

How to write an advocacy letter

Letters are a great way to communicate your opinions with others to encourage positive change. There are several questions that you should ask before writing your letter such as what, who, and why?

What?

What is it that you want to change? Do you want to learn more about plastics in your school curriculum? Or perhaps you wish there was fewer plastic items in the canteen. Focus on one or two key points that you would like to communicate.

Who?

Once you have decided what you want you can then think about who the best person would be to contact.

Contact your school leadership team

When it comes to making change, your school is the very best place to start. You might need to contact your headteacher, parents or the team who run your canteen.

Contact local government

Your local government is responsible for all the services in your area. This includes transport, health, the environment and much more. You can find out who to contact through the website:

www.writetothem.com

Contact a local business

Local businesses can produce a lot of waste. Generally, they want happy customers, so getting in contact to share your opinion on a product or service they do or don't deliver can be very helpful. Local business can also help reduce waste! For example, you could find out if any businesses will let you refill your water bottle when you're out and about.

Why?

After outlining what you want and who you will write to for support you can consider why it is important. In your letter you will have to be persuasive so you will need to consider why it is important to you and why it is important to the person you are writing to.

Some ideas for writing your letter...

Introduction: State why you are writing

Paragraph 1: Outline the problem (For example - We've done a waste audit and found that 70% of our plastic waste is coming from our canteen.)

Paragraph 2: Provide a solution

Paragraph 3: Explain how the solution will benefit you, them, and others.

Summary: Thank them for reading your letter and ask that they contact you back.

Here are some persuasive sentence starters to get things going:

I believe... Did you know... Imagine if... As a matter of fact... Everyone knows that... Firstly... In addition... In my opinion... I'm sure you agree... However... Even though... Having considered... In conclusion...