



## MP LETTER WRITING GUIDELINES

Is it worth taking an hour or so to write a personal letter or email to your MP to ask for help? **ABSOLUTELY!** We need to create cross party support and get the message through. Please put aside 60 mins to write to your MP and get them working for you.

### AIMS

- Get MPs to understand that we cannot work until mass gatherings are allowed
- Explain why we are not covered by the £1.57 billion arts package
- Explain scale of job losses and potential collapse of entire industry
- Ask them to take action to help you

### THE LETTER

- Intro - Make the first paragraph a summary to grab their attention and add a picture
- Detail - Tell them your circumstances and what you need
- Action - Ask for them to do something specific
- If you do not get a response, try and get a surgery slot with them

### DO

- Make it personal
- Tell them exactly what you need
- Include any local data or your own personal statistics.  
*e.g. I undertook 123 projects in your constituency in the year before lockdown, contributing £123,456 to the local economy and employing 6 local people*
- Let them know what local events you work on and that they are at risk of not happening again
- Send a written letter in a plain envelope with handwritten address so it doesn't look like a business letter
- Keep it short 1 x A4, if there is extra information then use 'please see attached for details'
- Use a plain, readable font in size 11
- Print out the whole letter and sign it.
- Let us have a copy of the reply / fill in the politics survey
- e-mail a copy to them, but let them know it is a copy

## **DON'T**

- Attack the MP or their party, this is apolitical, we need them on our side
- Use a template, make it individual

### **Direct advice from a Conservative MP's chief of staff**

*Template E-mail / letter campaigns (or standards as we call them) make little to no difference when lobbying an MP.*

*MPs' receive hundreds of emails a day - the only standards that they might get involved with (which is rare) are local issues. Generally, they will not even get to look at template campaign emails or letters.*

*MPs' correspondences are always dealt with by staff.*

*If the group want to make an impact, I would suggest that they encourage the writing of individual emails/letters referencing local people/businesses that are impacted. Personal pertinent letters that make the recipient want to help.*

*It might even be worth seeking a meeting to discuss it with their MP. However, I would suggest that if they do this, they should nominate maybe two people to attend the meeting - the last thing the MPs' office wants is five separate meetings about the same subject.*