

In Person Letter Writing Event

Logistics Checklist

- ☐ Cards printed - [Graphics here](#)
 - ☐ Reach out to Zoe Layton (zoe.layton@sierraclub.org) or Lesley Paredes (lesley.paredes-hernandez@sierraclub.org) for questions
- ☐ Stamps
- ☐ Address for the PSC
 - ☐ Public Service Commission of Maryland , 6 St Paul St #1600, Baltimore, MD 21202

Turnout

- ☐ Set a goal - How many letters do you want to write? How many people do you need to turn out to reach that goal?
 - ☐ Ex. 20-30
- ☐ Send out invitations to the letter writing event. Make sure to highlight why the Holiday Card campaign is important: it's been proven as an effective way to uplift our narrative (we received significant earned media attention last year) and demonstrate grassroots support for our asks.
- ☐ Make personal calls and outreach to people you'd like to have at your event - a 1:1 invite is always the most effective way to get the turnout you want.
- ☐ Send a reminder to everyone who RSVPed!

Keep it Engaging!

- ☐ Provide food
- ☐ Share stories
 - ☐ Personal experiences with rates, etc.

Messaging- PSC holiday cards

Next Steps

- ☐ If you hold an in person letter writing event, please collect cards at the end. Coordinate with Zoe or Lesley to drop off cards! We will be doing a drop off at the PSC offices of all holiday cards in December.

Virtual Letter Writing

Logistics Checklist

- ☐ Contact info for Zoe & Lesley in case questions arise
 - ☐ Digital card design - [Graphics here](#)
 - ☐ Download images and include them in an email to the PSC
 - ☐ Please forward your email to Zoe and Lesley after it has been sent
 - ☐ Email addresses for the PSC
 - ☐ You can send a virtual card through this online action form:
<https://actionnetwork.org/letters/all-i-want-for-the-holidays-is-clean-efficient-home-heating/>
- OR**
- ☐ Send electronic holiday cards via email to Andrew S. Johnston -PSC- Executive Secretary
 - ☐ andrew.johnston@maryland.gov
 - ☐ **BCC**** or forward Zoe or Lesley on your email! This will allow us to print your letter and drop it off at the PSC
 - ☐ Zoe Layton - zoe.layton@mdsierra.org
 - ☐ Lesley Paredes - lesley.paredes-hernandez@sierraclub.org

Turnout

- ☐ Set a goal - How many letters do you want to write? How many people do you need to turn out to reach that goal?
 - ☐ Ex. 20-30
- ☐ Make personal calls and outreach to people you'd like to have at your event - a 1:1 invite is always the most effective way to get the turnout you want.
- ☐ Send an email to your members/organization
 - ☐ Sample Email Invite -
[Sample Email Invite: Holiday Card Letter Writing To the PSC](#)

Keep it Engaging!

- ☐ Play music while folks work on their cards
- ☐ Share stories

Messaging - [PSC holiday cards](#)

Next Steps

- ☐ Send a follow up email thanking your attendees & direct them to the Upgrade Maryland website to stay plugged in! If people sent messages to the PSC via email, please ask them to forward a copy to Lesley or Zoe, so we can keep track.

Have Your Own Holiday Cards?

Include the Public Service Commission on your holiday card list! Use the inserts below and include them in your card addressed to the PSC.

- [Holiday Card Inserts](#)