

Writing Sample | Campaign Communications

What Happens If We Don't Show Up?

Audience: Campaign supporters and prospective volunteers

Purpose: Encourage civic participation by reframing a traditional campaign email as a story about the power of ordinary people taking meaningful action.

Role: Sole writer and communications strategist.

Outcome: Published as part of the campaign's voter engagement and digital communications strategy.

The following is the complete email as it was distributed during the campaign.

Subject: What Happens If We Don't Show Up?

I know what it's like to come home after a long day, turn on the news, shake my head, and think, "Someone really ought to do something about this."

I've had that thought more times than I can count. Maybe you have too.

The truth is, most of us aren't all that different. We worry about paying the bills. We wonder what kind of world our kids are growing up in. We try to take care of our families, our neighbors, and if we're lucky, maybe find a little time for ourselves at the end of the day.

We're busy.

And because we're busy, it's easy to believe someone else will step up.

- Someone else will volunteer
- Someone else will donate
- Someone else will make the phone call
- Someone else will knock on the next door

Until one day you realize, someone else never came.

After months of knocking on doors and talking with hundreds of people, I've learned something.

People haven't stopped caring.

They've stopped believing their voice matters.

Change rarely happens because one extraordinary person decides to fix everything.

It happens because thousands of ordinary people decide they don't want to lose something they care about.

- A good school
- A safe neighborhood
- Clean water
- A healthy planet
- Kindness
- Hope

None of those disappear overnight.

They disappear one small decision at a time.

- One election.
- One missed opportunity.
- One good person deciding they don't have enough time.
- One neighbor deciding someone else will handle it.

That's why I'm asking you to get involved today.

Not because one volunteer changes everything. Not because one donation solves every problem. But because every movement starts the same way.

One person decides they're done watching from the sidelines.

Then another joins them.

And another.

Before long, a campaign becomes a community.

A community becomes a movement.

And a movement changes things that one person never could.

The opposite of hopelessness isn't optimism.

It's participation.

Whether you can volunteer for an hour, make a donation, invite me into your home to meet your friends and neighbors, or simply have one conversation with someone who has lost hope, you become part of something bigger than yourself.

That's what I'm inviting you to be part of.

Not just a campaign.

A community of people who refuse to believe that "that's just the way things are."

Because doing nothing guarantees someone else will decide what comes next.

I'd rather we decide together.