



LETTER WRITING ---- FAIRTRADE CAMPAIGN

One of the best ways to get your message across to influential people who could possibly help you in your quest is to write them letters asking for their help; such as your MP supermarket managers, church leaders, etc. but before you start, here are a few helpful hints.

- (1.) **KEEP IT SIMPLE AND TO THE POINT.**
Don't write about more than one issue, and don't get too complicated.
- (2.) **BE AS BRIEF AS POSSIBLE, BUT CLEAR.**
- (3.) **MAKE IT PERSONAL.** Explain something about yourself (if you are part of a church or political group etc) and why you are campaigning for trade justice.
- (4.) **BE POLITE, YOU ARE TRYING TO GET THE DECISION MAKERS ON YOUR SIDE!**
- (5.) **WRITE YOUR OWN WAY.** By hand, typewriter or computer, but using a computer makes it easier to send lots of letters and also much easier for the recipient to read.
- (6.) **MAKE IT CLEAR WHAT YOU WANT DECISION MAKERS TO DO, AND ASK FOR A REPLY.** Don't forget to enclose your full name and address and possibly a stamped, addressed envelope.
- (7.) **SAY THANK YOU AND BE POSITIVE.** Try to be friendly and get them interested in your line of thinking.

WHAT TO WRITE

The main point to get across is that international rules governing trade must stop favouring the rich. Instead they should be positively weighted in favour of poor countries, and that they should have access to western markets.

SAMPLE LETTER

(or contact Christian Aid – 01132 444764 – for their letter writing pack)

Your address

Date

Dear-----,

I am writing to you about trade justice for the developing world. I am particularly concerned about this issue because.....

Poor countries are losing out as the rules and practices that govern world trade are weighted against them. Increased free trade isn't working for many of the world's poorest people. Huge inequality means that we now have to tip the balance in their favour.

Please can you tell me how your government will act to ensure that world trade rules benefit the poor? In particular, what are you planning to do to ensure developing countries are allowed to set their own trade policies to reduce poverty? I urge you to use your influence in international negotiations to give developing countries the right to intervene to help the poorest.

Thank you for reading this letter. I look forward to your reply.

Yours sincerely,

SOME USEFUL ADDRESSES

Mr Peter Mandelson DG Trade European Commission 200 Rue De La Loi B-1049 BRUSSELS Belgium <i>Requires minimum 40p postage</i>	Rt Hon Tony Blair MP Prime Minister 10 Downing Street London SW1A 2AA
Mr Mike Wood MP Batley and Spen House of Commons LONDON SW1A OAA	The Manager Your local supermarket
Mr Mike Wood MP Batley and Spen 9 Crown Cross Street Cleckheaton Bradford BD19 3HW	The Right Reverend Stephen Platten Bishop of Wakefield Bishop's Lodge Woodthorpe Lane Wakefield WF2 6JL