



## Organizing a Letter Writing or E-Mail Campaign

Legislators tell us that letters or e-mails, especially from constituents, make the most difference in communicating our positions.

When organizing a letter writing or e-mail campaign, keep in mind that volume beats originality. A hand-written original letter is great, but few people take the time to write one. However, providing a sample letter for people to download, sign, or e-mail themselves, makes more people likely to participate.

**Discuss the campaign with your school principal** and get permission if you are using a school facility. Note: there are more restrictive rules if the letters pertain to a local school bond or tax campaign.

**Select a limited time span** for the letter or e-mail campaign; e.g. a week.

**Communicate the campaign widely** through PTA e-mail lists, presentations at PTA meetings, and your PTA newsletter. (Note: You cannot legally send home fliers for this activity via student backpacks. Check with your principal or school district about utilizing other school information resources.)

**Explain to the letter signers that their signature, printed name, and street address are required** for their letters to make a difference. Make sure they are legible!

**Letters by e-mail should include a name and street address**, as well.

**Send a copy of the letter or e-mail** to the Governor and the Commissioner of Education.

### Alternatives:

Print-and-Sign Letter campaign. Another option is to pre-print letters and bring them to PTA meetings or other events. Make the letters available, but do not pressure people to sign them.

Print postcards with the key message on one side, and a space for individual comments, name, address, and signature on the back.

**Options for delivering letters to legislators:**

- Mail letters in a batch to each legislator's office in Tallahassee. Make sure to include the legislator's room number with the address.
- Hand-carry the letters to each legislator's home office.
- Hand-carry the letters to each legislator in their Tallahassee office, if possible.
- In the latter two options, make an appointment with the legislator or a staff person and present the letters with a plea for action.