

GUIDE TO CRAFTING YOUR MESSAGE



INTRODUCE YOURSELF

Your name, where you live, how are you connected to the legislator

Make it personal

WHAT IS MY ISSUE

I want to talk to you about...

Outline the basic topic, be specific

WHY DO I CARE

This is an important issue to me because...

Share your personal story

WHY SHOULD THE LEGISLATOR CARE

This is an important issue to you because...

Share talking points and research, use facts and stats, connect your info to legislator if possible

MAKE THE ASK

Will you support...

Ask for support, be clear and concise

YOU, AS A CONSTITUENT ENJOY MORE PERSUASIVE ABILITY TO INFLUENCE YOUR ELECTED OFFICIAL THAN A LOBBYIST BECAUSE YOU HAVE THE POWER OF THE BALLOT BOX. STAYING IN TOUCH WITH ELECTED OFFICIALS IS THE ONLY WAY TO GUARANTEE YOUR VIEWS ARE KNOWN AND YOUR VOICE IS HEARD.

Find your elected official
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Track Legislation in Michigan
[https://www.legislature.mi.gov/\(S\(3hprdna1z0yezq4lnrabr5\)\)/mileg.aspx?page=home](https://www.legislature.mi.gov/(S(3hprdna1z0yezq4lnrabr5))/mileg.aspx?page=home)

