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**[test] National recognition for our efforts**

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**John Loewenstein** <host@swingbluealliance.org>  
Reply-To: host@swingbluealliance.org  
To: sarah.pascarella@gmail.com

Sat, Dec 14, 2024 at 11:42 AM



## *Organizers Letter*

Dear Sarah,

Earlier this year, the Swing Blue Alliance mail team helped with a postcard campaign targeting New Hampshire voters, encouraging them to write in President Biden's name for the primary.

Today, we're pleased to share with you that the research we collected from your groups' efforts has gotten national recognition.

### ***The NH Campaign Results***

Our study showed that two types of postcards increased the likelihood that targeted people would write in President Biden in the 2024 Presidential primary by 1.37%.

One set of cards was all handwritten and decorated, the other set was almost all pre-printed. Surprisingly, the two sets of cards performed equally well. This suggests that future mail campaigns can run more efficiently by pre-printing most of the content.

The Analyst Group posted our report on their website, highlighted it in a newsletter, and then included it in their November Digest of key insights from 2024 research. The Analyst Group is a nonprofit that was founded to encourage research on campaign tactics by progressive groups.

Our research team quickly realized that we could compare the results of two types of cards when the Friday Action Group stepped forward to help. Their volunteers preferred to handwrite and decorate their cards, while our program had been designed for printed cards. We randomly selected the people who would get handwritten cards, printed cards, or no card from the program.

Swing Blue is grateful to our mail team and volunteers, as well as the Friday Action Group for making this study possible.

***Want to learn more about Swing Blue's research efforts? [Check out the Field Leaders Research Network](#) >***

Thank you for your efforts on our mailing campaigns in 2024. Your efforts enable our research, which enables us to determine effective practices that make the most of our time and resources in the campaigns to come.

Best,  
John, David, Bob and the Swing Blue Alliance mailing team

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