

# HOW TO LEAD A LETTER-WRITING CAMPAIGN

When you want to take a stand on a company's or government's policy, a letter-writing campaign could be a great response. Personal letters from a large group of people have the power to persuade businesses to change their practices and inspire the public to support your cause.

## WHEN TO START A CAMPAIGN:

- You recognize a policy that you'd like to change and you have an idea of how to improve it
- You want to involve a larger group in your cause by creating a way that anyone—no matter where they live—can participate
- The company or organization is large enough that reaching out on your own won't change its practices
- You want to bring a cause to the public's attention and educate your community

## DOs AND DON'Ts FOR YOUR CAMPAIGN

### DO

- **SET A GOAL:** what do you want your campaign to accomplish?
- **CHOOSE AN END DATE:** your campaign should begin with an end date to give other writers a window to participate and to put pressure on the company to change
- **DO YOUR RESEARCH**—know the company you're writing to and the policy you'd like to improve
- **CONSIDER TIMING:** why is this issue relevant right now?
- **STATE YOUR DEMANDS** in clear and simple terms and explain why they're important for you and your community
- **TELL YOUR STORY:** explain how this company's policy has affected you personally
- **SHARE** your campaign with friends and family and across social media, and encourage others to do the same
- **PINPOINT** the best way to communicate with the company: email, fax, or mail

### DON'T

- **WRITE A LONG LETTER:** make sure your letter is brief and that your argument is clear
- **LOSE YOUR COOL:** even if you're frustrated, your letter should be polite
- **SEND YOUR LETTER TO A GENERAL ADDRESS:** direct your campaign to a company's or organization's leader
- **ASSUME THAT YOU'LL HEAR BACK:** follow up if your letter remains unanswered!



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