

From: [Sarah Mitchell](#)
To: [Beals, Susan \(ELECT\)](#); [Nichols, David \(ELECT\)](#); [Lawless, Rachel \(ELECT\)](#); [Coles, Ashley \(ELECT\)](#)
Cc: [Allison Robbins](#); [Cabrera, Brenda](#); [Eva Bonime](#); [Carrier, Jennifer](#)
Subject: VPC/CVI March Voter Registration Mailing in Virginia **In Homes Soon*
Date: Tuesday, March 5, 2024 10:34:01 AM
Attachments: [R-C-N-VA.pdf](#)
[R-C-R-VA.pdf](#)
[R-V-C-VA.pdf](#)
[R-V-M-VA.pdf](#)

Dear Commissioner Beals and all –

I hope this email finds you well. I am reaching out to share additional details regarding the voter registration application mailings from the Voter Participation Center (VPC) and the Center for Voter Information (CVI) that will be reaching Virginia residents beginning around March 21. This will be our first of three voter registration mailings this year.

Below is a table with the number of VPC and CVI mailings that will be sent within each county, along with samples of the mail.

VPC and CVI strive to bring more people into our democracy. VPC and CVI successfully use direct mail and digital ads to encourage registration and voting, and work to engage underrepresented populations in the American electorate. VPC and CVI particularly focus on registering and engaging the New American Majority - including young people, people of color, and unmarried women. Since 2003, more than 6 million Americans have returned their voter registration applications to elections officials across the country due to VPC, CVI, and their partners. For more information about VPC and CVI, please visit our websites at www.voterparticipation.org and www.centerforvoterinformation.org.

Our voter registration mailing will be targeted to reach unregistered young people, voters who have recently moved and have not re-registered or updated their voter registration records (according to the latest available information), and others who are unregistered in the voting eligible population. VPC and CVI use the best technology available to ensure that their voter registration mail recipients are eligible to vote and are currently unregistered. Since no state makes available a list of individuals who are unregistered or ineligible, VPC and CVI use commercially available individual and residential databases and match them to the state's voter file to determine who is unregistered and otherwise eligible. Because commercial data can be out of date or inaccurate, VPC and CVI send most mail addressed to "Current Resident," rather than specific people. The cover letter encourages registered voters who may receive the mailing to help unregistered friends and family members register to vote.

As with our prior registration mailings, these mailings will contain the same voter registration applications provided by the state, as well as helpful information for unregistered voters. VPC and CVI registration mail also includes a QR code link to allow recipients to easily check their registration status and/or register to vote online, and that has resulted in a roughly 20% shift from recipients returning our mail applications to instead filling out online voter registration applications.

VPC and CVI make it clear to mail recipients that the mailing is coming from a non-government organization. The mailings include a letter from Tom Lopach, President of VPC, or from Gail Kitch, Board Chair of CVI, urging citizens to register to vote. A separate disclaimer includes the organization's phone number, website address, explanation that the organization is a non-government and non-profit organization, and language that states that the organization is “not affiliated with any government agency or state/local election office.”

If you hear from anyone who wants to be removed from the mailing lists, their letter has a code near the bottom that they can email to VPC or CVI to be automatically removed (unsubscribe@voterparticipation.org and unsubscribe@centerforvoterinformation.org). Or you can take down the codes or names/addresses and send them to me for removal. Additionally, you can direct anyone to our toll-free numbers: 866-290-1598 (VPC) and 800-292-3142 (CVI). If you receive any media inquiries, please feel free to direct reporters to media@voterparticipation.org.

We would be glad to address any questions or concerns you or local election officials may have. Many thanks!

County	CVI Pieces	
	Mailed	VPC Pieces Mailed
ACCOMACK	208	774
CAROLINE	123	1,043
CHESAPEAKE CITY	899	3,446
CULPEPER	242	967
FRANKLIN CITY	31	918
FREDERICKSBURG CITY	597	1,574
GREENE	137	239
ISLE OF WIGHT	202	1,166

KING GEORGE	157	537
MADISON	67	100
NORTHAMPTON	81	383
ORANGE	258	492
PRINCE WILLIAM	1,684	21,428
SOUTHAMPTON	38	369
SPOTSYLVANIA	855	3,952
STAFFORD	1,027	5,766
SUFFOLK CITY	503	6,515
VIRGINIA BEACH CITY	4,981	19,987

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