



Stage 1. Engage

What issue matters to you?

What makes your issue important to you?

Share your personal experience or other people's stories

What evidence demonstrates it should be important to your audience?

Don't forget to fact-check!

Stage 2. Educate

What does your audience need to know to be able to take action?

What are the potential solutions?

Use evidence to back-up your solution.

Make sure to include references and links to your sources so that can easily check them out.

Stage 3. Empower

Who has the power to make the change you want to see?

It could be multiple people or groups of people: your MP, a Minister, your Mayor, local Councillors, the Chair of a Select Committee or an All-Party Parliamentary Group, another campaign group or influencer, your teachers or peers.

Are they a leader, advocate, blocker or indifferent towards on your issue?

What specific action can each person take to promote your campaign?

i.e. What is your call to action?

For example: sign a petition, attend an event, post on social media, vote in a debate or for a piece of legislation, hold the government to account via a Parliamentary Question or an inquiry, change your curriculum, have a meeting with you.



TOP TIPS

If you're contacting a politician:

- Check how you should address them (e.g. Ms, Sir, Rt Hon) via www.parliament.uk
- Find out who your MP is and how they (or any other MP) has voted and engaged on your issue
members.parliament.uk/members/Commons
- Do your research. Look them up on social media and look at their website to find out what they've said about your issue previously.
- If you're contacting your MP tell them your address so they know that you're a constituent.
- Check what's happening with relevant Select Committees and All-Party Parliamentary Group.
- Check what's going on in Parliament. For example, is there an upcoming Bill, or a debate that they can attend to push your agenda, or an Early Day Motion they can sign?

Keep it succinct!

If you're writing an email or letter be clear and concise. Aim for no more than 1.5 sides of A4. Your reader does not need to know as much as you do about your issue. They just need to know enough to be able to take action.

Only cover one issue

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Send a chaser. Emails are rarely answered on the first attempt.

If you're feeling brave give their office a call.



Want a second opinion? Get in touch!

