**Guidance Document for writing to Legislators about WIC:**

1. Remember to always advocate and not lobby (know the difference!). A good rule of thumb to use when writing is “Bragging Beats Begging.” We are writing to brag and educate about WIC, not beg legislators to vote a certain way.
2. The letter format:

Title: [Counseling Clients about Sugary Beverages]

[DATE]

Senator/Representative [FULL NAME]

[NAME OF LEGISLATIVE CHAMBER]

[ADDRESS]

Dear [FULL NAME AND TITLE]:

* Identify yourself or your WIC project and the reason you are writing.
* Tell a little about the WIC’s mission and goals and how we service the community.
* What are WIC’s greatest accomplishments? Why is it an asset to the community we are serving?
* What are some new and exciting things happening at your project?
* How does WIC save the community and state money? How does it bring down costs?
* What do participants think about WIC? You can mention a personal story here or use a quote from a participant or another staff member. Legislators love personal success stories about how WIC has impacted their constituent’s lives.
* Encourage them to support WIC and funding for WIC. Tell them how they can be involved in WIC services and/or invite them to come for a tour. Ask for a response.

1. Leave contact information for them to use if they have questions or comments.
2. Follow-up your letter with a phone call or email.
   1. Ask if they have questions or comments.
   2. Ask them what they thought about the statistics/information that you shared.
3. This is just the start of a conversation with our legislators! As a public health employee, you can regularly contact them with questions or concerns and to keep them updated about the great things we do at WIC!
4. Remember to always advocate and not lobby!

**How to find your WI Legislators and contact information:**

<http://maps.legis.wisconsin.gov/>