



## TIPS FOR WRITING ADVOCACY LETTERS

Tips to writing an advocacy letter to a decision maker or policy maker:

- Inform the audience about your advocacy issue
- Persuade your audience that the issue needs to be addressed now
- Give a clear call to action and motivate them to take the actions you propose

In your advocacy letter, you'll want to use:

- A fact or figure that can illustrate the importance of the issue
- Appeal on a personal level (i.e. use real-life human story)
- Use a credible messenger (# people, organizations that support the issue)
- Consistently professional language and tone
- Be simple and concise
- Provide a clear call to action

## SAMPLE ADVOCACY LETTERS

Letter to a Member of Congress on Comprehensive Sexuality Education (USA)  
(Advocates for Youth)

<http://www.advocatesforyouth.org/sercadv/967?task=view>

Open Letter to High Level Panellists from youth partners in development

<http://restlessdevelopment.org/file/youth-letter-to-high-level-panel-pdf>

Joint Letter to UN Member States: Universal Health Care Coverage and the Post 2015

<http://www.msh.org/news-events/press-room/joint-letter-to-un-member-states-universal-health-coverage-and-the-post-2015> Agenda