



Letter to the Editor Talking Points

- While acknowledging the tough budget environment presently, argue that investments in supportive housing are **cost-effective** compared to other alternatives for very vulnerable homeless people.
- Ask the candidate(s) to visit a supportive housing project that is within their state/district so they could see first-hand how it ends the cycle of homelessness and other problems.
- If the letter is written after a site visit or meeting, thank the candidate in the letter for the meeting or visit and encourage further collaboration in the future.
- After laying out the argument for why supportive housing is a good solution, make an “ask.” Such requests can be for the candidate to speak in a public fashion about homelessness or to endorse a local plan to end homelessness, or to promise to support programs such as the McKinney-Vento program if elected/re-elected.

General guidelines which will enhance the possibility that your letter will be published

1. **Be concise:** The best letters are the ones that quickly get to the argument of the letter, and are at the most 75-150 words.
2. **Stay positive:** Negative letters do appear, but are not as impactful as positive ones. Even if your member of Congress does not support permanent supportive housing there is no need to stray away from a positive message of the quality and cost effectiveness of the programs.
3. **Use everyday words:** There are great opportunities to use that extensive vocab you have, this letter is not one of them. Keep it short and simple, it will help get the message across.
4. **Know your media:** Each media outlet has its own guidelines. Make sure you pay attention to submission requirements.
5. **Send a copy of the letter once written to the campaign:** That way even if it is not published, you will get the message across in an appropriate way.