



THE PERSONAL LETTER

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When it comes to making a strong statement, nothing is more persuasive than a personal letter- a letter that tells your story and lets the decision maker see the importance of the issue from your point of view. It does not have to be long or complicated or stylishly written. All it has to do is give the reader insight into the urgency of your request and an awareness of you as a flesh-and-blood constituent.

If it seems like an overwhelming task, remember that even a highly personal letter can follow a basic format:

- Identify yourself, your place of residence and your phone number.
- Tell your story briefly. State your position.
- Emphasize what it will mean to you and many others.
- Thank the reader.
- Ask for a response.
- Offer to provide more information and materials.