

# Self-Advocacy Tool: How to Create an Effective Email/Letter/Open Letter

A well-executed personal letter/email can go a long way in solving your issues. Whether you are contributing as a part of a letter-writing campaign or on your own, the following guidelines will help you write an effective advocacy letter.

## STYLE

- A personal letter is much more effective than a form letter, so try to put it in your own words.
- An email is just as impactful as a letter by post (remember to include your postal mailing address if you write an email.)
- Emphasize two or three major points and stay on topic.
- Try to keep the letter to one page. Less is more!

## CONTENTS

- Give a brief introduction outlining your concerns.
- Describe the impact the issue has had on you personally.
- Give solutions and/or ask for a commitment to a specific action.
- Thank the person for any past positive actions they have taken.
- Request that they respond to your letter.
- Carbon Copy (CC): Share your letter with other individuals and organizations who are also advocating for your cause.

## OTHER TIPS

- Keep a copy of the letter you send. You can refer back to it when you receive a response.

- Follow up! Write back to the recipient, thanking them for their response and remind them of your requests and any commitments they have made.