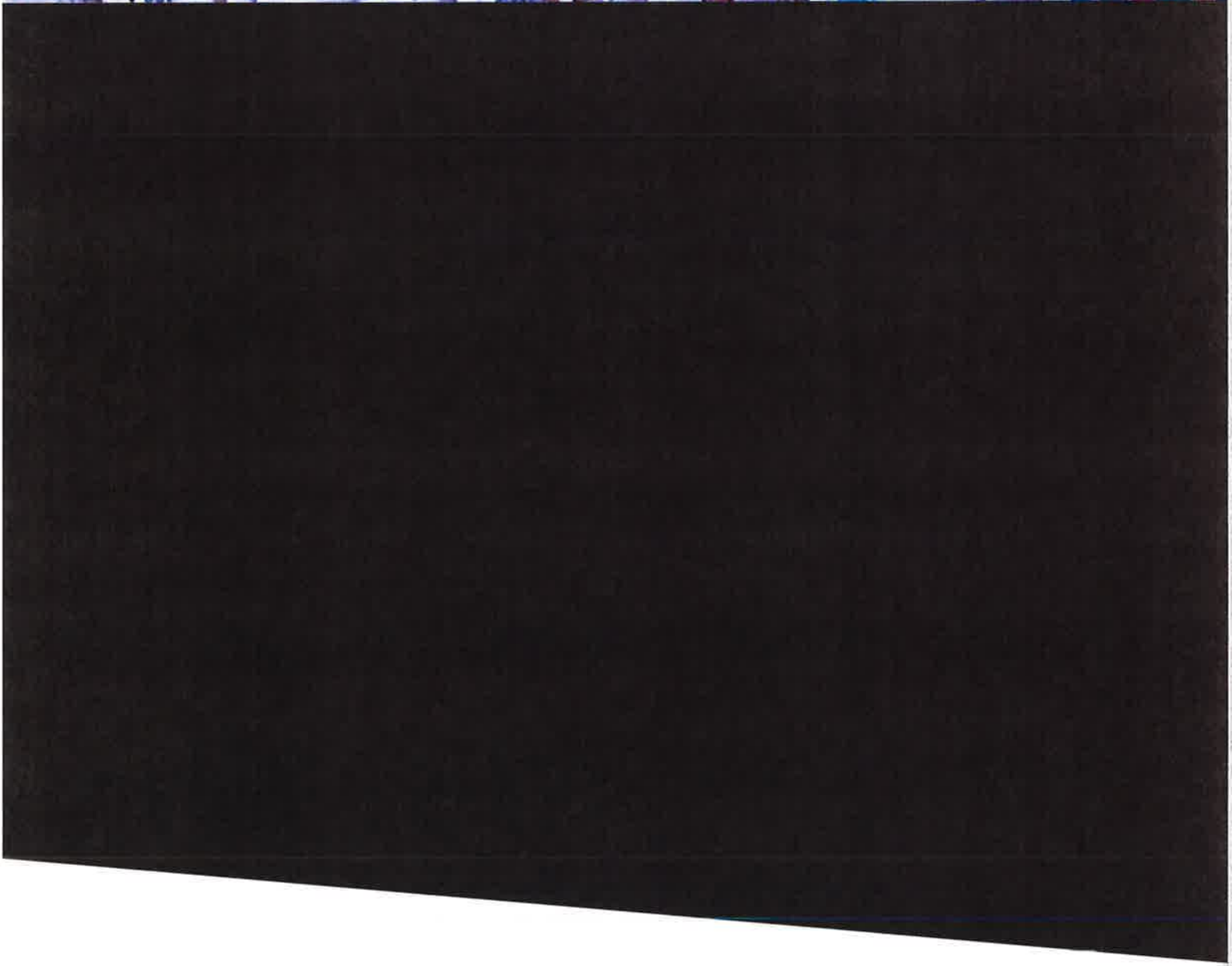
[Press](#)

[Amplify App](#)



POSTCARDS TO VOTERS

JOIN PEOPLE ACROSS THE USA TO WRITE POSTCARDS TO VOTERS



With so many key elections right around the corner, we want to help.

With a list of targeted voters, we can immediately ramp up and work to boost turnout through what become conversation pieces in the hands of likely Democratic voters. The novelty of the handwritten postcard from another friendly Democrat using positive, on-message talking points is uniquely effective.

Plus, it's totally free to campaigns. We do not charge any fees. The volunteers are donating their own postage and material costs. The average number of postcards written is 13 per volunteer.

