



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. State your message clearly at the start of the communication and then provide details of your personal story. If writing a letter, try to keep it to one page. 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 or your business.

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.