
RESULTS UK • Second Floor, 13 Maddox Street • London W1S 2QG • T +44 20 7499 8238 • W www.results.org.uk

RESULTS has long focused on sending letters to policymakers to show the depth of support for our campaigns and to enrol them as champions for international development.

Why write?

MPs need to hear from their constituents. They depend on you to educate them about what issues are most important to their constituents. Writing a letter only takes a few minutes of your time, but it ensures that the people who make decisions on your behalf every day know how you want to be represented. Your MP receives hundreds of messages each week on a wide range of issues – your letter may well be the most interesting one that they receive!

Why not write directly to the relevant Minister?

The purpose of a RESULTS action might be to encourage the Secretary of State (for International Development for instance) to increase investment in a certain programme or intervention that has proven effectiveness, but rather than write to the Minister directly we usually write to our MPs. We do this for two reasons:

- (1) Writing to your MP greatly increases your likelihood of receiving a response. The vast majority of MPs will almost always respond to letters from constituents and will be happy to forward your request on to the relevant Minister (even if they disagree with you). In turn, the Minister will be obliged by Parliamentary convention to respond to letters from an MP.
- (2) You can educate your MP in the process. Even if your MP is not the direct target of the action, your letter provides them with an opportunity to learn about an issue and also to take action themselves.

There will be occasions where it is more strategic to write directly to other decision-makers such as the Secretary of State for International Development, Prime Minister or the heads of key international institutions such as the World Bank. The same tips apply for these letters.

Why doesn't RESULTS provide templates for letters?

MPs and their researchers have confirmed on numerous occasions that an original letter sent by one committed and passionate constituent is far more powerful than a pile of identical letters or postcards. Mass email actions and template letters have less impact because the MP knows that they only take a few seconds to complete and are not necessarily representative of the priorities of their constituents. The fact that you have taken the time to craft a personalised and well-informed letter demonstrates to the MP that there are people in their constituency who care deeply about an issue and your opinions are likely to be taken more seriously as a result.

Snail mail or email?

Every MP is different. Some are happy to correspond with constituents via email whereas others give preference to written mail. The best postal address for your MP is their Westminster address (House of Commons, London, SW1A 0AA). If your MP is not in Westminster, the post is automatically forwarded on to them. Alternatively, you can send them an electronic message through the website www.writetothem.com.

Should I mention that I am involved with RESULTS?

It is entirely up to you whether or not you make reference to your involvement with RESULTS in your letter to your MP.

Writing your letter

General rules:

Be succinct – aim for your letter to be no longer than one and a half sides of A4.

Keep to the point – focus on one issue and don't try and cover too many things in one letter.

Don't forget to include your address so your MP knows where to send the response.

Check your MP's correct title. Do you address them as Mr, Mrs, Dr, Sir, Rt. Hon? You can check by looking them up on the official Parliament website: www.parliament.uk.

Structuring your letter:

1. **Introduction.** If this is your first letter to your MP, you might want to start by introducing yourself and sharing why it is that you care about the issue that you are raising. If you have a personal connection to the topic of your letter then this is a great way of engaging your MP and conveying your passion and commitment. Remember to acknowledge your MP for any supportive actions that they have already taken – MPs rarely hear the words 'thank you' from their constituents. Also, check the website www.theyworkforyou.com on there you can find lots of details about your M.P. and particularly their voting record. If they are interested in international development you should use this in your opening.

2. **Use the EPIC format to help compose the main part of your letter.** The acronym 'EPIC' is a useful way to remember how to structure a laser talk or letter. After your introductory paragraph, the main part of your letter should follow this structure:

E = Engage your MP. Get your MP's attention with a dramatic fact or short statement.

P = State the problem. Present the causes of the problem you just introduced. How widespread or serious is the problem?

I = Inform the MP about the solutions. Here you inform the MP about a solution to the problem. Develop your solution by giving examples of how and where it has worked, how it is proven and cost-effective and how it has benefited the poorest. You could cite a recent study or report or tell a first-person account of how the solution has impacted you or others you know.

C = Call to Action. Now that you've engaged your MP, presented the problem and informed them of a solution, you need to let them know what you want them to do about it.

3. **Include your request(s).** In the final part of your letter you should ensure that your ask is very clear – this is the most important part of the letter. If the ask is complex or you want a number of elements to be included, you could use bullet points.

4. **Ask for a response.**

What to do afterwards:

Pressing 'send' or putting your letter in the post is not the end of your action!

1. **Congratulate yourself.** You have taken an important action to help generate the political will to end poverty.

2. **Inform your Group Leader** that you have taken the action so that he or she can report this back to the office.

3. **Inform the rest of the RESULTS network** by posting something on the RESULTS website. If you are happy to share your letter this will be a useful tool for less experienced activists.

4. **Follow up** with your MP if you haven't had an acknowledgement of your letter after a couple of weeks. Give your MP's office a ring to check they have received your letter.
5. **Share your reply.** When you get a response from your MP, tell you Group Leader and share a copy with the RESULTS office so that they can collate all of the responses. You can also upload the letter, or a write summary, on the website so that other members of the network can comment and compare with their own MP's responses.
6. **Be encouraged!** Even it is seems that the response you received individually wasn't great, don't be down heartened. It is the strength of the RESULTS network which drives change, and by writing that letter you input into that collective effort.