

## Writing your letter to the editor

Write a letter to the editor of your local newspaper about why our State of Wisconsin Investment Board should stop financing risky fossil fuels and should instead invest our pensions in clean energy and a healthy planet.



### Why you should write a letter to the editor

Letters to the editor (LTEs) are short and effective methods of communication. They are among the most widely read features in any publication.

With a LTE you can: shape public opinion, increase awareness of a specific issue, start a community conversation, and influence policy-makers or elected officials.

**Let us know** when you get an LTE published so we can help publicize it.

### Pro Tips for Getting your LTE published

- Keep it brief (150 to 200 words) and follow paper's guidelines.
- Refer to a recent article or event in your community if possible – make a connection and make it relevant.

Also important:

- Paste the text into your email rather than add it as an attachment
- Include your name, address, and a daytime phone number in your email

### Some ideas to help you get started:

- Why do *you* care that your retirement savings are invested in fossil fuels?
- Pension fund decision-makers have a fiduciary obligation to consider the financial risks of continuing to invest in fossil fuels --an uncertain and volatile industry
- Divesting from fossil fuels and instead investing in a sustainable future is possible, reasonable and well within the fiduciary duties of SWIB to act in the interest of its stakeholders.
- See our [Talking Points](#) on the Resources page of [ClimateSafePensionsWisconsin.org](http://ClimateSafePensionsWisconsin.org)

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### A sample letter that ran in the CapTimes Mar 24, 2022

#### Letter | We need a worldwide fossil fuel divestment

Dear Editor: The Ukrainian crisis has generated a cry for divestment in the Russian fossil fuels industry. Public institutions, including pension funds and unions are joining in the cry. Great idea, thank you.

But if this is the right thing to do in this tragic case, divesting from all fossil fuels (production and support, which include pipelines) is the right decision for the whole world. For our planet to have a future we need to pay attention to its health and begin the transition to alternative energy systems now. Solutions are real and possible, at our fingertips. Yet current policies don't seem to reflect the urgency to recognize both the depth of the problem or the reliability of current technologies to address it.

One of the obstacles is profit, ingrained hopelessly in our financial systems. Corporations running those systems want us to believe that fossil fuels are

essential profit makers. Is this true? There are so many articles and papers that actually prove the opposite. Information abounds, but we all have our sources, so make your own inquiries.

Investments in fossil fuels have shown a downward trend in profits, and although the Ukrainian crisis may produce some upward spikes, fossil fuels are unreliable, unsustainable and obsolete from a profit point of view, and using them is exacerbating climate change.

If creating lasting alternatives is important, then let's shift investments to alternative energy technologies. They offer a greater potential for secure profits, while deterring climate change.

Let's do it now.

Stefania Sani

Madison