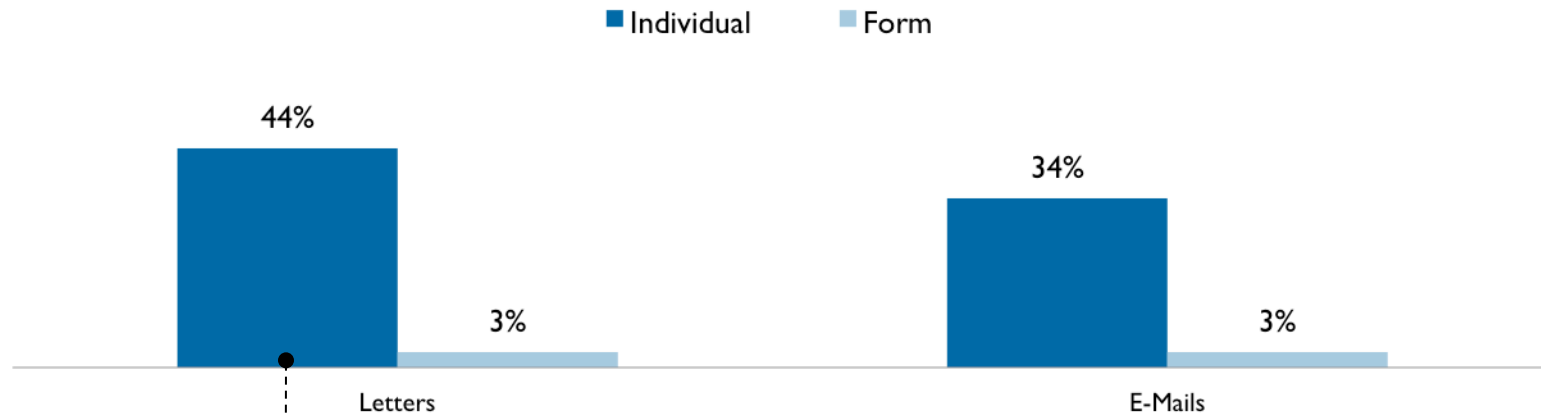


Personalize Message to Increase Probability of Impact

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



“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

- 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