

Sample Letter to a Politician

DO NOT USE THIS LETTER. Write a personalized letter for maximum effect.

Dear Mayor ABCD,

Comment [A1]: Make sure you use the appropriate title or honorific here.

High corporate taxes drive businesses away from our community. This

- reduces our tax base,
- raises unemployment,
- makes it harder for landowners to sell or lease their property which has led to vacancy in many downtown buildings, and
- forces residents to drive further for goods and services they used to get in our town.

Comment [A2]: Start with surprising impact of the status quo to **engage** the politician.

Lowering our corporate tax rate will make things better for your constituents and enable the city to grow, expanding our tax base and raising more money for important public services.

Comment [A3]: State your **proposed** solution to this problem.

When City XYZ lowered their business tax rate, they saw a **14% increase in new business openings** over the next two years which lead to a **7% hike in tax revenues** over the following 4 years. They also saw **unemployment drop by almost half**, especially among young men and Hispanics.

Comment [A4]: **Illustrate** why your proposal will work. Use facts, figures, and examples when available.

Proposition 4 on the ballot next month will be a positive step toward attracting businesses to our community. It reduces our business tax rate from 4% to 2%. This will help fill the empty buildings downtown and create a vibrant new district for town residents to enjoy.

Comment [A5]: Further illustration.

I urge you to support Proposition 4 and to **rally support for it** in your contact with the community.

Comment [A6]: Finish strong with a **call to action** telling the politician **exactly** what you want them to do.

Sincerely,

John Doe
1234 Main St., Your Town, Any State, 12345

Comment [A7]: Include you contact information. It gives them a to respond and it proves you are their constituent.

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