



Your advocacy doesn't have to stop with lawmakers – it's also important to get buy in from those that could possibly aid in your efforts. One way to make others in your community aware of the issues that matter to you and your residents is to write a letter to the editor to be published in the local newspaper.

While residents may choose to write about the topic on which they're focusing their advocacy efforts, this could also be an opportunity for you, as a Service Coordinator, to explain the importance of your work or highlight the efforts of your residents to be more involved in their communities.

Follow the steps below to increase the odds your letters will be published and seen by members of your community, including the decision makers who represent it. See the next page for a template letter explaining the importance of service coordination.

Identify the publication you will write to

Choose a local newspaper that you would like to write to. This should be a paper that is familiar to you, your residents and other members of your community.

Respond to one of the paper's articles, if possible

Letters to the editor that are most likely to be published are ones that respond directly to one of the newspaper's recent articles. For example, if your newspaper has featured articles on affordable housing or healthcare, this is a good opportunity to write a response.

Follow the paper's instructions for submitting a letter to the editor

Information on submitting a letter to the editor should be in the letters page in the newspaper or on its website. Follow these instructions to increase the likelihood that your letter will be published.

Keep your letter short and focused on the issues

Most papers will indicate a word limit for letters to the editor. In general, try to keep yours under 200 words.

Write the letter in your own words and use clear language

Just like when you're writing to lawmakers, it's important to stay true to who you are. Share your personal experiences and genuine passion for the issue you're writing about.





Sample Letter to the Editor

I am a Service Coordinator at [your property name], an affordable housing community in [your city]. Most people don't know what a Service Coordinator is or what we do, despite the fact that we have an important role for many people in our area.

It is my job to connect my [number of] residents, who are [insert who your residents are, for example: adults over 65 or low-income families], with resources that can help them continue to live independently. Most of my residents are living on very tight budgets. [Insert some things you do to help your residents.]

For example, I partner with food pantries to bring in supplemental food, coordinate with community organizations to put on educational and social programs, help residents sign up for Medicare and Medicaid, arrange transportation to doctor appointments for people who cannot drive, and so much more.

[Insert a story of how you have helped a resident. For example, how you helped an older adult through a hospitalization to remain living independently instead of in a nursing home. Or how you have assisted a low-income family move up and out of poverty.]

Service Coordinator programs receive federal funding to keep people like me employed and my residents in safe and secure housing. Without a Service Coordinator and supportive programs, many of my residents would be in worse shape. Future federal appropriations should provide sufficient funding to support service coordinators at all affordable housing properties across the country.

[Your Name]
[Your Title]