

How to write an advocacy letter

Letters are a great way to communicate your opinions with others to encourage positive change. There are some questions that you should ask before writing your letter like: what, who, and why?

When you're writing a letter to someone, remember to write it in a language they understand.

What?

What do you want to change? Do you want to learn more about plastics in your school curriculum? Or maybe you wish there was fewer plastic items in the dining room. Focus on one or two key points that you would like to communicate.

Who?

Once you have decided what you want you can then think about who the best person would be to contact.

Contact your school leadership team

When it comes to making change, your school is the very best place to start. You might need to contact your headteacher, parents or the team who run your canteen.

Contact local government

Your local government is responsible for all the services in your area. This includes transport, health, the environment and much more.

Contact a local business

Local businesses produce a lot of waste. They want happy customers. If you contact them and share your opinion on a product or service they do or don't deliver can be very helpful.

Why?

After outlining what you want and who you will write to for support you can think why it is important. In your letter you will have to be persuasive so you will need to consider why it is important to you and why it is important to the person you are writing to.

Some ideas for writing your letter...

Introduction: Say why you are writing

Paragraph 1: Outline the problem (For example - we've done a waste audit and found that 70% of our plastic waste is coming from our canteen.)

Paragraph 2: Provide a solution.

Paragraph 3: Explain how the solution will benefit you, them, and others.

Summary: Thank them for reading your letter and ask that they contact you back.

Here are some persuasive sentence starters to get things going:
 I believe... Did you know... Imagine if... As a matter of fact... Everyone knows that... Firstly... In addition... In my opinion... I'm sure you agree... However... Even though... Having considered... In conclusion...