LETTERS TO AN ELECTED OFFICIAL

THERE ARE THREE MAIN COMPONENTS

- Policy Analysis & Research (55%)
- Clarity of Presentation (30%)
- Project Proposal (15%)

IS IT COMPELLING AND CONVINCING?
Remember, having a solid logical argument that ALSO connects to your personal experiences AND the constituents of the addressee is critically important.

CITE YOUR [QUALITY] SOURCES
Any time you cite a fact or figure that isn’t common knowledge, cite it.
Be sure to use both primary (personal/community experience, etc.) AND secondary (books, journal articles, etc.) sources.

USE A RUBRIC
Using a rubric is a quick and easy way to assess your work and determine the best ways to improve and edit.

WHAT ABOUT HISTORICAL CONTEXT [OF BOTH THE PROBLEM AND SOLUTION BEING DISCUSSED]?

THERE IS NO RIGHT WAY TO DO IT
Take a look at previous winning letters and project proposals. They may generate ideas about how best to introduce and discuss your issue.

A GOOD PROJECT PROPOSAL
= DETAIL-ORIENTED & PROFESSIONAL
It should make sense, be feasible (physically and financially), and (if relevant) should be confirmed with community partners prior to submission.

IMPACT > FRILLS
It’s far more important to write a letter that makes a solid impact because it is well written than because you used big words or grand ideas. Less is more and being clear counts.

WHAT YOU’RE DOING - IT MATTERS
It can be easy to get discouraged but what you are doing takes time, energy, and care and is an important investment in our communities.

Tricia Morgan, Managing Director