

General top tips on writing effective emails to politicians:

- Plan what you're going to say. Try to consider what the politician might be interested in.
- Refer to toolkit messaging and ask.
- Write in clear simple language.
- Relevant subject line.
- Start on a positive note whenever possible and give credit where its due.
- Always include name and address so can be checked you're a constituent.
- Bring in your personal story. Why is the campaign important to you?
- Ask for a reply.
- What are you asking them to do? Is it a simple and realistic request?
- Check for spelling errors.
- At end read through and consider if the information belongs there.

Influencing styles: Use the Three Greeks to improve your powers of persuasion

Ethos refers to values and standing, authority and credibility.

Pathos in this context means feelings and emotions.



Use all 3
to be
most
effective.

Logos means logic, reason, and analysis. When we try to persuade people using facts, statistics, deduction and reasoning we are using logos.

How have you used your personal story to influence your MP? What techniques did you use?

Top tips sharing your story:

- Think about how you would like the recipient to feel and what you want them to do as a result.
- Share with your MP your connections to your local community.
- Share the story of your journey and any adversity experienced along the way which you feel comfortable to share.
- Combine stats with your personal story.
- Provide local information.
- Be honest and authentic.
- Mention people or impact on others in stories.
- Look out for stories.

“As we both know, 4 in 10 cancers in the UK can be prevented, with tobacco use continuing to be the most single biggest cause of cancer. Implementing a comprehensive tobacco control plan is the single best thing a country can do for public health... This week, a friend of mine and a member of Beds Uni staff celebrated two years of survival after a near-fatal heart attack, brought on by many years of heavy smoking, nearly took him away from us aged only 49. His life was saved by the prompt actions of L&D hospital staff, but he shouldn't have been there in the first place”.

Step 1: Crisis and urgency

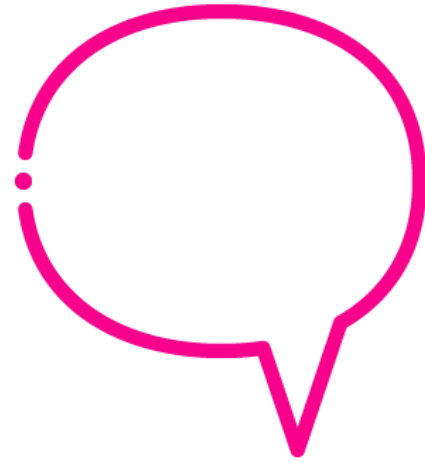
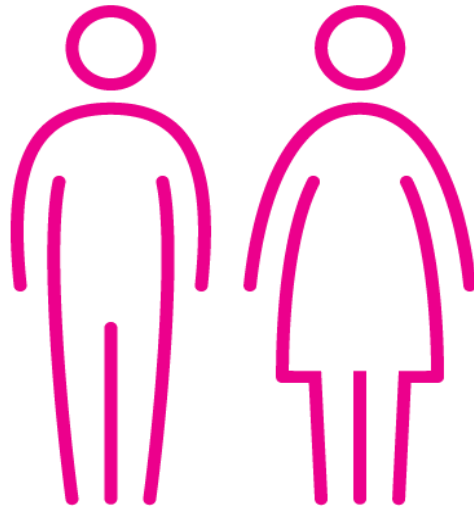
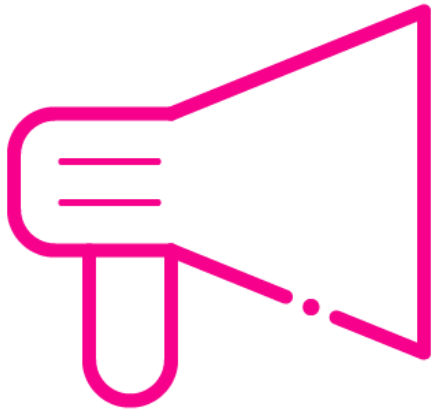
Describe the crisis and opportunity for change. Make case for why this email is arriving in their inbox today and why today is the day they need to take action.

Example:

“You're more likely to survive your cancer if it's caught early. But the **NHS is shortstaffed**, and 1 in 10 diagnostic posts are vacant. This means not everyone is getting diagnosed early enough. You have the power to tackle these staff shortages and support the NHS”.

Step 2: Ask

Explain exactly what you want the reader to do as a result of reading this.



Step 3: When you do X, Y will change

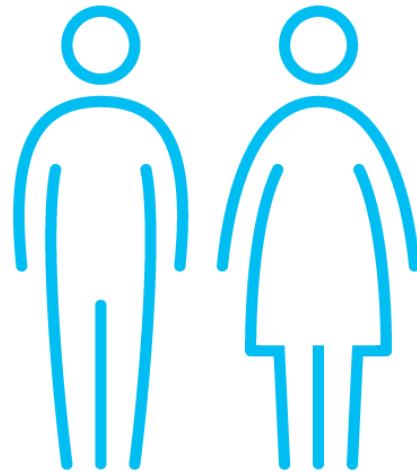
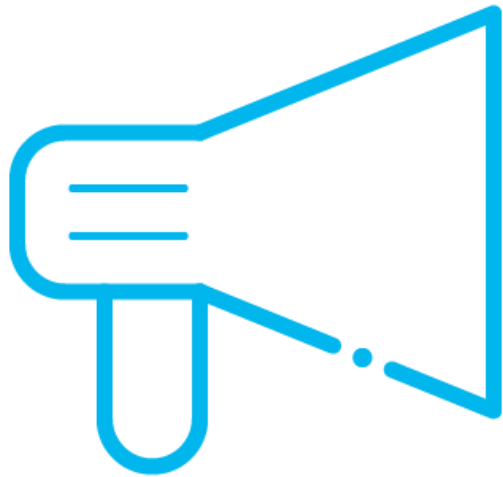
Why if the politician reacts, change could happen.

Example:

“The Government must invest in our NHS because the earlier a cancer is diagnosed, the more likely it is to be treated successfully. They need to produce a plan for how they are going to train and employ more NHS cancer staff, and stump up the money to pay for it. We need the Government to produce this plan now, and for them to put the money behind it in the next Comprehensive Spending Review (CSR). Only a fully funded NHS workforce plan will produce the full-strength NHS workforce we all need”.

Step 4: Supporting facts and story

Reinforce steps 1 and 3. For example evidence from our research, quotes, statistics, campaigning toolkit.



Step 5: Movement story

Talk about how the campaign fits into the boarder goal of beating cancer. You could bring in shared values/goals or past successes/victories.

Example:

“With your support you’ll be standing with cancer patients and NHS staff, and put the UK on course to saving thousands of lives over the coming decades”.

Step 6: Repeat ask

Finish email with the ask again, in slightly different language, will reinforce that they need to take action.



**I've written to my politician
and they haven't got back
to me. What should I do?
How should I follow up?**

I've written to my politician and they haven't got back to me. What should I do? How should I follow up?

- Not a reflection on you!
- Was it clear that they needed to respond to you?
- Be polite but persistent.
- Don't be abusive.
- Contact researcher or assistant.
- Bring in relevant local stats and personal stories.