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# Session 09

## LETTER WRITING CAMPAIGN



### WHAT IS A LETTER WRITING CAMPAIGN?

A letter writing campaign is a great way to get as many people as possible to write letters to decision makers in order to bring awareness to and create support for ideas and issues. Successful writing campaigns can show the community and decision makers how strongly people feel about an issue and what solutions they would like to see as a result.

### BEFORE ASKING PEOPLE TO WRITE LETTERS YOU SHOULD:

- Brainstorm the best people to send the letter to.
- Double check that the person you are writing to has the power to either make or significantly influence the decision you are asking for.
- Carefully outline the actions you desire the decision-maker to take.
- Figure out who is the decision-maker is most likely to be influenced by and solicit those people to help write letters if possible. For example, companies are more likely to be influenced by their customers, while politicians are more likely to be influenced by their constituents.
- Finally, decide who will care enough to write a letter, and recruit them to help out with your campaign. If you do not know them, plan out how you will get in touch with them and what you will say when you do.

