**Campaigning Tools – Template, script and checklist**

In this document you find:

1. A template for writing a letter to your MSP or Parliamentary candidate
2. A script for making a phone call to them
3. A checklist for what to include in case you need to leave a voice message
4. Example Tweet for contacting candidate

[Campaigning Top Tips](https://www.foodcoalition.scot/election-resources.html) can be found in the 2021 Election Pack which contains lots of **general advice** for contacting your MSPs and Parliamentary candidates, and **specific tips to bear in mind** for when you’re contacting them by email, letter, phone or via social media.

**1. Template for writing a letter to your MSP / Parliamentary candidate**

<<Your full name>>

<<Your address including your postcode>>

<<Your other contact details (phone number, email address)>>

<<Today’s date>>

Dear <<MSP/ candidate’s name>>

My name is << insert your full name here>> . I am writing to you today about <<the issue>>. This issue is really important to me because <<reasons/your experiences>>.

I would like you to <<clear action points for the MSP/candidate and a suggested date by which you hope they can complete the action>>.

Please respond to my letter to outline how you intend to respond to my concerns.

I look forward to hearing your response about this in due course.

With thanks and best wishes.

Yours sincerely,

<<your name>>

<<repeat your contact details>>

**Example letter**

Alistair Mackay

123 Example Street, AB12 3CD

Alistair.Mackay@gmail.com Tel: 01234 567 8901

15 March 2021

Dear Mr John Smith

My name is Alistair Mackay and I am writing to you today about the large amount of junk food advertising. This issue is really important to me because good nutrition is essential for everyone’s mental health as well as our physical health, and junk food advertising greatly contributes to people eating unhealthy food.

The industrial food and farming model has led to mass production and mass marketing of processed foods that are cheap to produce, chemically-intensive large-scale agriculture and long, deregulated global supply chains of foods as commodities. The places we buy food promote and normalise unhealthy diets. Scotland has an intergenerational health crisis, with individuals, communities and institutions undermined by poor health and diet-related diseases putting unsustainable pressure on the NHS.

My children and their friends are exposed to huge amounts of junk food advertising. This promotes eating habits which are harmful to their health.

I know there are lots of problems facing the food system, and junk food advertising is just one of them. There are also problems with the way we produce food that is pushing out nature and produces carbon emissions that contribute to climate change. I believe we need the Good Food Nation bill, a law that works across the whole food system and takes holistic approaches to tackling these important issues.

I would like you to commit to addressing the problems in our food system such as junk food advertising. Please sign The Scottish Food Coalition’s pledge by May 6.

The Scottish Food Coalition’s Pledge states:

“I pledge to support the introduction of a Good Food Nation bill in the first parliamentary year. This must be founded upon the right to food, which will deliver a resilient, socially just, healthy and environmentally sustainable food system.” <https://www.foodcoalition.scot/candidates-pledge.html>

Please respond to my letter to let me know if you are willing to sign the pledge, and how you intend to respond to my concerns. I look forward to hearing your response about this in due course.

With thanks and best wishes.

Yours sincerely,

Alistair Mackay

123 Example Street, AB12 3CD

Alistair.Mackay@gmail.com Tel: 01234 567 8901

**2. Script for making a phone call to your MSP / Parliamentary candidate**

Before you start your phone call:

* Prepare a message that you can leave in case the person you intend to speak to is not available.

There is a checklist for what to include when you leave a message below.

|  |  |  |
| --- | --- | --- |
|  | **Intention** | **Example of words that you might use** |
| 1 | Friendly opening | Good [morning/afternoon] |
| 2 | State your name so they recognise any follow up/later communications and know how to address you | My name is <<your full name including pronouns and/or titles>> |
| 3 | State where you live, so they understand in what capacity you are contacting them (e.g. you are one of their local constituents) | I live in <<the name of your neighbourhood and your postcode>> |
| 4 | Indicate who you would like to speak to | I am calling to speak to <<name of MSP / candidate>>  |
|  | [Assuming you are then passed to the right (a different) person… repeat 1-3 above. (*If this does not happen, ask to leave a message. See template below.)* |  |
| 5 | Tell them why you are calling. | I am calling about <<the issue>>.  |
| 6 | Personalise your issue. They will want to know about your specific experience of it. | This is really important to me because <<reasons/your experiences>>.  |
| 7 | Ask them clearly what you would like them to do about this. Offer to explain how you think that this will help the issue. | I would like you to <<clear action points for the MSP/candidate [e.g. sign the GFN Pledge]>>. Is it helpful if I tell you more about how <<this action>> might help? [e.g. quote the Pledge if they do not know about it already; explain what the Good Food Nation Bill is and what it would do]>> |
| 8 | Offer to follow up in writing, to summarise what you talked about, reinforce details of your discussion and point them to essential information. | I will send you an email <<tell them roughly when>> to summarise what we talked about and with links to <<particular information they need to progress the actions you’re asking them to complete>>. |
| 9 | Check their contact details, and tell them what email address you will be using. | Please can I check which email address I should use to write to you?My email address is <<say your email address>> so that you can recognise my message. |
| 10 | Check on action updates, outcomes and timelines | I would appreciate it if you could update me on how this matter has been progressed. Roughly when can I expect to hear back from you on what has happened? |
| 11 | Thank them and reinforce what was agreed | Thank you for your time and I look forward to <<your update on the action that was promised [e.g. you signing the pledge]>> by <<the time that was promised>>. |

