

CALLING & WRITING LEGISLATORS

MOMS *for*
★ LIBERTY ★



CHARACTERISTICS OF EFFECTIVE COMMUNICATION

- Specific
- Gets right to the point
- Polite, but firm
- Suggests solutions
- Easily understood
- Avoids abbreviations and acronyms
- Personalized and shares stories
- Has no more than three key points
- Provides supporting facts
- Timely

LETTERS AND POSTCARDS

- Use the right address for the legislator (are they in district or at the capitol)
- Use their title
- Spell their name correctly
- Sign your name, print name below
- Ensure your address is correct in case of a response
- Personalize letters and postcards for the individual legislator- don't send the same letter to everyone
- Cover only one issue

EMAILS

- Many of the suggestions above apply to emails
- CC their staff on the email
- Use the subject line to communicate the issue you wish to cover; i.e. "Stop Woke Indoctrination"
- Include your contact information so they can respond

PHONE CALLS

- Have a prepared message to leave with a machine or the staff
- Discuss one issue, be brief and stay on message
- Thank them for their time
- Follow up in writing

SOCIAL MEDIA

Response rates to social media comments and messages vary wildly by the legislator. Social media is generally the least effective way to communicate with your legislator about an issue you care about.

KEEP IT PERSONAL

Finding a personal connection with the legislator can help your message cut through the numerous communications they receive. Have you ever voted for them, donated to their campaign, or met them/their family? Pointing out these simple connections can increase the effectiveness of your message.

STORIES STICK

While it is important to have facts to back up your position, presenting the information via a personal story makes the message more effective. Tell them how the issue is impacting families in their district and paint a picture of how they can help.

TIPS

You may need to try multiple communication methods. It is perfectly acceptable to be persistent but avoid inundating or spamming your legislator. It can be important to remember that there may be times you know more than a legislator on a particular issue; communicating effectively can be an invaluable service to them. Make sure you understand as much as possible about your state's legislative process, so your communication is timely and well received.