



Lobbying Email Basics

1. Your email needs to encourage a back and forth exchange of emails.
2. Ideally you would have met with this legislator at least twice and the emails sent are follow ups to these conversations. (Legislators are like the rest of us, they read email from people they know, before those they do not)
3. It is tempting to be strident and threatening over email. DO NOT DO IT! You want to remain credible for future issues.
4. Keep it short. Three paragraphs are plenty.
5. Include a fact sheet as an attachment if you can. Legislators tend to print these and stuff them in files for each bill, then look at them right before votes.
6. Make sure your email signature has your contact info in it, in case they want to call to get more info.
7. If you get an email asking you to use a web based program to write your legislator, do it. If you want extra credit and for your email to get noticed, write it all from scratch from your email account and copy the person who asked you to write it. When legislators get the same email from 10 people, it loses credibility.
8. Spell and grammar check your email.
9. Be timely. Make sure you are sending your email before a vote, not after it has already taken place.
10. A sample email follows

Senator Smith,

I wanted to thank you again for your support of the Colorectal Screening bill during last year's session. It really is saving lives.

You have likely already read SF 135 – Medicaid Expansion; I wanted to let you know that I am very passionate about this bill and hope that you will support it. Preventive medicine for children keeps them in school and their parents at work, raising the quality of life for our neediest families.

I have also included a fact sheet that includes more reasons to support the bill. Let me know if you have questions. Please write back to let me know your view on this issue.