



Advocacy Letter Writing Guide

The Goals of an Advocacy Letter

You have done your research, found your contacts and now you've selected the strategy of writing a letter to get started on your advocacy campaign. The goal of an advocacy letter is to show your audience the barriers that you're facing, why it is impacting you and a solution to remove those barriers. You can look at it as presenting the issue and inviting the recipient to collaborate on the issue with you. It is best to look at it through the lens that the recipient of your letter is interested in finding a solution to the problem but doesn't know how to do so. Viewing it from this perspective will help you keep a respectful tone and willingness to work together toward a solution.

Structuring Your Letter

Focusing on the structure of a letter will present a well thought out and professional piece of writing that will be engaging to your audience. The following list is a breakdown on how to best structure your letter:

- Salutation
- Introduction
- Issue
- Solution
- Data
- Conclusion

Salutation

A salutation is the opening greeting of your letter, and it is best to use a formal tone. Here is a guide to the forms of address for elected officials:

Municipal:

Mayor

Address: Her Worship Mayor Jane Doe OR Mayor Jane Doe

Salutation: Dear Mayor Doe

Councillor

Address: Councillor John Doe

Salutation: Dear Councillor Doe OR Dear Mr. Doe

Mayor and Council

Address: His Worship Mayor John Doe and Council OR Mayor Doe and Council

Salutation: Dear Mayor Doe and Council

Regional

Regional District Chair

Address: Chair John Doe

Salutation: Dear Chair Doe

Introduction

The introduction for your letter gives you the opportunity to introduce yourself to the recipient and your relation to the recipient. An example could be saying your name and the town you live in. If you are writing on behalf of an organisation such as your local riding club, it is best to say this in the introduction as well. After introductions you will want to provide a snapshot of why you're writing and give clear and concise explanation of the issue.

Issue

Now is the time to get into the details and explain your issue in easy to understand language. Write your letter with the assumption that your recipient does not have any knowledge of horses. If there was a specific situation that led you to want to advocate on this topic go into the details of the event and explain why this issue is creating a barrier for you. If this letter is a follow up to a previous letter or meeting, you can state when you wrote the letter or had the meeting in this section.

Solution

Before writing the solution of your letter take some time to brainstorm some realistic and specific solutions for your problem. Taking the time to brainstorm different options will show a willingness to collaborate and problem solve with your recipient and set a tone of cooperation and openness.

Data

Your story is important and will have an impact on your reader, but government officials will also be interested in data markers that give information on social and economic benefits. Some questions you might consider to find your data markers:

- When was your club established?
- How many members are in your club?
- How many volunteer hours does your club contribute?
- Does your club have any MOU's?
- Does your club run any community events?

You can also refer to the Equine Economic Impact study to find data on how many members are in your region and economic value horses bring to BC.

Conclusion

Conclude your letter with reiterating the importance of your issue and connecting it to the broader community. Include action items such as an upcoming engagement session or council meeting you are planning to attend. Thank your recipient for taking the time to listen to your concerns and sign off your letter including your contact details such as a phone number and email address.

Final Tips

- Try to keep your letter to one page
- Keep a respectful tone throughout your letter
- Use easy to understand language (ie. no jargon)
- Have someone read over your document before sending
- Email your letter as an attachment
- Mail your letter as backup and if time isn't an issue
- Checkout our letter writing template on the next page

(Add or delete as many spacings at the top to centre your letter)

[Date]

[Recipient's name]

[Recipient's contact information]

[Subject:]

Dear [Mr/Mrs/Ms/Miss recipient's last name]:

[First body paragraph for your introduction/ random text generated for visual effect]. Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document.

[Paragraph for the issue]. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar. Click Insert and then choose the elements you want from the different galleries.

[Paragraph for the solution]. Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme. When you apply styles, your headings change to match the new theme.

[Paragraph for data]. Save time in Word with new buttons that show up where you need them. To change the way a picture fits in your document, click it and a button for layout options appears next to it. When you work on a table, click where you want to add a row or a column, and then click the plus sign.

[Paragraph for the conclusion]. Reading is easier, too, in the new Reading view. You can collapse parts of the document and focus on the text you want. If you need to stop reading before you reach the end, Word remembers where you left off - even on another device.

Sincerely,

[Your name]

Enclosure: [List enclosed attachments if applicable] (Optional)