

TIPS FOR WRITING AN ADVOCACY LETTER

Crafting Your Statement

KEEP IT BRIEF- Try to keep it to 1-2 pages. Try to discuss only one bill, issue, or cause in a statement.

IDENTIFY YOURSELF- Begin with an introduction of yourself or the organization on whose behalf you are writing. Use a simple statement, such as "My name is _____. I am a (identify who you are/what you do) in (City/State)". This is very important. Make yourself real and tie yourself to the community. Identifying who you are and what you do, can also become part of your plea.

THE WHY- Follow your introduction with a brief statement of your cause or concern. Follow your opening paragraph with a concise explanation of why you support or oppose the particular bill or issue, or why you believe your cause warrants attention and action. A few strong points is much more impactful than a long list of grievances. Bullet points can be helpful.

APPEAL TO EMPATHY- Connect the cause/issue to something the person/group you are writing to cares about.

USE SUPPORTIVE DATA- Appealing to empathy is crucial, and so is supporting your stance. Utilize a couple of easy to understand statistics and/or a testimonial from the community to bolster your stance and convey a sense of urgency.

RELATE IT TO HOME- Help the person/group understand why your position is important to their constituents/community.

ALLOW FOR FOLLOW-UP- Include specific contact information and offer to act as a resource should the person/group have questions or need additional information. Include your full address and zip code, as well as email address.

SAMPLE LETTER

Dear [Official's name and title],

I am writing to express my profound disappointment and concern at your continued support for legislation that targets transgender children and their families. As a state senator, you have sworn to protect and serve all Texans, yet the bills you support are doing precisely the opposite—endangering some of the most vulnerable members of our society. These laws cause profound harm to children who are simply trying to live as their authentic selves.

Transgender youth are among the most vulnerable members of our society, facing high rates of bullying, mental health struggles, and even suicide. They deserve our compassion and support, not legislation that makes their lives even harder. The medical community agrees that gender-affirming care is essential for their well-being, yet these bills seek to deny them this care.

Please consider the real lives behind these policies—the families who love their children and want to provide them with the best possible care. It is crucial that we allow parents, alongside medical professionals, to make decisions that are in the best interests of their children, not the state. By pushing forward with these misguided and dangerous legislative efforts, you are putting the lives of these children at risk. Is this truly what you want your legacy to be?

The harm you are inflicting on these children will not be forgotten, and neither will your role in it. I implore you to reconsider your stance and to act with the compassion and responsibility that your office demands.

Sincerely,

[Your Name]

[Your Title/Occupation (if relevant)]

[Your Contact Information]