



**RURAL
WOMEN
IN ACTION**

Writing an effective lobbying letter

The Basics

- Make sure you are writing to the most relevant person, and make sure you know their position on the matter you're writing about, if they have one. They probably have a website which explains their positions
- Ensure that you're writing at a relevant time for your subject- is there a debate or discussion coming up? Is there a vote related to your subject soon? If you are writing because you don't think there is enough action on your subject, make sure that you've done adequate research to claim inaction
- Include a subject line
- Make sure that your letter is addressed correctly when writing to government officials
- Keep it short if you want it to be read
- Feel free to use a high-resolution version of the ACWW logo on your letter, or get in touch if you want a word template for your letter

Structure and Content

- First paragraph: say why you are writing e.g. in respect of policy passed by the Associated Country Women of the World (ACWW), an international NGO representing over 9 million women in more than 80 countries. Don't forget to include the Resolution text!
- Body of letter: develop your argument, backing it up with facts, figures, specific cases, quotes, relevant legislation. You can use the facts and figures from factsheets ACWW has created. Don't forget to include your experience in your own area, and the impacts you see locally.
- Final paragraph: state what action you would like the official to take, for example: send you information on their position, commit to ensure that the rights /environment / lives / livelihoods of rural women are protected as it relates to the subject of your letter, or even put them in touch with ACWW directly for more information.

Lobbying Letters can ensure that your local government is aware that there is a rural voice in their constituency, a rural voice which is backed by an impressive international organisation whose purpose is to ensure that your voice is heard. Don't forget to partner with your Area President when dealing with local government, and send her a copy of your letter and any response received. If your local government is not responding to the issues facing rural women, we need to know. Tell your Area President if you're facing issues making your voice heard.