



Instructions for Sending Persuasive Postcards

NOTE: We are sending postcards to low propensity voters to try to persuade them to vote in this election. We are running lists by district and if you cannot afford stamps or don't finish writing your postcards can you please contact me at: nancy@mothersagainstgregabbott.com and let me know what you need or the quantity of cards you have left. The sooner you inform us the better. We are running a list so not sending cards will impact the data we run to show if we had an impact in this election.

Step 1: Gather Your Materials

- Mothers Against Greg Abbott Postcards
- Pens or markers (Use blue or black ink for clarity)
- List of addresses or address labels
- Stamps

Step 2: Understand the Key Issues

Healthcare Issues

Before writing, familiarize yourself with the critical issues surrounding healthcare for women and families in Texas. Here are some points to consider:

1. **High Maternal Mortality Rate:** Texas has one of the highest maternal mortality rates in the nation, especially affecting women of color. This is a sign of a healthcare system failing its most vulnerable.
2. **Limited Access to Healthcare:** Many women and families in Texas live in areas with limited access to healthcare services, especially in rural communities. This lack of access can result in delayed or inadequate care.
3. **Restrictions on Reproductive Health:** Texas has some of the most restrictive laws on reproductive health, limiting women's rights to make decisions about their own bodies. This can lead to dangerous outcomes for women who cannot access the care they need.
4. **Underfunded Healthcare Programs:** Texas consistently underfunds healthcare programs that benefit low-income families, leaving many without the support they need for basic healthcare services.
5. **Texas ranks at the bottom for child healthcare** and has the highest rate of uninsured children in the country



Education Issues:

1. **Vouchers increase taxpayer costs and private schools are not accountable to taxpayers.**
2. **Diverts Funding from Public Schools:** Vouchers take money away from public schools, which rely on adequate funding to provide quality education to all students, not just a select few.
3. **Lack of Accountability:** Private schools that accept vouchers are not held to the same standards as public schools, meaning they can operate with less oversight and transparency.
4. **Increases Inequality:** Vouchers often benefit families who can already afford private education, leaving behind students from lower-income families and widening the gap between rich and poor.
5. **Undermines Public Education:** The voucher system weakens the public school system by reducing the resources available to it, which can lead to larger class sizes, fewer extracurricular activities, and less support for students with special needs.

Texas Issues

1. **Healthcare Access & Outcomes**
 - a. **Uninsured Rate:** Texas has the highest rate of uninsured residents in the U.S., with over 5 million Texans lacking health insurance, including the highest rate of uninsured children.
 - b. **Maternal Mortality:** Texas ranks among the worst states for maternal mortality, particularly affecting Black and Hispanic women. This highlights the state's failure to provide adequate prenatal and postnatal care.
 - c. **Mental Health Services:** Texas ranks near the bottom for access to mental health services, with a severe shortage of providers, leaving many communities underserved.
2. **Public Education Funding**
 - a. **Per-Pupil Spending:** Texas ranks near the bottom in per-pupil spending, underfunding public schools and leaving them struggling to provide quality education and resources, especially in low-income areas.
 - b. **Teacher Pay:** Texas falls below the national average in teacher salaries, contributing to high turnover rates and teacher shortages across the state.
 - c. **College Graduation Rates:** Texas ranks poorly in higher education graduation rates, with significant gaps in achievement for minority and low-income students.
3. **Child Welfare**
 - a. **Uninsured Children:** Texas consistently ranks as the state with the highest percentage of uninsured children, leaving many without access to basic healthcare, vaccines, and preventive services.
 - b. **Access to Care:** Texas ranks poorly in terms of access to pediatricians, mental health services, and preventive care for children. Many families, especially in rural areas, struggle to access basic healthcare services for their children.



- c. **Child Poverty:** Texas has one of the highest child poverty rates in the nation, exacerbating issues like poor educational outcomes and health disparities among the state’s most vulnerable populations.
 - d. **Childhood Vaccinations:** Texas has one of the lowest rates of childhood vaccination coverage, which can lead to outbreaks of preventable
 - e. **Overall Child Health and Well-Being:** Texas ranks near the bottom in overall child health and well-being, taking into account factors like infant mortality, child mortality, and the rate of uninsured children.
4. **Environmental Quality**
- a. **Air and Water Pollution:** Texas ranks near the bottom in terms of air quality and exposure to pollution. The state also leads in industrial water pollution due to lax environmental regulations.

Step 3: Craft Your Message

Each postcard should be personal, concise, and impactful. Here’s some samples you can use but feel free to edit it to make it sound like your authentic voice. Feel free to edit to make the points you want to make.

Texas

Dear [Name],

Texas has the power to shape the future of our country, but it starts with your vote. By voting, you’re not just making your voice heard—you’re helping to flip Texas Blue. This election, we have the chance to elect leaders like [candidate name] who will prioritize healthcare, education, and the rights of all Texans. Together, we can create a state that truly represents us all.

Let’s make history and build a better Texas. Vote [Candidate(s) Name, Blue, Democrats or Democracy] in 2024!

Sincerely,

[Your Name]



Healthcare Sample 1

Dear [Name],

As we approach the 2024 election, it's important to consider the state of healthcare for women and families in Texas. Our state has one of the highest maternal mortality rates in the country, and many women and families are struggling to access the care they need. This isn't just a statistic—it's a reality for countless Texans.

Our healthcare system should protect and support all of us, but right now, it's failing women and families. We need leaders who will prioritize healthcare, ensuring that every woman and family has access to the care they deserve. Please consider voting for [candidate name] who is committed to improving healthcare in Texas.

Sincerely,
[Your Name]

Healthcare Sample 2

Dear [Name],

Texas has one of the highest rates of uninsured families and the worst maternal mortality rates in the country. Our healthcare system is failing too many of us, especially women and children. We need leaders like [candidate name] who will fight to expand access to affordable healthcare, protect women's health, and ensure that every Texan can get the care they need.

This election, vote for [candidate name] who will prioritize our health and the well-being of our families. Together, we can build a healthier Texas.

Sincerely,
[Your Name]



Education

Dear [Name],

Did you know that school vouchers take away critical funding from our public schools while increasing your taxes? When funds are diverted to private schools, our public schools—where the majority of Texas children learn—are left with fewer resources. This means larger class sizes, fewer programs, and less support for our kids who need it most.

We need to support leaders like [candidate name] who will protect and strengthen our public schools, not undermine them. Please join me in voting for [candidate] who stands with public education and against harmful voucher programs.

Together, we can ensure that ALL Texas children have access to quality education.

Sincerely,

[Your Name]

Step 4: Address and Stamp Your Postcards

- Ensure each postcard is addressed clearly and correctly.
- Affix the appropriate postage to each postcard.

Step 5: Mail Your Postcards Mail your postcards as soon as possible to ensure they reach voters before the election. Timeliness is crucial.

Final Tip: Your voice can make a difference! By highlighting the critical issues in Texas's healthcare system, you're advocating for a better future for all women and families in our state. Every postcard is a step toward change.