

Capacity Building Conference Activity

Activity Objectives:

- Understand the components of an advocacy letter
- Start writing an advocacy letter- an effective advocacy letter outlines a specific concern

An effective advocacy letter has the following components:

1. Letterhead or your name and address
2. The date
3. The name, title and address of the targeted reader
4. Salutation
5. Who you are and why you are writing this letter
6. *What the problem is, why it affects you, who else it affects, what actions have you already taken (if any)*
7. *Evidence that this is a problem and why something should be done. Include any laws that apply or any suggestions you may have*
8. How the reader can help make a difference
9. Thank the reader for considering your request and include your contact information
10. Closing
11. c.c. (if applicable)

Document adapted from:

1. The CMA Foundation's Obesity Prevention Media and Advocacy Toolkit, 2008
2. The CMA Foundation's Obesity Prevention Physicians for Healthy Communities Manual.
3. The Action Letter Portfolio: Writing Advocacy Letters that Work! by Glen W. White, Richard Thomson, & Dorothy E. Nary. Date of Retrieval: April 30, 2009:
<http://www.rtcil.org/products/RTCIL%20publications/Advocacy/Action%20Letter%20Portfolio%20Manual.pdf>
4. Gallaudet University: English Works! English Tutoring and Writing Center. Advocacy. Date of Retrieval: April 30, 2009: <http://depts.gallaudet.edu/englishworks/writing/letter/advocacy.html>

