

WRITING A LETTER TO THE EDITOR -- Tips

- Make it short – most papers will take only 250 words;
- Include your name and contact info. It won't be printed, but they will want to get back in touch with you, and they may want to print what town you are from;
- The more personal and/or local your letter, the more interesting it will be, and the more likely it will be printed;
- The more your letter hooks into a recent, related news story, the better.

SAMPLE MESSAGING

- ***For Human Service Providers:*** Every year, more than half a million individuals depend on life-sustaining services provided by us - Connecticut's nonprofit, community-based human service providers.
- ***For Arts, Culture & Non-Human Service Organizations:*** Nonprofits offer life-enriching and community-enhancing programs that improve the quality of life, preserve our historic and cultural heritage and generate important economic activity in Connecticut.
- Connecticut is facing a difficult budget year in 2017, and community-based agencies like ours can be part of the long-term solution.
- For more than XXX years, individuals and families have received life-sustaining services from our agency, a community-based human service provider.
- The programs and services we provide have been a vital part of our cities and towns for decades.
- Our costs are lower than the same services provided by the state, and they allow individuals and families to live productive and independent lives in the community. That's smart spending for quality services.
- It is understandable that some families might fear state's plan to shift programs for the developmentally disabled into privately operated, community agencies. Change is difficult.
- But, implemented in a way that provides for the real cost of delivering services, structural change, is good for the individuals we serve and for the communities where we operate.

- With adequate support from the state, community programs can serve more individuals and families better, while also saving state dollars.
- But without that support some nonprofits will close. [Give example if appropriate]
- The state budget deliberations will be one of the biggest issues facing every member of the General Assembly next spring. We need to urge lawmakers to consider real solutions.
- Lawmakers should oppose any budget that (a) cuts funding to nonprofits or (b) contains budget-cut targets that could result in the Executive Branch cutting nonprofits.