

## Elements of an Advocacy Letter

- Advocacy letters are a good way to more formally engage your target by personally addressing them and laying out your case for change. It is worth sending an advocacy letter even if you don't expect a response - you can then report on the lack of response to help create momentum for your campaign.
- Advocacy letters tend to be more **formal in tone** than other campaign communications.
- Advocacy letters should lay out your **demands**, they these demands are important, and what your target can do to meet them.
- It is useful to have a **concrete ask** in the letter, for example asking for a **face-to-face meeting** or a **public commitment** on an issue.
- You can always choose to **make this letter public**, particularly if you haven't received a response.
- Below is an example of an advocacy letter sent by an activist collective in Lebanon to save a coastal area in the city of Tyre. The target in this letter, Agence France de Developpment (AFD), suspended the project after receiving this letter.

From: **Save Al Jamal** <savealjamal@gmail.com>

Date: Fri, Feb 21, 2020 at 1:56 PM

Subject: Urgent letter to AFD: As Tyre citizens, AFD project threatens our livelihoods, public spaces

To: <AFDBEYROUTH@afd.fr>, <reclamation@afd.fr>, <rayo@afd.fr>, <salibar@afd.fr>, <riouxr@afd.fr>, <rojkofoffa@afd.fr>

Dear representatives of the French Development Agency (AFD),

Following our calls with AFD's office in Beirut, we are writing again, as citizens of Tyre, with our deep concern over AFD's collaboration and funding for the project being carried out at Al Jamal / Camel Point by Tyre Municipality.

As requested over the phone, we want immediate access to the project's documentation, including a full description of the project, its budget, partners, and relevant agreements and contracts. As Lebanese citizens, we have a right to access this information and on your website you highlight your commitment to "transparency and dialogue". Any delay in publishing this information raises a number of questions, given that the documents must be readily available at AFD.



Subject line which summarises cause. Add urgent if it is, or important.



Don't just address one person in an insituton / gov't body / organisation - address all who you believe can shape the decision in that org and go as high up as you can. In this case the project stuff in Lebanon was addressed but also the big bosses in Paris.

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