

Learn the issue



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Organize our communities



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Use our voices

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Deliver our letters

#LettersGetLOUD



**RESULTS**  
the power to end poverty



# 2018 #LettersGetLOUD Campaign

## ***What is it?***

Throughout the year, we'll be mobilizing our grassroots network and engaging new members to craft powerful letters to share and deliver to Congress. The more letters we write, the more our **#LettersGetLOUD!**

## ***Why now?***

With historic grassroots political energy in the country right now, #LettersGetLOUD is a chance to grow our movement and channel that energy into action. We need to make the fight against poverty *the* issue of 2018. One letter is powerful, but if we all write letters, *together* we can draw on the collective impact of our stories and voices to influence decision makers and bring an end to poverty. Congress needs to hear from you, and they need to hear how policies affect real people!

## ***How can we use this as a tool to grow our movement?***

This is a great opportunity to engage more partners and your local action networks. Find new partners, build coalition, and reach out to your wider community – invite them to take this powerful and impactful action to move our issues forward.



# Step 1. Learn the issue

- **Understand what the stakes are, understand the impact of policy on real people—yourself, your family, those in your own community, and around the world.**
- **Learn about your members of Congress and gauge where they stand on the issue. Brainstorm the best messaging approach so that they will hear you and connect with you on issues.**
- **Drill deeper into the details of what is most striking to you – start thinking about why you care about this, how you can connect with others on this issue.**

## ***Resources:***

- [U.S. Poverty Campaigns](#)
- [Global Poverty Campaigns](#)
- [Champion Scale](#)
- [U.S. Poverty EPIC Laser Talks](#)
- [Global EPIC Laser Talks](#)



## Step 2. Organize your community

- **Gather members of your group and community for “education and action” meetings, or host an outreach event.**
- **Inspire others to take action -- share not only why the issue is important, but why it matters to *you*.**
- **Lead a letter writing skills session. Then explain that you’ll be taking these letters straight to Congress. Tell letter writers that you’ll report back or – better yet – invite them to join you in your ongoing advocacy.**

### ***Resources:***

- [U.S. Poverty Grassroots Action Sheet](#) | [Action sheet for new volunteers](#)
- [Global Poverty Grassroots Action Sheet](#) | [Action sheet for new volunteers](#)
- [Organizing and outreach guide](#) – general tips
- [Storytelling and powerful speaking tools](#)
- [Building relationships with Congress](#)
- [Postcard: “You Wrote a Letter – What’s Next?”](#)



## Step 3. Use your voice

- **Write a letter (or letters!) to your members of Congress and make it powerful by making it personal.**
- **Explain to other letter writers the power of constituent advocacy – that we're not just writing letters for the sake of it: it's part of a country-wide deep advocacy movement that gets results on the issues we care about.**
- **Share your video letter on social media, tag your member(s) of Congress and end with a call to action for others to write their own letters – the more voices we share, the more our #LettersGetLOUD (and don't forget to include that hashtag!)**

### ***Resources:***

- [Hear some of our volunteer #LettersGetLOUD and get inspired!](#)
- [Sample social media posts, tips and tricks for recording and posting](#)



# RESULTS Seacoast NH/ME Volunteer, Becca's Letter to Sen. Maggie Hassan

## How Becca shared it on Twitter:

***“Dear @SenatorHassan I wrote you this letter because I believe that every American should have access to basic health and nutrition assistance. Will you strengthen and protect key anti-poverty programs like #Medicaid and #SNAP? #LettersGetLOUD”***



[Check out more volunteer letters on Twitter](#)



## Step 4. Deliver your letters

- **Maximize the impact of your letters. You've written them and shared them via social media – but the real power is hand-delivering them to Congress**
- **Set up a face-to-face meeting while your members of Congress are on recess. Collect the physical letters from your community and deliver them during your meeting (feel free to record and share this action too!)**
- **Let your members of Congress know that they work for you, and report back to the letter writers. Invite them to write another letter... and repeat!**

### ***Resources:***

- [Meet face-to-face with your members of Congress guide](#)
- Get a lobby prep meeting from RESULTS staff: [U.S.](#) | [Global](#)
- Congressional requests and leave behinds: [U.S.](#) | [Global](#)

