

***[CAMPAIGN NAME]*, Letter to the Editor GUIDE**

[Your Name] [Position/Title] [Your Email]

[Campaign update - explain what the campaign is all about, why it's important to act now and what the latest call to action from the campaign is]

You can help get the message out! The opinion page is the most read part of the newspaper - let's fill it with messages to *[campaign goal]*.

Before you start writing, learn more about the campaign leading the charge: *[LINK CAMPAIGN WEBSITE]*

Here are a few talking point to focus on:

- *[Campaign Talking point #1]*
- *[Campaign Talking point #2]*
- *[Campaign Talking point #3]*

Step 1: Find publications to submit your letter!

The first step in submitting a letter to the editor is identifying what publications you would like to pursue. We strongly recommend selecting papers that you yourself are familiar with and have a big enough readership to make an impact. Any papers with a niche audience, like your local town's biggest outlet or a university publication are great choices because it will allow you to tailor your letter to a very specific group of folks.

Once you've identified papers you'd like to submit to, search for links to their online submission forms and make sure to save them in a place you can easily find them.

[General tips before you start writing](#)

Step 2: Choose your [angle](#)

Choose an angle for your letter so it has a specific point of view. You can keep your letter general,

focused on the conflict of interest within our current political system, and mention all of the benefits of *[campaign goal]*.

Or you can choose a specific angle to approach your letter, like speaking from the point of view of your occupation, community role or other identities.

Step 3: Write your hook

Your hook is the 1-2 sentence start of your letter – it should introduce your focus and angle and entice the reader to keep going.

Step 4: Write the body of your letter

The body should be 5-6 sentences where you can flesh out your message and give supporting details to enhance your argument or story. Make sure to write your body with your target audience in mind.

Step 5: End with a clear ask

Give a next step for the campaign and explain what we need to see happen, i.e. " State Senator/Representative should *[campaign goal]*" or "State Senator/City Councillor X should *[campaign goal]*" if they are already supportive.

Step 6: Submit!!

Submit your letters and confirm your submission with *[your name]* by emailing *[your email]*.