

NASSP NATIONAL INITIATIVE: NO KID HUNGRY

ADVOCACY LETTER TIPS & TEMPLATE

One of the most important steps in bringing about change through advocacy is calling others to action—whether they are elected officials, stakeholder groups, or others in your community. Use the provided letter template to help build a strong argument for your case!

TIPS FOR DRAFTING YOUR LETTER

[Your Name and Address]

[Date]

[Recipient Name and Address]

Dear [Stakeholder Group/Name],

First Paragraph: My name is [Your Name] and I'm writing to ask that you [Action].

- Establish the relationship. Introduce yourself and how you're related to the recipient. If you are writing to a state or federal politician, include your district. If you are writing to a school superintendent or Food and Nutrition Services director, include your school name and grade.
- State your *what* and your *why*. Limit yourself to one specific action so as to not draw attention away from the issues you may find more important!

Second Paragraph: These are the facts.

- Support your issue with background information and facts—anything that illustrates the scope of the situation and why it is imperative to act.

Third Paragraph: This is how I (or someone I care about) am affected.

- Personalize the issue and explain how it affects your life. Describe an experience, lived or witnessed, that has led you to this position.

Fourth Paragraph: This is my position.

- Reiterate your ask. You can also suggest smaller, alternative actions that build upon and support your action!

Fifth Paragraph: Thank you for your time. I look forward to hearing from you soon.

- Thank the recipient for reading your letter.
- Politely ask for a reply, speaking to their views and/or plans moving forward.

**STEP UP AND JOIN THE NASSP NATIONAL INITIATIVE
TO HELP PUT AN END TO CHILDHOOD HUNGER.**

Learn More

 nassp.org/national-initiative

SAMPLE ADVOCACY LETTER

[Your Name and Address]

[Date]

[Recipient Name and Address]

Dear [School/District Nutrition Director Name]

My name is [Name] and I am a [grade level] at [school name]. I am writing to ask that you consid

er serving breakfast in classrooms for the upcoming school year.

Studies show that school breakfast helps kids achieve higher test scores, attend school more often, and visit the school nurse less. Despite this, there is a large gap between students who are eligible for free or reduced-price meals at school and those who are actually accessing these meals. Moving school breakfast out of the cafeteria and making it part of the school day ensures that low-income students are able to start the day with a healthy meal.

This issue is important because [describe your personal experience with this issue and how it has affected either you or someone you care about].

When children are hungry, they struggle to grow up into strong, healthy, and productive members of our society. In your role, you have the ability to make a difference. That is why I strongly urge you to consider implementing a system that would it make it possible to serve breakfast in classrooms. It would make a huge difference in the lives of kids who aren't eating school breakfast due to things like stigma, a lack of time in the morning, etc.

Thank you for your time. I hope that this letter gets you to start thinking about this important issue and ways to solve it. I also hope I can count on your support and look forward to hearing back from you soon. Sincerely,

[Your Name]