**Example Phone Call**

Good afternoon,

My name is Alistair Mackay. I live in 123 Example Street, AB12 3CD

I am calling to speak to candidate Mr John Smith.

I am calling about the large amount of junk food advertising. This issue is really important to me because good nutrition is essential for our mental health as well as our physical health, and junk food advertising greatly contributes to people eating unhealthy food.

The industrial food and farming model has led to mass production and mass marketing of processed foods that are cheap to produce, chemically-intensive large-scale agriculture and long, deregulated global supply chains of foods as commodities. The places we buy food promote and normalise unhealthy diets. Scotland has an intergenerational health crisis, with individuals, communities and institutions undermined by poor health and diet-related diseases putting unsustainable pressure on the NHS.

My children and their friends are exposed to huge amounts of junk food advertising. This promotes eating habits which are harmful to their health.

I know there are lots of problems facing the food system, and junk food advertising is just one of them. There are also problems with the way we produce food that is pushing out nature and produces carbon emissions that contribute to climate change. I believe we need the Good Food Nation bill, a law that works across the whole food system and takes holistic approaches to tackling these important issues.

I would like you to commit to addressing the problem of junk food advertising and the many other problems that our food system faces and ask you to sign The Scottish Food Coalition’s pledge by May 6.

Is it helpful if I tell you more about this Pledge and how it might help?

The Scottish Food Coalition’s Pledge states (I quote):

“I pledge to support the introduction of a Good Food Nation bill in the first parliamentary year. This must be founded upon the right to food, which will deliver a resilient, socially just, healthy and environmentally sustainable food system.”

The Good Food Nation Bill will give the food system much needed attention and start tackling its many challenges. It will contribute to the wellbeing of our people, as well as our environment.

Are you interested in signing the pledge?

I will send you an email this evening to summarise the points we have discussed, with a link to The Pledge so that you can sign it.

Can I check what email address I should send my message to? My email is Alistair.Mackay@gmail.com so you can recognise my message.

Roughly when can I expect you to sign The Pledge?

Thank you for your time and I look forward to seeing your signature on The Pledge next week.

**3. Checklist for leaving a voice message**

* My name is [spell it, if needed]
* I would like to raise the issue of <<your issue in a few words>>
* ? I have spoken [emailed?] before about this on <<date of last call/email interaction>> and I would like to follow up on <<how this call follows up your previous interactions>>
* If you would like to give me a call back, please do so at <your number>>
* I am available for your callback on <<the days you are free to receive their call>> any time between <<the times that you are free to receive their call>>
* In any case, I will follow this message up by calling you again <<state roughly when you are going to do this>>

OR: I will email you to follow up on this call with a summary of what I wanted to talk about with you.

* My email address is <<your email address, so that they can recognise you>>
* My phone number is <<your number, so that they can call you>>
* Thank you for your time and I look forward to hearing back from you.

**Example Voice Message**

My name is Alistair Mackay. I would like to raise my concerns about the urgent problems that Scotland’s food system faces. For example, large amounts of junk food advertising and the environmental damage caused by our farming practices. I am asking you to sign The Scottish Food Coalition’s Pledge supporting the introduction of a Good Food Nation bill in the first parliamentary year. I emailed you about this issue on March 15th. If you would like to give me a call back, please do so at 01234 567 8901. I am available for your call back on the afternoons of Tuesday and Wednesday, 6-7 April, between 1pm and 6pm.

In any case, I will follow up this message by emailing you a summary of the points I wanted to talk to you about. My email address is Alistair.Mackay@gmail.com

Thank you for your time, and I look forward to hearing back from you.