



Citizens' Climate Lobby

Letter-writing Tips

- Use a respectful tone. Yes, climate change is serious, but
- assume your reader is open to reason and write a polite, respectfully-worded appeal.
- Follow the **Talking Points** suggested by CCL for each issue, and/or include your own. The **Asks** say what we want to see happen so that the situation will improve.
- Use your personal voice. Our appeals gain strength when they are seen to be coming from many concerned individuals. Include a personal reference, for example: "As a mother of two children..." "As a student writing to you from _____..." Follow it with a "What worries me ..." sentence, and then a "Please act" sentence.
- Point to positive opportunities for change. Look for opportunities to encourage further action on climate change.
- Be brief. Letters should easily fit on one side of a single page. Your letter can be as short as two or three sentences.
- Use questions. It can be very effective to end your letter with a question or two that ask for action (e.g. Can you write back to me with news about the steps you have taken to address this troubling matter?).



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Optional Guide for First-time Letter Writers:

- Dear _____ (use the salutation listed in the action)
- Sentence # 1 – describe yourself and where you are writing from:
I am _____ (a teacher/a student/a mother/an engineer/a friend of your country, etc.) writing to you from Toronto, Canada.
- Sentence #2 – describe the issue/person you are writing about:
I am _____ (very upset/worried/deeply troubled, etc.) by news that _____ (provide enough details that the authority will know what you are talking about).
- Sentence #3 – make a specific call for action to address the problem:
I _____ (call on you/urge you/ask you, etc.) _____ (as Member of Parliament, etc.)
to _____ (insert your “Ask”).
- Sentence #4 – ask for a reply: e.g. Please send me a reply updating me about the steps you have taken to address this serious matter.
- Sign your name and below, print your name and your address (if you are comfortable doing so). This gives your letter more credibility. It also enables the person to whom you have written to send you a reply.

Thank you for taking action! **Citizens' Climate Lobby Canada**