

## 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.

The 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. New/Mode has created their free-forever [grassroots advocacy package](#) which allows groups like yours to create your own letter campaigns to email politicians in minutes. And if your campaign gains momentum, New/Mode will automatically boost it on social media and email to expand your reach!

### STEPS TO CREATING YOUR LETTER CAMPAIGN:

Go to: <https://impact.newmode.net> to set up the New/Mode account for your group.

For support, please reference New/Mode's extensive [Knowledge Base](#). If you still require support beyond that you can reach out to [support@newmode.net](mailto:support@newmode.net)



Once your campaign is complete, make sure to upload the contact data from New/Mode into your Action Network account. If you need support with this please contact us via [futureground@davidsuzuki.org](mailto:futureground@davidsuzuki.org) and we would gladly support you with this.