



## How to Write a Letter

By CASE (Canadians Addressing Sexual Exploitation).

- Be original - Form letters and petitions have their place but personal letters carry more weight.
- Be legible and be brief - Write about one issue on one page.
- Be polite but firm - Anger and criticism do not win friends.
- Be specific and organized - Clearly identify the issue. State your "key" points. Quote experts and include information to support your position. Indicate the action you want taken.
- Ask for an answer - Ask for their views and the action they intend to take.
- Include your name, address and postal code.
- End with a strong statement that cannot be outright rejected.
- Send follow-up or thank-you letters.