

# Advocacy Brief



## Tips on how to write/speak an effective advocacy message:

- Open with a statement that engages your audience.
  - Make a statement that gets your audience's attention right away, perhaps using a dramatic fact. This is your lead-in and should be only a sentence or two.
- Present the problem.
  - Describe the problem, who it affects, its impact.
- Provide facts and data about the problem.
  - Data is important to demonstrate that a problem exists and to support your position. Look for facts that are relevant to your audience. For instance, state data would be important to a state legislator or a member of Congress from your state, while local data would be used when talking to your city council member.
- Share a story or give an example of the problem.
  - An example or story puts a human face on the issue and makes it real and more compelling. Again, make sure the example is relevant to your audience.
  - For example, an experience a constituent had in their district.
- Connect the issue to the audience's values, concerns or self-interest.
  - Show your audience how this interest fits with what they care about, want or need. Know your audience--learn what you can about the person.
  - For example, is the legislator an opponent of "big government?" or a champion of social issues?
- Make your request (the "ask").
  - Clearly state what you want the person to do.
  - For example, do you want a policy change? A new stop sign at an intersection?

## Email template:

Dear [Insert YOUR Senator or Representative's name here],

My name is [INSERT NAME], and I am your constituent. I currently live at [INSERT YOUR STREET ADDRESS]. I am writing to you today to discuss [INSERT ISSUE]. This issue is very important to me because [TALK ABOUT WHY IT MATTERS TO YOU].

I am asking that you (do/do not) support [INSERT ASK], which will make a tremendous impact on our community. I look forward to working with your office on this important topic! Thank you for your time and consideration.

Sincerely,

[INSERT YOUR NAME]