

Grassroots Networking tips: Effective Email Messages

Email is an ideal way to reach out to legislators. It allows you to provide concise descriptions of issues and highlight specific, important takeaways that sometimes get lost in conversations.

Email often provides a tangible reference for legislators when they attend committee meetings or need to provide details during a debate or vote.

The goal of any email message should be to make a clear request and provide a factual reference to legislators and/or their staff members. Consider the following template email correspondence.

To: [Email address of legislator and/or a legislative assistant]
Subject: [Brief description of information or request]
Dear [Representative/Senator or staff person]:
My name is [full name], and I am the [position] for [City or Town, NC], which represents [approximate number] of constituents in your district. My [work or home] address is [street, city, zip code]. I am writing to [provide a brief description of the issue or request.]
Ideally, your description will include a fact or statistic supporting your claim. Offering your views on the specific issue from your city or town's perspective is also helpful.
Include specific impacts that the policy or issue in question will have on your community;
it is important for your legislator to understand how legislation or a regulatory change will affect your citizens and their constituents.
In the closing paragraph, be sure to reiterate what you would like the legislator to do. And include a thank-you and request to follow up with you should questions arise.
Sincerely,
Your Name
Title, Town or City Name
Contact Information