



Advocacy 101

Writing Your Public Official

Loudoun Wildlife Conservancy

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Why Write?

Your public official was elected with the stipulation they serve the interests of their constituents.

Ways to Write

Letter

A physical letter that is sent in via mail.



Email

This is the most common and easiest method of communicating with your elected official.



Public Comment

Public Comment is always welcome on applications using LOLA.



Steps of a Development Application

**Phase 1:
Pre-application**

01

**Phase 2:
Application Submitted**

02

**Phase 3:
The Referral Process**

03

Group Input

3a

**Phase 4:
The Planning
Commission**

04

Public
hearings

4a

Work sessions

4b

**Phase 5:
The Board of
Supervisors**

05

Public
hearings

5a

Business
meeting

5b

Approval

When to Write?

Steps of a Development Application



What Makes A Good Letter?



Brief

Keep it short.



Straightforward

Stay on topic.



Personal

They're people too!

The structure of an effective letter



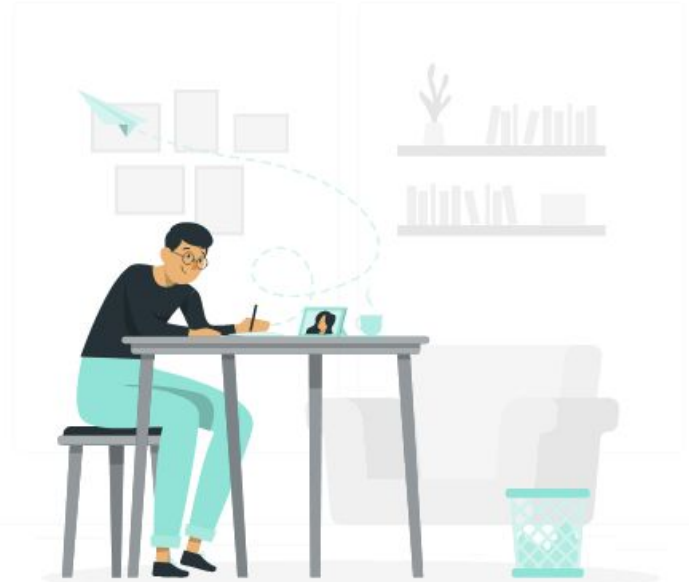
A Step-By-Step on Writing an Effective Email or Letter

1. **Use a formal Salutation:**
 - a. “Dear Board of Supervisors”
2. **State the application or general issue you are writing about right off the bat- And your position on it**
 - a. “I am writing in opposition of the application proposing..”
3. **Explain how you’re connected to the issue. Here is where you can include a personal anecdote!**
 - a. “I would go to ___ park with my family as a child, and have continued the tradition with my own family..”
 - b. “As a resident of ___, protecting the wildlife habitat near my home is very important to me”
4. **Briefly Summarize your knowledge of the issue. Build your credibility by demonstrating you have done your homework, and know what you’re talking about**
 - a. “The approval of this application would result in...”
5. **Connect to the bigger picture. Here is where you drive home why the issue is important.**
 - a. “This application should be denied to preserve the rural integrity of Western Loudoun County”
6. **Offer an alternative if you are writing in opposition of a course of action.**
 - a. “Install solar panels on existing structures rather than clearing forest for an array”
7. **Thank the Supervisors for their consideration of your letter and acknowledge past support or collaboration if appropriate.**



Let's Write!

Use the outline in the previous slide to write a short letter to the Planning Commission on the Zoning Ordinance Rewrite! What do you want to see included? If you're familiar with the latest draft, what corrections do you think should be made to protect wildlife?



Questions?





Next Session: Public Speaking

February 22th

**Thank you for
helping us protect
wildlife**

Do you have any questions?
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Loudounwildlife.org





References

- <https://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/letters-to-elected-officials/main>
 - Nagy, Jenette. “Writing Letters to Elected Officials.” Community Tool Box. University of Kansas, 2008.
<https://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/letters-to-elected-officials/main>.



THANKS!

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