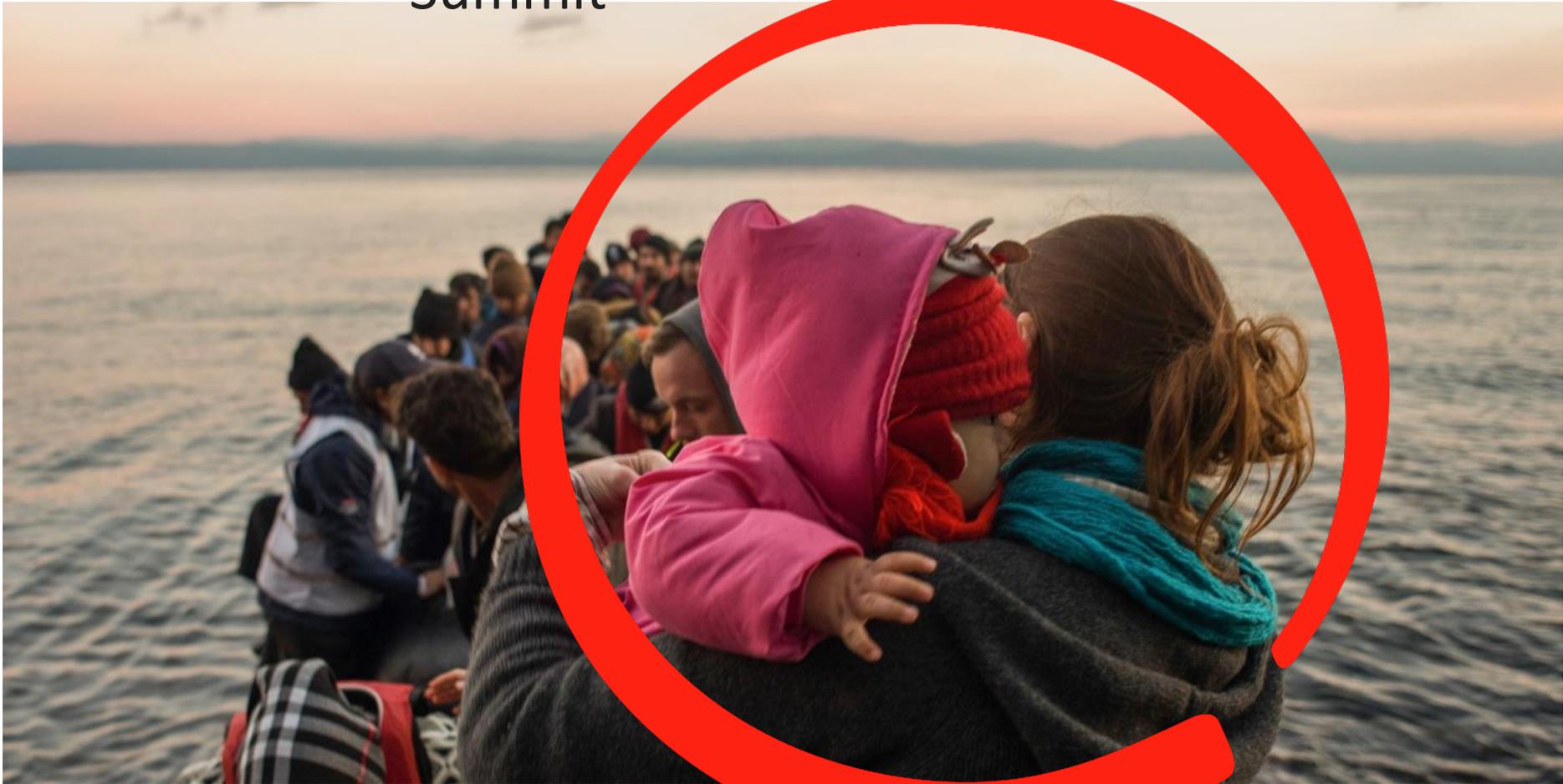




Crafting Compelling Letters to the Editor

2019 Advocacy
Summit



AGENDA

1. Welcome and agenda overview (5 mins)
2. Discussion (5 mins)
3. LTE guidelines and framework (10 mins)
4. LTE writing exercise (15 mins)
5. Exercise report-back (5 mins)
6. Close (5 mins)

LTE Guidelines and Tips

- ✓ Identify the right paper
- ✓ 150-200 words long
- ✓ Make it personal
- ✓ Make it timely
- ✓ Make a hard ask
- ✓ Get a second pair of eyes
- ✓ Submit
- ✓ Be open to verification
- ✓ Keep an eye out!

The Nitty Gritty

- ✓ Open with salutation
- ✓ Grab the reader's attention
- ✓ Explain your purpose at the outset
- ✓ Who are you and why do you care?
- ✓ Give evidence
- ✓ Make a hard ask
- ✓ Sign the letter

Example LTE

To the editor,

The midterm elections are rapidly approaching and there's a lot at stake for Rhode Island's children, particularly when it comes to early childhood education. As a student at Brown University, I believe we must use our power to elect leaders who will expand learning opportunities – particularly for children.

That's one of the many reasons that I'm voting for Gov. Gina Raimondo, who has established universal full-day kindergarten and increased access to public pre-K by tripling enrollment. Recently, she announced a plan to provide free pre-K for all 4-year-olds in the state.

Education is near and dear to me. I hope to see every child receive the same high-quality education I'm fortunate to have here in Rhode Island. I believe Governor Raimondo is the person to make this vision a reality.

I urge fellow Rhode Islanders to head to the polls on Nov. 6 and vote for Raimondo, the only candidate who has made early education a priority.

Rose Lang-Maso

Providence

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Example LTE

To the editor,

The October 28th article, “Chicago is a child care desert, according to a new study” correctly highlights the urgent need for more early education and child care services throughout Illinois.

All kids deserve a strong start in life and high-quality child care plays a critical role in a child’s path toward success.

We know that kids who don’t participate in early learning programs before age 4 are up to 18 months behind their peers who were fortunate enough to access these programs. Yet five out of six kids in Chicago live in a child care desert, meaning there is only one child care slot open for every three children. And parents often complain about the low-quality and mortgage-rivaling costs of the slots that are available.

The reason the problem exists is simple. Total spending on children has decreased by 5 percent over the last two years, severely impacting already underfunded programs. In fact, according to the national advocacy organization Family First, the share of federal spending dedicated to children is just 8 percent of the federal budget, despite the fact that children are 25 percent of the population.

I urge our state and federal lawmakers to work to increase access to high-quality child care programs and make early childhood education a funding priority in their fiscal 2017 budgets.

Let’s invest in kids and make sure they are no longer left behind.

Harini Madheswaran

Chicago, Illinois

Example LTE

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Harini Madheswaran

Chicago, Illinois

What Next?

Connect with your Mobilization Manager or staff contact to plan how to submit your new LTE!

THANK YOU



Save the Children®



Save the Children
Action Network™

Johnson & Johnson