

ENVIRONMENTALISTS

FOR BERNIE

LETTER TO THE EDITOR PARTY GUIDE

HOW A LETTER TO THE EDITOR PARTY HELPS BERNIE:

Writing lots of letters to the editor is not just a fun way to pass an afternoon with fellow Bernie supporters, but raises awareness about Bernie's candidacy, the policies he supports, and his qualifications for the presidency. When you join with large numbers of supporters to send a letter to your local newspaper with the reasons you think Bernie should be president, there is no limit to how many people we can reach! See sample letters to the editor in the Toolkit Section of the Environmentalists for Bernie website to help you get started.

If you live in IA, NH, SC, or NV please visit a Sanders campaign office to find volunteering opportunities.

WHY LETTER TO THE EDITOR PARTIES WORK:

The letter to the editor section is one of the most widely read parts of a newspaper. Moreover, letters to the editor are read by people who may not be plugged into sources of information that many people already supporting Bernie take for granted. Writing letters to the editor not only reaches these people, but provides the opportunity to speak to them directly without having to rely on media organizations to get the facts right. By holding a party for writing letters to the editor, participants are motivated to follow through on their letter writing, and can test their letters on each other to judge the effectiveness of their writing.

DOS AND DON'TS:

People read letters to the editor to find out:

- How local people think or feel about an environmental, climate, and/or environmental justice issues.
- How an environmental issue is affecting their community.
- What the major impacts of a political action could be.

People do not read letters to the editor for:

- In-depth policy talk: Letters to the editor should be short and personal, demonstrating the local connection to an environmental, climate change, and/or environmental justice issue and the views of community members. Many papers will not print letters that are too long or broad.
- National political debates: Letters to the editor that don't focus on the community are not likely to be selected for publication in a local paper.

STEP-BY-STEP GUIDE TO HOSTING A LETTER TO THE EDITOR PARTY:

1. Organize your Letter to the Editor Party. You can follow the event guide in the toolkit.
2. Write your letters, then have participants swap letters and proofread.
3. Mail or email your letters to the editors to local newspapers and other media outlets. You can find a list of media outlets in your area.
4. Make sure to take photos of your event, share them with your friends, and email them to photo@berniesanders.com. If your letter is published, let the other members of your event know about it!

WHAT YOU'LL NEED:

- Template Sign Up Sheet
- How to create a successful event - Guide
- Laptops and extension cords
- Paper, pencils, pens, envelopes, and stamps (for old-school folks who like to write by hand)
- A printer (for media outlets that don't accept emails)
- A dictionary and a style guide