



# LETTERS TO THE EDITOR

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## INVEST IN MINNESOTA: SEND A LETTER TO THE EDITOR

Writing and submitting a letter to the editor of your local paper is a great way to encourage lawmakers to raise revenues as part of a balanced approach to ensure that critical services are adequately funded. You can write a completely original letter or base your story on the examples provided below. Make sure to use specific stories from your organization or community about how the situation affects people you know.

### Check list for your Letter to the Editor to your local newspapers:

- ✓ Write clearly and concisely following the limitations usually given on the editorial page or letters-to-the-editor page. (*Guidelines usually on the newspaper web site.*)
- ✓ Include your major points within the first few paragraphs.
- ✓ Type your letter and double space between lines.
- ✓ Use your spell check and then proofread.
- ✓ Sign your name and include your phone number and address if required.
- ✓ Mail, fax or e-mail your letter to the address listed for the publication.  
(*See attached list for contact information.*)

## SAMPLE LTE'S

### LTE #1 (Template)

*First sentence:* your opening thought, should draw people in, tell them why they should care. Reference a specific news article on the budget.

*Second and third sentences:* Example of specific local impact on communities or people you know.

*Fourth and 5<sup>th</sup> sentences:* what you think ought to be done—a good place to encourage leaders to take the long-term view, to consider discussing other revenue as part of a balanced solution, to hold large corporations accountable, and to make their decisions fair to working families.

Sincerely,

[Your Name]

[Your contact info]

## **LTE #2 (General 1)**

Minnesota has a staggering \$1 billion deficit and yet there is little talk of raising revenues to balance the budget. Instead, we continue to use a cuts-only approach that is hurting me and my neighbors in [YOUR CITY].

[TELL YOUR STORY. HOW ARE CUTS HURTING YOU, YOUR FAMILY, YOUR COMMUNITY?] My husband lost his job and can't find work. Seniors are losing Meals on Wheels. Veterans and vulnerable Minnesotans are losing their health care. Students are hurt by crowded classrooms, tuition hikes and locked libraries.

Cuts alone are not the solution. We can fix the budget with fairness and compassion if we ask the richest Minnesotans to pay their fair share of taxes. It's simply wrong to continue shifting their share onto the middle class, the jobless and the vulnerable. Let's tell our elected leaders that it's time for the rich to contribute to economic recovery.

Sincerely,

[Your Name]

[Your contact info]

## **LTE #3 (General 2)**

Minnesota is in the worst recession in decades. We are seeing and feeling the impact through the loss of jobs and services. The state has not adequately addressed this problem to ensure that we are taking care of our long-term challenges. It's time to focus on investing in our future.

Making smart public investments stimulates the economy, and we need to raise revenue fairly to make that happen. Our lawmakers need to understand that Minnesota can no longer afford expensive tax giveaways to companies. We need to hold large profitable corporations and the wealthy accountable to carry their share of the burden through these tough times.

*(Personal story in one or two sentences.)*

I want my home to stay safe, the kids in my neighborhood to go to good schools and my neighbors to have good jobs. We have to raise revenue to do that.

Sincerely,

[Your Name]

[Your contact info]

## **LTE #4 (Following a Town Hall Meeting 1)**

Investing in Minnesota's schools, health care and job programs have helped make our state prosperous, and a great place to live. Last night at the Invest in Minnesota town hall, I heard compelling examples of how public investment puts people to work, strengthens our communities and stabilizes the economy.

The recession has already resulted in drastic cuts to our schools, health care, transportation, and emergency services. These cuts will have long-term implications if we don't address the problem now. To get out of the recession, Minnesota needs to invest in its most important asset: our people and communities. Public investment that educates our children and keeps our families healthy and safe has proven to boost the economy and pay for itself very quickly.

But first, we need to raise revenue as part of a balanced approach to our state's crisis. The worst thing we can do to prolong the recession is avoid raising the funds needed to make these public investments possible. To truly rise to the challenge this economy presents, Minnesota has to combine careful cuts with smart strategies to raise more revenue.

Sincerely,

[Your Name]

[Your contact info]

## **LTE #5 (Following a Town Hall Meeting 2)**

I'm grateful to live in a safe community where children have the chance to get a quality education. Funding schools and public safety programs are just a few examples of sound investments in Minnesota's future.

At the town hall meeting last night sponsored by Invest in Minnesota, I heard people talk about many other examples. Investing in transportation puts people to work and creates infrastructure that helps businesses. Investing in health care now saves everyone money by avoiding long-term catastrophic health impacts later.

Lawmakers need to remember that all of these programs are worth it – but none of them are free. Making smart public investments stimulates the economy, and we need to raise revenue to make that happen. I want my home to stay safe, the kids in my neighborhood to go to good schools and my neighbors to have good jobs. We have to raise revenue to do that. The investment will be worth it.

Sincerely,

[Your Name]

[Your contact info]