Personalize Message to Increase Probability of Impact

Advocacy strategies directed to the Washington office having a “lot of influence” on Member decision-making

- Some constituents believe that sending large volumes of identical form messages will influence Members, but a survey of senior managers and mail staffers showed that individual letters and e-mails have a far greater influence on Member decision-making than form letters.
- Advocates should therefore focus favor sending fewer but more personal messages to their Member of Congress over sending many messages that lack any individual voice or perspective.

“One hundred form letters have less direct value than a single thoughtful letter generated by a constituent of the Member’s district.”

- House Correspondence Staffer

Analysis