



ACERE Rush-Cohen-Moore Letter Outreach

How to Get your Member of Congress to Sign the Letter: A Step-By-Step Guide

Step 1: Find out if your boss has supported Congressional efforts on Cuba in the past

You may already know that your member of Congress has supported efforts related to Cuba (you can find out who your member of Congress is [here](#)). If not, search their name and Cuba in Google, and see if anything positive comes up. If you have questions, contact ACERE (allianceforcuba@acere.org) who may be able to help. Having something positive you can point to that they've done in the past can help you convince the member to take another positive action.

Step 2: See how many of your fellow constituents are Cuba activists

If you already have an active Cuba group, touch base with other activists willing to work on this. See who all is willing to help reach out to staff. See if other groups in your community who have supported Cuba in the past (e.g., religious groups), would also be willing to get engaged. *[But don't let this process delay steps 3-5!]*

Step 3: Contact your representative's in-district office and talk to a constituent services staffer (proceed immediately to step 4, without delaying, after this step is completed)

Google the phone number for your representative's offices, and call one of the local numbers listed. There may be several, so try the one in the office that is closest to you first, and you can call another in-district office if you don't get through to a staffer that is pleasant and responsive in the first office. Tell them you are a constituent and are part of a group of constituents who want the representative to sign this letter. Ask them what you need to do to ensure that the representative signs the letter. Ask them for the name and email for the foreign affairs staffer in DC. Ask them if they are able to relay a message as well, and what the process in their office normally looks like for responding to constituent requests. Tell them that it is an urgent request because the letter may close for signatures soon.

Step 4: Find out who the foreign policy staffer is for your member of Congress and send an indirect message to them (proceed immediately to step 5, without delaying, after this step is completed)

If you weren't able to get the name of the foreign policy staffer in step 2, call the DC office phone number for your Congressperson (you can find this in Google or on their website). An intern or a lower level staffer will likely answer. Let that staffer know that you are a constituent (and offer to share your address) who is seeking to talk with the foreign policy staffer about a sign-on letter. Ask for the foreign

policy staffer's name and their email address, which many offices will give you (ensure you have the name spelled right). After you receive the email address, ask the staffer you are talking to if the foreign policy staffer might be available for a very brief chat right now. If they are not, ask the intern if they can pass a note to them. Ask them to tell the foreign policy staffer that *"a constituent called and is asking them to have their boss sign the Rush/Cohen letter calling for a reversal of Trump's Cuba policy, which has been sent around through the e-DC system,"* and ask them to include your contact information and let them know that you'll be reaching out via email momentarily as well.

Step 5: Directly email the foreign policy staffer to share the letter and request a very brief chat

Now that you have the email address, prepare an email to that staffer includes the following:

- a friendly greeting;
- information about who you are, emphasizing that you're a constituent;
- a request that their boss Rush-Cohen-Moore letter, which you will copy and paste at the bottom of your message;
- ask them if they have any questions, or if they think their boss is likely to sign;
- ask them if they might have time for just a quick 10 minute phone call to discuss, and share your best phone number, but let them know that you are aware that they are busy and if they can just have their boss sign the letter, you could set up a chat for a later date;
- [If you have multiple activists in your group, you can CC them all on this message to the staffer.]

Here's sample text you can use, but feel free to make it your own:

Subject line: will your boss sign the Rush/Cohen letter on Cuba? Constituent request

Hi [staffer first name],

I hope this finds you well. We haven't met yet, but my name is [your name], I'm a constituent of Rep. [Member last name] and I'm active in the community, including efforts to support better relations between the US and Cuba, such as the policies pursued by Pres. Obama.

Have you seen the letter being circulated by Reps. Rush, Cohen, Moore, and Lee? I've included the e-DC and letter below. I hope your boss will be able to sign. Please let me know if you have any questions. Do you think your boss will be able to sign? Let me know if there's anything we can do to make it more likely that your boss will sign. We can help organize calls and emails to the office if you think that would be helpful to persuade your boss, just let us know.

Also, if you have 10 minutes to hop on the phone or video this week to discuss, it would be great to meet you. But if you're too busy, I understand, the most important priority for me right now is having your boss sign the letter. We could set up a call for a later date if you think you have all the information you need to get your boss on board.

Thanks for your help with this! Sincerely, [your name]

[copy and paste the e-DC and letter text here]

Step 6: Monitor and Follow-Up

Since we have only about a week to get as many members to sign as possible, you will have to follow up to ensure that this doesn't slip off the staffer's radar. If they haven't responded within 36 hours, reply to the email you sent and say "Hey [name], I just wanted to bump this email, I know it's a busy time. Thanks in advance for your thoughts". Then call the DC office again, and ask if they are available, and if not, ask the person who answers if they'd be willing to send a note to them, because you've had a hard time getting through. Ask them to say something like "[your name], a constituent is calling. Been trying to reach you about the Rush-Cohen-Moore letter. I sent you an email about it. Thanks!". Repeat this process every 30 hours until you have made contact. [If you have multiple people included in your email, you can each take turns replying-all to the message that includes the staffer].

Step 6: Report the result of your contact in the ACERE form.

Here's the form: <https://forms.gle/TfZT2RzHTaf5Z9B29>

Once you have a response from them, fill out the ACERE form with info about what the communication from them entailed. ACERE alliance members will then reach out to you to discuss next steps, if any, needed to get them to sign the letter.