Template for Written Communications

Written communications arriving at a public official's office are typically routed through staff members with only a select few actually reaching the officeholder. To be most successful, your written communication should be persuasive and to the point. State your message clearly at the start of the communication and then provide details of your personal story. Consider utilizing the following format to develop a truly winning written communication.

**First Paragraph**

* Identify yourself as a constituent or someone that represents a constituent or local interest.
* Connect the issue to something the policymaker cares about, if possible.
* Identify the reason for writing and the issue(s) you wish to address. Be sure to make the “ask” early.
* Highlight any relevant expertise on that issue.
* Mention anything relevant (and factual) about the number of other people in the district or state concerned about the issue.

**Second Paragraph**

* State your views on the issue in your own words.
* Include a statement about the impact specific state or federal policies have on you

**Third Paragraph**

* Clearly state what you would like the official to do (i.e., make the “ask”).

**Closing Paragraph**

* Thank the official for his or her attention to this matter and offer to be available for any questions.