

## HOW TO...

### Create a letter campaign

Send messages to a target based on postal code

#### WHY SHOULD I USE A LETTER CAMPAIGN?

The David Suzuki Foundation has been creating and sending supporting letters to targets for over a decade. Over these years we have learned that campaigns are much more successful if the target is automatically generated by the postal code for the action-taker. This way the action-taker doesn't need to know the name of their target/MP/decision-maker to send them a letter.

#### ACTION NETWORK VS. NEW/MODE

We are committed to offering resources that the networks see as most valuable, but unfortunately Action Network's built-in data sets for custom targeting are only for US letter campaigns.

Our solution: David Suzuki Foundation has an existing relationship with New/Mode and extensive experience setting up online actions using their tool which provides the Canadian data set for municipal, provincial, and federal targets. The Foundation has offered to develop letter campaigns for Future Ground Network groups using this well-vetted New/Mode data to create easy and effective actions.

We are thrilled that we were able to find a suitable workaround to support groups with letter campaigns as we know how influential this tactic can be. Best of luck!

## STEPS TO CREATING YOUR LETTER CAMPAIGN:

To get started on creating your letter campaign, please send the following to [futureground@davidsuzuki.org](mailto:futureground@davidsuzuki.org):

- Final draft of main page content
- Final draft of letter to target
- List of targets (i.e. the prime minister, the minister of X, location-based MPs)
- High resolution image for header
- Start and end dates of campaign

Once submitted, you will be contacted regarding next steps which will include an email intro to New Mode as well as a meeting to review final content.

\*\*We aspire to have your campaign up and running within 2 working days of receiving the final content.\*\*

New/Mode will support the creation of the letter campaign on their platform as well as some light strategy. They do not have capacity to support ongoing strategy. If support is needed beyond setup, please contact N/M support: [support@newmode.net](mailto:support@newmode.net)

Once your campaign is complete, please contact us via [futureground@davidsuzuki.org](mailto:futureground@davidsuzuki.org) and we will work with you to upload the contact data from New Mode into your Action Network account.