

Coordinated Letter Writing Project

What to do:

1. Identify all the local newspapers in your congressional district.
2. Get a few community members to write a letter to the editor for each paper expressing your opinions on one or more of your key issues. Use resources in this packet for talking points or do your own research. Include some of the articles or editorials you find which speak to your issue to substantiate the importance of your issue.
3. Stagger your letters, trying to get one in a different paper each week.
4. After the letters appear, have as many people as possible clip the letters and send them to both the newspaper and to the candidates and incumbents in your district (hard copies are best, but email will do as well) with a short personal note stating their agreement with the viewpoint expressed.
5. Afterwards, email digital copies or send hard copies of the clippings and letters to Pax Christi USA/Catholics in Alliance for the Common Good for use in the media aspect of this project.
6. Repeat the process, raising new issues or taking new angles on the same issue and highlighting the impact of the issue in your local community.

Important ideas:

- *Be sure to connect the issue to your local community.*
- *The latest information on your issue can usually be found on any of a number of good sites on the Web. It is important that you use the most recent information and are able to substantiate its accuracy. Use reliable and credible organizations and their research in your campaign.*
- *You only need a small number of people to write actual letters to the editor. Numbers are more important when sending in the clippings and notes. Try and get as many people as possible to send in the clippings with a note of support. Call a meeting after the letter has appeared for the sole purpose of writing notes, copying the letter or clipping it out and sending it in. Have stamps and addressed envelopes on hand. The note can be as simple as writing, "I support this position," or can elaborate on the points made in the letter that appeared.*
- *Remember, congressional aides and candidate's staff members routinely read the letters-to-the-editor in their district. If you get a large contingent to send in clippings and support notes, you will have begun to place this issue on their agenda.*

Catholics Called to the Common Good

A PROJECT OF CATHOLICS IN ALLIANCE FOR THE COMMON GOOD AND PAX CHRISTI USA

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