

# How to Write an Effective Advocacy Email or Letter

## What is an Advocacy Email or Letter?

An advocacy email or letter is a powerful tool to make your voice heard and drive change. These communications allow individuals to share their perspectives and concerns directly with decision-makers, such as government officials, organizations, or key influencers. When written effectively, they can spark action, influence policy decisions, and amplify your message to create meaningful change.

## How do I Write an Advocacy Email or Letter?



### Define Your Goal

Begin by identifying your purpose or goal – while there may be many lung health topics that are important to you, focus on the one you're most passionate about right now. What specific change do you want to see in this area? Defining a clear goal will give your letter direction and purpose.

### Do Your Research

To write a strong advocacy email or letter, identify the decision-maker to whom you will be writing. Research their political background, stance on lung health, and position on related issues. This will allow you to personalize your message and increase the likelihood of a positive response.

### State Your Case

Open your email or letter with a strong, attention-grabbing statement about what action you are asking the reader to take. To craft a compelling introduction, you can include relevant statistics, facts, or a personal experience that highlights the importance of the issue.

### Explain the Need for Action

Think about the key reasons why the decision-maker should act on your request. Focus on 1-2 compelling reasons and explain how taking action could create positive change. Connecting your ask to a real-world impact will help the reader understand the urgency and importance of the issue.

## **Propose Solutions**

Be proactive by offering some simple and actionable solutions or next steps the decision-maker could take. Remember to keep your suggestions realistic and easy to implement, as this will increase the chances of your request being taken seriously.

## **Thank Them and Sign Off**

Once you've outlined your message, thank the reader for their time and consideration. If you'd like a response, include your contact information. Proofread your letter carefully to ensure it's clear, professional, and free from errors.

## **Bonus Step!**

After sending your email or letter, don't hesitate to follow up with the decision-maker or their office if you haven't received a response. Perseverance can be key to getting the attention your advocacy deserves.

