



WOMEN
FOR HARRIS | WALZ 2024

Letters-to-the-Editor Toolkit

Welcome!

Welcome to the Women for Harris-Walz Grassroots Coalition Letters team! Writing letters to the editor (LTEs) is a powerful way to sway public opinion, particularly if we join together to generate large numbers of letters in critical states. As we watch efforts to tear down our democracy, we are anxious, angry, and frustrated but we can channel these emotions into positive action that can make a difference.

Our goal is to help you write LTEs and create writing groups in your community. If you feel as though you have a lot to say about this year's election but don't know where to start, this toolkit will help you express your opinions and stories in a succinct, personal, and appealing way so that editors will want to share your views with their readers.

Why Write?

As President Biden said in his Message on Democracy, “We’ve told ourselves that American democracy is guaranteed, but it’s not.” We will have to fight to keep our democracy. One way to do this is by writing letters which increase public awareness, encourage informed discussion, and influence voters and policymakers.

We need your help to elect Kamala Harris and Tim Walz, as well as Democrats down the ballot. LTEs can share your expertise and personal stories about why Vice President Kamala Harris is the best choice for our country and your community. You will also share facts to fight disinformation which is rampant and unchecked on social media and with right-wing “news” outlets.



What Should You Write About?

You should write about issues you feel passionate about and in response to timely news articles and reports that you are connected to personally and professionally. Women for Harris-Walz will focus on:

- Reproductive Freedom
- Economy
- Gun Violence Protections
- Voting Rights & Registration
- Climate
- Health Care/Social Security & Medicare



The Writing Process

Be informed.

Subscribe to our newsletter to ensure you have access to the latest messaging. Explore the Women for Harris-Walz (WFHW) website for training resources & webinars. Inform your like-minded friends by sharing this toolkit.

Know your local media outlets.

Follow your local daily, weekly, online, and print newspapers and understand their requirements for submission. Each will vary. Some editors may reject your letter if you name a candidate or appear too partisan or contentious. Your letter can achieve its goal by focusing on **issues** that are consistent with the Administration's policy positions, goals, and accomplishments.

Amplify your messages.

Once your letter is published, share it on social media and reach out to colleagues, family, and friends. Ask that they share it on their social media sites. Keep copies of your letters and a record of your submissions. With your permission, WFKH may want to feature your letter on its social media platforms or website.

Stay connected to other writers.

Regular calls or zooms can help you brainstorm, identify, and develop topics, check your work, share successes, and motivate others.

Grow your network.

Start your own letter-writing group by recruiting friends, family, and dedicated volunteers to collaborate on letters. Join a WFHW state facebook page to collaborate within your community.

Important Guidelines for LTEs

1 The Basics

- Check each publication's submission requirements and deadlines.
- Pace your submissions. Letters should be sent to one publication at a time. Letters not published can be resubmitted to another publication.
- Write between 200 - 250 words. Some publications allow opinion pieces up to 500 words.
- Include verified, truthful and original content.
- Watch to see if the outlet publishes your piece.

2 Effective LTEs Start Strong and Stay Focused

Speak from personal experience or knowledge:

“As a small business owner, I want to thank President Biden for the federal funds that have repaired the bridge near my shop, making customer access easier and shipping speed faster.”

“My 10th grade daughter recently asked why people use automatic weapons....”

Relate to current events:

“The mass shooting Monday was greeted once again by MAGA extremists offering prayers and platitudes but no solutions.”

“School starts this week and thanks to anti-vaxxers, my children’s health is at stake.”

Refer to an article or op-ed in the paper:

“I would like to add one critical point omitted from your August 20 article, ‘Tightening Voter Registration Requirements Has Merit’.”

“I strongly disagree with reporter Jack Smith’s contention that reproductive freedom is a women’s issue. ‘Abortion Rights Impact Limited to Women Voters,’ March 15, 2024. It is everybody’s issue.”

“I am deeply saddened to learn that young people at our local college are disillusioned with politics. ‘Students at Elmira Apathetic about Voting,’ May 3, 2024.”

“Hats off to The Chronicle for its editorial, ‘Biden Economy is an Engine that Roars,’ March 3, 2024. As a household with two working adults, we have personally experienced....”

③ End with a Call to Action and Reflect on Your Opening

“Do not forget how important this issue is when you vote...”

“We need to keep the infrastructure funds flowing and put government back in the hands of legislators who know how to govern.”

LTE Format

DEAR EDITOR,

PARAGRAPH 1

1. Reference the newspaper article about which the LTE is crafted.
2. Summarize in one sentence your response to the reported contents of the article's premise and your presentation of an alternative point of view or supportive agreement on the topic.

PARAGRAPH 2

In a few sentences, outline your suggested theory and rationale. Add some passion here and why the topic you are writing about is so important to you. Suggestions:

1. Provide more details about what you believe is missing crucial information in the article.
2. Mention your expertise and personal experience with a topic to rebut reporting or present data from another point of view.
3. Reference evidence to support your opinion.
4. Share a consequence, negative or positive, from the suggested point of view of the article.

PARAGRAPH 3

1. Wrap up with a closing sentence with a powerful and personal sentiment on the topic and why the issue is important.
2. End with a call to action related to the concern you are addressing, i.e. support voting rights.

SINCERELY,

[YOUR NAME]

[OPTIONAL -TITLE, PROFESSION]

[CITY, STATE]

Tips for Social Media

1. Promotion

If you are on social media, share your published LTEs and those published by other writers. In your posts, mention people and organizations and use hashtags to spread the word and amplify your letter.

Example Post

I am so excited my letter to the editor was published in @washingtonpost about why @KamalaHarris is the best choice for America. #WomenofColorCoalition #Harris. Give it a read and share! [Add a link to the publication or copy and paste your letter in the post]

Possible Mentions: @WFHW @KamalaHarris
@YoungWomen4Us @WomenofColorCoalition

Possible Hashtags: #Harris #HarrisForPresident #WFHW
#Women4Harris #GunReform #AbortionRights
#ReproductiveFreedom #VotingRights #EnvironmentalJustice

2. Networking

Connect, join, and share other advocacy groups' posts to support Kamala Harris and Tim Walz, and other Democrats' campaigns.

Important Links for Writers

Top Biden-Harris Accomplishments

<https://www.whitehouse.gov/briefing-room/>

<https://www.whitehouse.gov/briefing-room/statements-releases/>

<https://www.whitehouse.gov/briefing-room/speeches-remarks/>

<https://www.whitehouse.gov/therecord/>

<https://www.whitehouse.gov/build/> (major projects in all 50 states)

<https://www.whitehouse.gov/invest/> (state-by-state data included)

Join us on our social media. Share these links with friends

Website: <https://www.womenforharris.org>

Facebook: <https://www.facebook.com/womenforbidenharris>

Instagram: <https://www.instagram.com/womenforharris>

Tik Tok: <https://www.tiktok.com/@womenforharris>

Threads: <https://www.threads.net/@womenforharris>

X: <https://x.com/women4KDH>





Thank you.

We are interested to hear from you about your letter writing! Contact us via email at hello@women4kamalaharris.com.

Subscribe to the WFHW newsletter at <https://www.womenforharris.org/join>.