



Write to a Candidate: *the ABC's*

Always be polite, professional, and friendly.

Avoid spelling/grammar mistakes. Use spell-check and a friendly editor to make sure the focus is on your message and not on a typo.

Appreciation goes a long way. Let the candidate know that you appreciate any past efforts or statements on the issue, and always let them know if you've voted or contributed to a campaign.

Ask for a reply. To facilitate this, be sure to include your name and address on the letter itself as well as the envelope you send. If you send an email, be sure to include an email address.



Be specific. Identify yourself and state exactly what you'd like the candidate to support, and how. Limit your argument to one issue per letter, and include facts, statistics, and examples to support that argument.

Be personal. Draw on your experiences to make your point; candidates value these stories.

Be brief. Campaign staff receive a lot of correspondence and you'll have more impact if you are clear and concise. Keep your letter to one page.

Connect with the candidate. Speak respectfully and passionately about issues that personally affect the candidate or her/his loved ones.

Connect with an issue. Make links between the issue you advocate and one the candidate already has a clear position on.

Connect with a constituency. Candidates may support measures they are not otherwise passionate about if they know there is a large enough base of support.

FINAL THOUGHTS:

Be confident in your message and your expertise on the issue.

Let us know when you write to a candidate, ask a question at an event or organize in your community.