



## **Writing a Common Start Thank You/Support Letter to the Editor**

*In just a month, nearly half of Massachusetts legislators have agreed to cosponsor the Common Start legislation to establish a system of affordable, high-quality early education and child care for all Massachusetts families! As we continue building momentum, we need to thank the legislators who are already standing with us, and urge the rest to support this essential legislation.*

*Read on for instructions to submit a letter to the editor in your local newspaper thanking your state legislators for cosponsoring the Common Start legislation, or asking them to support it. If you have any questions, please contact your regional chapter coordinator (contact info [here](#)) and [andrew@crawfordstrategies.com](mailto:andrew@crawfordstrategies.com).*

1. Check [here](#) to see if your local State Representative and State Senator have cosponsored the Common Start legislation (you can find out who your local legislators are [here](#))
2. Use the template below to draft your letter. For most newspapers, your letter should be 200 words or fewer. The more you can use your own words, the better chance your letter will have of getting published.
3. Send your draft to your regional chapter coordinator (contact info [here](#)) and to Andrew Farnitano at [andrew@crawfordstrategies.com](mailto:andrew@crawfordstrategies.com). They'll help edit if needed, help you figure out what newspaper to send your letter to, and make sure you have the submission instructions you need.
4. Submit your letter to the newspaper!

### **Letter Template**

*Start with an intro line that sets the scene, like "This year, the COVID-19 pandemic has highlighted just how critical early education and child care is for Massachusetts families, for children, for businesses, and for the entire Massachusetts economy." or "Investing in early education and child care is the best way to help support families and early educators as we recover from the pandemic, combat racial and gender inequities, reduce income inequality, and jumpstart our economy." or "Even before the pandemic, access to quality early education and child care was unaffordable for too many Massachusetts families." (or write your own intro that highlights why you're involved in this campaign)*

*Continue with an example from your own life or work about why investment in early education and child care is so important to you-write 1-3 sentences about your own struggles with accessing affordable care, or how being able to access high-quality early education helped you*

*and you children, or how important early education and child care are to your employees or the people you work with.*

*Thank your legislator for their support, with something like “That’s why I’m so grateful that State Senator LASTNAME and State Representative LASTNAME have co-sponsored the Common Start legislation, which would establish a system of affordable, high-quality early education and child care for all Massachusetts families.”*

*Give a little more information about the legislation, with something like “The Common Start legislation would make new public investments to dramatically increase the affordability and quality of early education and child care for all Massachusetts families.” or “The Common Start legislation uses a combination of direct-to-provider funding and ongoing family financial assistance to reduce costs to families while compensating providers for the true cost of providing quality care.” or “The Common Start legislation would ensure that all families can afford high-quality early education and care for children from birth through age 5, as well as after- and out-of-school time for children ages 5-12, and for children with special needs through age 15.” (or write your own sentence highlighting a part of the legislation you’re excited about)*

*Urge people to get involved, by saying “The REGION chapter of the Common Start Coalition meets monthly to build support for this essential legislation. Learn more about the bill and get involved at [commonstartma.org](http://commonstartma.org).” or “The Common Start Coalition is organizing in CITY/TOWN and across the state to build support for this essential legislation. Learn more about the bill and get involved at [commonstartma.org](http://commonstartma.org).”*

*End the letter with a short closing statement, like “Families are facing a child care affordability crisis, and we need solutions now” or “Now is the time to act and ensure that families have the care solutions they need and that all children in our Commonwealth have the same, strong start.” or “We won’t be able to fully recover from the pandemic unless families can access affordable early education and child care.” (or write your own intro that highlights why you’re involved in this campaign)*

*[Remember-in most cases, your letter should be 200 words or fewer]*