

Elected Official Outreach Messaging Templates (Please Make Copy)

Provided within this document are outlines for outreach messaging primarily focused toward community educational purposes. All Language provided aims to avoid endorsements, opposition, or electoral influence. The purpose of these templates are to reduce barriers to civic participation while remaining compliant with 501(c)(3) guidelines.

<u>Message/Script Type</u>	<u>Messaging Outline</u>
Email Request	<p>Subject Line: [City/Town or District]</p> <p>Dear [Senator/Representative] [Last Name],</p> <p>My name is [Your Name], and I am a constituent from [City/Town or District]. I am writing to share my perspective regarding [briefly describe the issue or concern].</p> <p>This issue matters to me because [1-2 sentences explaining personal impact, community impact, or values based concern]. I respectfully encourage you to consider [specific request, position, or action, if applicable] as you continue your work on behalf of our district and the state.</p> <p>Thank you for your time and for your service to our community. I appreciate your consideration and would welcome any updates or information you are able to share.</p> <p>Sincerely, [Your Name] [City/Town, ZIP Code]</p>
Phone Banking Stript (Short Script 1-2 minutes)	<p>Hello, my name is [Your Name], and I'm a resident of [Neighborhood or District]. I'm calling to share community concerns regarding [local issue]. This is important to me because [brief reason]. Thank you for your time and service.</p>
Phone Banking Stript (Extended Script 3-5)	<p>Hello, my name is [Your Name], and I live in [Neighborhood/District]. I'm calling to</p>

<p>minutes)</p>	<p>share community feedback regarding [issue or proposal].</p> <p>From my experience, this issue affects residents by [extended explanation of issue]. I appreciate the opportunity to share this perspective and hope it can be considered as decisions are made.</p> <p>Thank you for your time and continued service to our community.</p>
<p>Guidance for Safeguards in Stay 501(c3) Compliant</p>	<p>Encourage community members to:</p> <ul style="list-style-type: none"> ● Speak from personal or community experience, not political ideology ● Keep requests informational and remain on topic ● Use “I” and “we” statements (Ex. “I’ve noticed,” “Our community has experienced”) ● Remain concise, courteous, factual, and respectful <p>Avoid:</p> <ul style="list-style-type: none"> ● Supporting or opposing candidates, parties, or elections ● Referencing voting, campaigns, or political outcomes ● Urging officials to take partisan positions ● Encouraging and/or suggesting possible candidate endorsement
<p>Helpful Response Framing to Consider</p>	<ul style="list-style-type: none"> → “I wanted to share how this issue affects our community...” → “I appreciate the opportunity to provide resident feedback...” → “Thank you for considering community perspectives...” → “Your feedback to these issues were extremely helpful as we...” → (Continue Adding more)