



WRITING AN EFFECTIVE ADVOCACY LETTER

Writing a letter to your elected representative is an excellent first step in advocating for change. A few simple tips will help you get heard:

- ✓ **Open with your issue and request.**
(I am writing to request that you vote against Bill X...; with concerns about the recent budget cuts to...)
- ✓ **Identify a value you share.**
(Our values align when it comes to providing high quality, sustainable care...; We all want families to succeed...)
- ✓ **Personalize with a story/Describe local impact.**
(This Bill will have a immediate local impact on kids like Anna, who...; Our member families rely on this funding for...)
- ✓ **Repeat your one clear ask.**
(On behalf of X, I urge you to vote...; I would like to schedule a meeting to discuss further...)

“ A written letter remains one of the most effective ways to communicate with elected officials.

- Christopher Kush, author, *The One-Hour Activist*

And remember:

1. Send a **letter instead of an email** if possible (a letter sent as an email attachment is ok).
2. Include your **address** so they know you are one of their constituents.
3. Stay respectful and focused on the issue. No personal attacks.

* Most of these insights can be found in Christopher Kush's book *The One-Hour Activist*.