

Local Housing Rights Defenders

How to write an influential letter

There are many different ways that you can influence those in power. A personal letter outlining your concerns and asks can make a big difference in the fight for housing rights.

Ten tips for writing a powerful letter



- 1 Try to include your own name and address, especially if you are writing to a politician.** This helps them check you are a constituent in their area and can also reply to you.
- 2 Keep it short.** Your letter should be about an A4 page long or less.
- 3 Make it personal.** Write from the heart and set out why you believe in the issue. Sharing your passion for the issue can help catch your targets attention, and you will be less likely to receive a standard (or no) response back.
- 4 Get to the point.** Set out two to three key points or issues you would like to raise with them.
- 5 Have a clear ask.** Having a clear, well thought out ask. Before you write your letter, decide exactly what it is you want your target to do.
- 6 Avoid jargon.** Write in clear, simple language, making your points as succinct as possible.
- 7 Add some background to your issue.** You might have an ongoing issue in your community or a wider problem but setting out the background can help make a difference.
- 8 Check for accuracy.** Make sure your spelling is correct and you have spelled your targets' names, titles and contact details correctly.
- 9 Include any positives.** If you know of anything that your target has done to fix the problem, be sure to mention it in your letter.
- 10 Most importantly, remember you don't have to be an expert!** Your passion is your biggest asset - all you need is to write from the heart to write an influential letter.