

How to guide: Write an effective email to an MP about a conservation issue

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Writing to your MP can be an effective way to have your voice heard on many conservation issues and the good news is – you can write to your MP at any age. So getting involved in changemaking doesn't have to wait until you are 18.

First things first, if you don't know already you need to find out who your MP is. This is really easy and can be done through the following steps:

- 🌿 **Go to the 'They Work For You' website (<https://www.theyworkforyou.com/>)**
- 🌿 **Enter your postcode: This allows you to find out what constituency/area you're in.**
- 🌿 **Find your MP: After you've entered your postcode, your MP's name should pop up along with a bio and some facts about how they've voted on key issues.**

Important Note: Unless the MP you're writing to is a member of the Government or Shadow Cabinet, they will only respond to letters/emails from people in their constituency. So if you want to write to an MP who doesn't represent your area, try and find someone who lives in their area to write to them on your behalf.

Now you know who your MP is, it's time to decide what you want to contact them about. You can contact your MP about pretty much anything but here are some ideas if you're stuck:

- 🌿 **Organised conservation campaigns:** These can be local, national or even digital. Some good examples are the 'Sustainable palm oil' and 'Wildlife Connections' campaigns at Chester Zoo.
- 🌿 **National issues:** These can be especially relevant if your MP holds a government position like being part of a committee or is a Minister/Shadow Minister (you should be able to find this out on 'They Work For You').
- 🌿 **Local issues:** Your MP is paid to represent you and they hold a lot of power locally. So if there's something you're passionate about, whether it's protecting a green space or local species, contact them about it.
- 🌿 **Pretty much anything:** Your MP's role is to listen and do what they can. They hold a lot of power locally and nationally so don't hesitate to contact them...as many times as you want.

The next thing, and sometimes the hardest bit, is writing the letter/email itself. There are lots of different ways you can do this, but I've prepared a template/guide below that you can use and edit to fit your voice.



New Message

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To Find your MPs email at 'theyworkforyou.com'

Subject 4-5 words on what you're writing about

Dear Sir or Madam,

Introduction:

- Your **name** and **address** (so your MP knows you live in their area)
- A **clear summary** of what you are writing to them about
- A clear **call to action** - What do you want them to do?

Main Body:

- **Why should they take action** - make it personal and tell the story of why it's important to YOU
- **Statistics/ facts** - This can help give your argument validity and for your MP to use when arguing your case in Parliament

Conclusion:

- **Reiterate the call to action** - Make it clear what your MP needs to go away and do after reading the email
- **Mention other resources** - If there is a website or paper where your MP can find out more information, mention it here
- Thank them for taking the time to read your email!

Kind Regards,

Send



Even with the best intentions, some MPs may miss emails because they get 100s if not 1000s a day. But all hope is not lost, other than emailing again, here are some other things you can try to get your MP's attention:

🌟 **Give them a call:** MPs often have a lot of people who help them, so if an issue is urgent ringing them up may be a good way to get a quicker response.

🌟 **Attend a surgery:** These are often held once a week across an MP's borough (making them only a bus ride away) and give you a chance to talk to them in real life and get a direct response.

🌟 **Send them a letter:** Although you might be waiting a little longer for a response, it can feel more personal.

That's it, you should now be ready to send your MP an email about the conservation and environmental issues that are important to you. My biggest piece of advice would be that **persistence is key**. If there's an issue that's important to you, it's your MP's job to listen and try to help, so don't be afraid to send that email or letter.

If all else fails know there are so many other ways to have your voice heard, so don't give up!