



Getting More Mileage from Your Letter to the Editor

Letters to the Editor (LTEs) are a strategic way to get your message out to targeted lawmakers – and with a few simple steps, we can make sure every LTE has an even broader impact.

After Submitting:

- **Follow Up Phone Call:** Increase the likelihood your letter gets published with a simple phone call.
- **HOW?** 1-2 days after you have submitted your letter, call the newspaper and confirm that it has been received, ask if they have any questions, or if there are any edits you could make that would increase the chance of it being published.

Once Your LTE is Published:

- **Social Media:** Share your letter once it has been published. Getting a letter published gets our issues on reader's radar – but to have the greatest impact, we need to get that issue on the *lawmaker's* radar.
- **HOW?** Once your letter has been published, let your Grassroots staff partner know. Then, post a link on your Facebook page and/or Twitter. Make sure to tag your lawmaker/target in your post, tag your ACS CAN state accounts, include the campaigns hashtag and, if possible, tag the paper where it was published. Some examples:
 - When your letter is published in print, but not online to link from: *My letter asking @lawmaker to support [issue/campaign] was published in today's @newspaper (include a picture of the letter)*
 - When your letter is available online to share from: Click the Facebook or Twitter share button on the newspaper's website and then write something like: *I hope @lawmaker reads my letter in @newspaper thanking him/her for voting in support of [issue/bill] last week.*
- **Sending a Copy of the Letter to Lawmakers:** Sending a copy of the letter to the lawmaker's office is an excellent way to make sure he or she sees it and increases the impact. Get a copy of the letter or print it from the newspaper's website and mail it to your lawmaker's office with a quick note. Example:

"Dear Sen. Jones,

I wanted to make sure you saw my recent letter in the [newspaper name], enclosed. As a constituent and cancer advocate, I hope you'll support this legislation.

Sincerely,

[Name]

Volunteer, American Cancer Society Cancer Action Network (ACS CAN) "

Questions? Reach out to your grassroots manager or media advocacy partner.