



UNIVERSITY of ALASKA SOUTHEAST

Advocacy Message Checklist

The most effective message is your own -- tell others what the university means to you as a student, alumni, business owner, or donor. YOUR story is important. Before you write or call your legislator, please review this checklist:

Step 1 - Set a Goal

What do you want your elected official to do with the information you share with them? What action do you want them to take? What thing do you want them to support or oppose?

Step 2 - Gather Your Thoughts

Ask yourself these questions

- How are you connected to the university (student, alumni, community member)?
- How has the university affected your life, your business, or your family?
- Why is the university important to the people in your community and the state?

Step 3 - Craft Your Message

Here are a few tips:

- Keep it short - no more than one page. Get to your point quickly.
- Offer evidence to support your position, if you have it.
- Be professional and polite.
- Ask for what you want.
- Say thank you.

Here's a basic outline:

- Identify yourself. If you are a constituent in the legislator's district, say so.
- Tell them why you are writing. What action do you want them to take?
- Why should they take that action? This is where you tell your story.
- Offer evidence.
- Reiterate your request for action.
- Thank them for their time.

UA's Budget Request

Encourage policymakers to support UA's budget request, but if you don't know the answer to a particular question, be honest. Commit to finding an answer and follow up with UA Government Relations to make sure a particular legislator gets his or her question addressed. Email:

govrelations@alaska.edu

Stay Informed

Sign up to receive updates through the Capitol Report during the legislative session. Sign up at the bottom of the Government Relations website:

alaska.edu/govrelations

Contact Your Legislator

To send an email:

- To a **representative**:
Rep.First Name.Last Name@akleg.gov
- To a **senator**:
Sen.First Name.Last Name@akleg.gov

Not sure who represents you?

If you don't know who your legislators are, use the "Who Represents Me?" tool on the bottom right of the Alaska Legislature's homepage akleg.gov

