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**LI Non-Profits Advocacy Coalition

Sample Emails to Elected Officials,**

**Civic Associations and the Media**

**Visit www.unitedwayli.org/advocacy**

***Sample Email to Elected Officials***

Emails should be personalized to the governor, state and/or local elected official. If your agency has a relationship with a senior staff member, you should email them in addition to emailing the elected official (you may consider forwarding what you sent with a short, personal note to make sure the email was seen/registered).

Governor: By email: gov.cuomo@chamber.state.ny.us

By filling out the attached form: <https://www.governor.ny.gov/content/governor-contact-form>

Or by mail:

The Honorable Andrew M. Cuomo
Governor of New York State
NYS State Capitol Building
Albany, NY 12224

New York State: <https://www.nysenate.gov/find-my-senator>

 <https://assembly.state.ny.us/mem/search/>

Nassau County: <https://lrv.nassaucountyny.gov/mni/>

Suffolk County: <http://gis3.suffolkcountyny.gov/VoterInformation/>

Important: DO NOT cut and paste this entire email. Duplicate emails lose their effectiveness. The email should be customized to your agency, issue areas, specific cuts and specific ask (notice highlighted sections in the template) and should come from your executive director, board chair/member, volunteer, and/or client (if appropriate). Each should be personalized from their perspective.

Dear *[Elected Official]:*

I’m writing to ask for your help in addressing the escalating *[mental health/ substance abuse/homeless/human services]* crisis on Long Island.

As we all know, the COVID-19 pandemic has wreaked profound and devastating consequences here and across our nation. Even as we begin to see some light in addressing the health crisis, itself, the overwhelming impact of the pandemic will be with us for years. Specifically, we have seen a stunning increase in *[overdoses and mental health struggles, including anxiety and depression, which are linked to increased alcohol and drug use].*

While there is no good time to deny appropriate funding for essential services, this is absolutely the wrong time.

We recognize the fiscal and budgetary realities the *[state/county]* is confronting, but inadequately funding agencies like ours when services are needed most is both shortsighted and dangerous, and will have long-term consequences beyond hurting the individuals we serve. Ignoring this reality will affect public safety, quality of life and the overall economic sustainability of our communities and Long Island, more broadly.

We appreciate your support for our important work over the years, and for your efforts to address the COVID crisis over these past year. We now implore you to work with us to ensure the full economic and emotional recovery from this crisis. That starts with allowing us to do our jobs and continue the work we are passionate about: helping our neighbors and preventing an even greater crisis from taking hold.

On behalf of the thousands of community members we serve, we thank you and look forward to hearing back from you regarding what steps you can take to advocate on their behalf. We are here to answer any questions and help share this important information with you colleagues.

Sincerely yours,

***Sample Letter to the Editor/Weekly Paper***

This email should come from either your agency executive director, board chair (or member) or an active volunteer/community member whose name the editorial staff may recognize. It should be addressed to the editor of the weekly paper(s) that covers the community(s) you serve, and should be customized/personalized as much as possible (beyond changing what’s highlighted). The goal is to request coverage of this important issue. You may consider including the one-pager/fact sheet to give them a quick overview of your agency’s work and impact.

To the Editor:

I’m writing to raise an issue that’s of critical importance not just to *[our community]* but one that has the risk of escalating an already-significant crisis on Long Island.

As you may be aware, *[NYS, Nassau/Suffolk County]* had proposed significant cuts to health and human services agencies, including ours. While we seem to have effectively convinced them to avoid actual cuts, we believe the more attention that is drawn to this crisis, the more likely our elected officials will be to make the right decision and make the appropriate investment in the critical services we and so many other agencies provide.

The media plays a key role in achieving this and, in particular, newspapers like *name of weekly* because you are most in touch with the communities you serve.

While at the heart of this battle is preserving vital services to those who need it most, this is more than a human services issue. This is about public safety and community preservation since cutting assistance to our most vulnerable populations now will have inevitable and insurmountable long-term costs for everyone.

*Short paragraph on what your agency does, who it serves, the impact it’s had over xx years, and what’s at risk as a result of these cuts.* As we all know, the COVID-19 pandemic has only made things worse as it’s wreaked profound and devastating consequences here and across our nation. Even as we begin to see some light in addressing the health crisis, itself, the overwhelming impact of the pandemic will be with us for years. Specifically, we have seen a stunning increase in *[overdoses and mental health struggles, including anxiety and depression, which are linked to increased alcohol and drug use].*

While there is no good time to deny appropriate funding for essential services, this is absolutely the wrong time. We recognize the fiscal and budgetary realities the *[state/county]* is confronting but denying adequate funding to agencies like ours when services are needed most is both shortsighted and dangerous, and will have long-term consequences beyond hurting the individuals we serve.

We’re hoping that as a leading voice in our community, you will help draw attention to this escalating crisis.

Sincerely yours,

***Sample Email to Civic Association***

This email should come from whoever has the strongest relationship with the association you’re writing to, whether it’s your local civic association or the LIA. For greatest impact, consider whether you share any common board members or if a member of your board or volunteer is personally involved with one of these associations. This email should be as personalized as possible. So, for example, if your agency enjoys a strong working relationship with your civic association, that should be mentioned in the opening and/or close. It should also include a few agency-specific facts. You may even consider including the one-pager/fact sheet to give them a quick overview of your agency’s work and impact.

Dear

I’m writing to ask for your help in addressing an issue that’s of critical importance not just to *[our community]* but one that has the risk of escalating an already-significant crisis on Long Island.

As you may be aware, *[NYS, Nassau/Suffolk County]* had proposed significant cuts to health and human services agencies, including ours. While we seem to have effectively convinced them to avoid actual cuts, we believe it’s important to continue to educate our elected officials that not only should funding remain whole, they should consider increased investments in the programs and services that support our most vulnerable citizens.

As a concerned partner in *[our community],* and one that’s especially focused on supporting the businesses and overall quality of life we all love, you will understand that this isn’t just a human services issue; it’s one that is directly tied to Long Island’s economic well-being and our region’s economic sustainability. This is about public safety and community preservation since inadequately funding services for our most vulnerable populations now will have inevitable and insurmountable long-term costs for everyone.

As we all know, the COVID-19 pandemic has wreaked profound and devastating consequences here and across our nation. Even as we begin to see some light in addressing the health crisis, itself, the overwhelming impact of the pandemic will be with us for years. Specifically, we have seen a stunning increase in *[overdoses and mental health struggles, including anxiety and depression, which are linked to increased alcohol and drug use].*

While there is no good time to deny appropriate funding for essential services, this is absolutely the wrong time.

Like you, we recognize the fiscal and budgetary realities the *[state/county]* is confronting, but inadequately funding agencies like ours when services are needed most is both shortsighted and dangerous, and will have long-term consequences beyond hurting the individuals we serve.

We’re hoping that as a leading voice in our community, you will consider reaching out to *[state/local elected official(s)]* and let them know that you’re seriously concerned about this issue. Hearing from business leaders will no doubt add to their understanding of how vital our services are to our region, overall.

As always, we appreciate your support for our important work over the years and look forward to continuing to work with you to support our community as we see through this crisis we’ve been confronting together.

Please let me know if I can provide any additional information or background materials for you.

Sincerely yours,