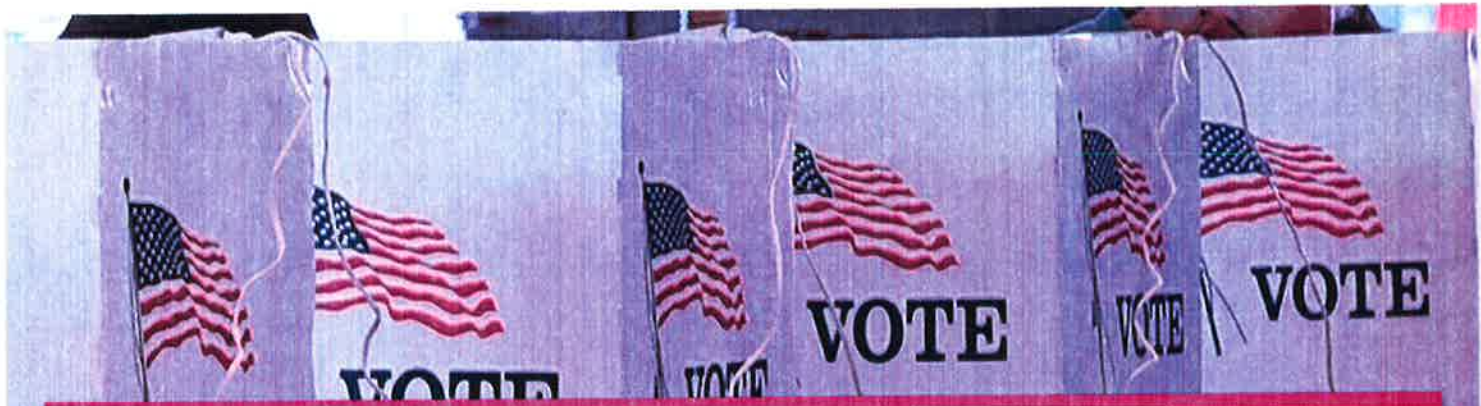
The only 3 things we ask from you are:

1. Depending upon candidate availability, we schedule a live conference call with our volunteers lasting 30 minutes. (We can host the call using our hosting service.)
2. After the election, that the candidate and some campaign team members please send us a group photo of them writing postcards to voters in our next campaign as a motivational boost.
3. And that if the campaign is pleased with our help, that someone be a reference for us to future prospective campaigns.

Speaking of which, I have 50 references if you would like to speak to some. (One for each campaign we've done.)

Thank you for your consideration,

Tony



Campaign Inquiry

Thanks for your interest in with Postcards to Voters. We're excited for the chance to support your campaign! Please fill out this form, and we'll get back to you soon.

Please Note: Postcards to Voters does not coordinate in primary elections where there is more than one Democrat on the ballot.

* Required

Candidate's Name *

Share this:

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  Facebook 121
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 Like

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[Our Team](#)

[Blog](#)

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Exhibit B

Greetings,

I hope you were mindful of my reminder about an upcoming Democrat **Dr. Hiral Tipirneni** is for Congress.



Solving problems and improving lives from the emergency room to Washington. Dr. Tipirneni is a champion for:

- ✓ expanding Medicare
- ✓ shrinking student loan debt
- ✓ affordable child care
- ✓ keeping abortions safe, legal, and rare
- ✓ excellent public schools for every child

The special election is **Tuesday, April 24**. Your vote matters in this and every election.

Please make a plan to vote. Thanks.

Elephant, 2014. Alice Pattullo.
From Animal Box: 100 Postcards by 10 Artists.
Published by Princeton Architectural Press.
© 2015 Alice Pattullo.

Kathy

Valued Voter



Litchfield Park, AZ
85340-8306

Exhibit C

Email or Phone

Password

Sign Up

Log In

Forgot account?



Postcards To Voters

March 20 at 7:05am · 🌐

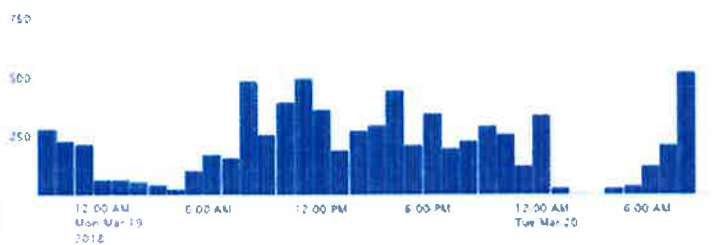
We are averaging 3,188 addresses assigned daily to help Judge Dallet in Wisconsin. And 3,359 addresses daily for Dr. Tipirneni in Arizona.

That's 6,500 addresses a day on average to remind Democratic voters of elections where their vote can swing the balance of power.

From local government to state government to D.C. and in offices ranging from School Board to State Supreme Court to U.S. Senate. You are not just watching the news and wringing your hands. You and thousands of others are building #PostcardsToVoters into a positive force of grassroots GOTV complementing campaigns' winning plans.

Congrats. Thank you. And...write on!

Addresses Distributed Last 36 Hours



Postcards To Voters

Political Organization

136 Likes 22 Comments 28 Shares

Send Message

English (US) · Español · Português (Brasil) · Français (France) · Deutsch



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Exhibit D



SaveTheUSA

@PlanAheadUrLate

Follow

10 handcrafted postcards for Dr. Hiral Tipirneni to help #Flipthe8 BlueWave #PostcardsToVoters #AZ08 @hiral4congress @DemocratWit @theycallmebob



7:33 AM - 9 Apr 2018