

RESULTS Model for Advocacy Success

Key Tips

Letter to the Editor

A letter to the editor needs to be to the point with a few key details and maximum impact.

- 250 words or less
- email your letter
- send it to as many papers as possible
 - email addresses are available at www.results-resultats.ca Media Email List
 - create an email distribution list once, saves you time later
 - Bcc your letter – editors won't publish it if they see it has been sent to other publications as well
- “hook” to a headline or current story/issue
- your name and telephone numbers at the bottom
 - editors need them to confirm you wrote the letter
 - your personal information will not be published

Letter to MPs and Key Decision Makers/Policy Makers

Your members of parliament need to hear from you. They depend on you to educate them about what is happening in their riding and what legislation is most important to their constituents.

- Write from your perspective, make a personal connection to the issue and where possible to the person you are writing to as well
- Try to keep your letter to one page, two maximum for first contact
- Fact and figures encouraged showing you are educated on the issue and engaged in presenting effective solutions
- Invite a response and when you get one, respond back – build the relationship

Talking Persuasively

A Laser talk is a condensed 1-2 minute talk about a particular RESULTS issue. Becoming confident in delivering a laser talk is considered a key asset of a RESULTS advocate; communicating the message effectively when speaking to community members, media and decision makers.

- Two minutes or less
- A few key facts/figures – do not overload your listener
- Engage with an opening line, present the Problem in a line or two, offer the effective Solution, Call your listener to join you in action.