

Writing a Letter to the Editor

Letters to the editor are a great way to get the word out about the need for greater investments in early education and child care, and encourage legislators to support the Common Start vision.

Read on for instructions to submit a letter to the editor in your local newspaper about you or your organization's support for the Common Start vision and the need for greater investments in early education and child care. If you have any questions, please contact andrew@crawfordstrategies.com.

1. Use the template below to draft your letter. For most newspapers, your letter should be 200 words or fewer. The more you can say things in your own words rather than using these words, the better chance your letter will have of getting published.
2. Send your draft to Andrew Farnitano at andrew@crawfordstrategies.com. He will help edit the letter if changes are needed, help you figure out what newspaper to send your letter to, and make sure you have the submission instructions you need.
3. Submit your letter to the newspaper!

Letter Template

Start with an intro line that sets the scene, like "I'm glad that state leaders are making the state's child care system a top priority this year" or "Child care providers in Massachusetts are in desperate need of the help from the state Legislature." (or write your own intro that explains why you're writing a letter-it's best if you can reference a recent article published in your local paper about child care or the state legislature)

Continue with an example from your own life or work about why investment in early education and child care are important to you-the impact paying for child care is having on your family budget, your difficulty finding a spot at a child care provider, or if you're a provider-the struggle you have operating with low levels of government support.

Mention something positive about the Common Start vision, like "That's why I support the Common Start legislative framework, which would establish a system of affordable, high-quality early education and child care for Massachusetts families." or "So I'm hopeful that the legislature will take action on the Common Start Coalition's vision of a child care system where [families receive financial assistance to significantly lower the cost of care /childcare providers receive direct government support to offset their costs, including higher educator pay]." or something similar

Talk about the urgent need for action, by saying something like "Low-income and middle-class families need help now to deal with the incredibly high cost of child care." or "A recent state legislative commission recommended \$1.5 billion in new investments that are needed to stabilize the child care system and make it more affordable for families. It's clear urgent action is needed." or "Federal emergency funding has been essential to keeping hundreds of child care

providers open over the last two years, but we need a permanent solution to keep the entire system afloat.” *or something similar*

End the letter with a short closing statement, like “I hope state legislators will double down on the investments that are needed to make our child care system work for every family, by passing legislation to advance the Common Start vision.” or “Massachusetts’ early education and care system is in crisis, and it’s hurting our whole economy. Legislators need to adopt the Common Start legislative framework and help lift up our entire economy.” (or write your own close that highlights why you’re involved in this campaign)

[Remember-in most cases, your letter should be 200 words or fewer]