



## National Community Pharmacists Association

### **Grassroots Letter Writing Toolkit**

*A Step-by-Step Guide for Members*

#### **Make your voice heard.**

This toolkit is designed to help you craft effective, professional letters to lawmakers and public officials on the issues that matter most to community pharmacy. Inside, you'll find clear, step-by-step instructions on how to identify the right recipient, gather background information, and write a compelling, actionable message.

Whether you're reaching out about PBM reform, pharmacy reimbursement, or other pro-pharmacy policies, this guide will give you the tools to communicate confidently, persuasively, and respectfully. The more precise and consistent our grassroots efforts are, the stronger our collective impact will be.

#### **Getting Started: Writing Your Letter**

##### **(1) Identify Member(s)/Recipients**

- Common ways to identify recipients include:
  - By ZIP code or the location where individuals live, work, and/or conduct business.
  - By issue (e.g., sending letters to officials with a history of supporting or opposing pro-pharmacy issues).
  - By school (e.g., sending letters to officials representing the location of your college or university).
- For statewide offices (Senate, Attorney General, Department of Health Secretary, etc.), one official will generally oversee all matters and delegate tasks based on staff assignments.
- For regional offices, visit the body's general website; most have a tool to locate your representative based on ZIP code.
  - Example: [U.S. House of Representatives ZIP code locator](#).
- Collect contact information, including email addresses and office locations.

##### **(2) Collect Necessary Information/Background**

- Research the public official and their office. Confirm that the issue you are raising falls within their role or responsibilities.
  - Members of Congress and Governors typically have health policy within their portfolios.
  - At the state level, health policy may fall under the Commissioner of Public Health, Health and Human Services Secretary, or a similar position. Ensure you are contacting the official best positioned to address your request.

- Review their past votes or actions on pharmacy and health policy. Express appreciation for supportive actions or respectfully encourage a different course if needed. (Remember: “you catch more flies with honey.” Always remain polite.)
- If the official has staff, identify and include the staffer who handles health policy. CC’ing this staffer on your email ensures your message is routed quickly and effectively.

### (3) Write the Body of the Letter

- **Opening/Thank You:** Begin by thanking the recipient for their work on pharmacy or health policy issues. If you cannot find a specific example, thank them for representing your district, college, or community. Keep this to one paragraph or less.
- **Issue Explanation:** Next, explain the issue you are advocating for (e.g., PBM reform, pharmacy reimbursement, or other pro-pharmacy policies). Support your message with data, evidence, personal experiences, or other relevant information. This section can be one or multiple paragraphs.
- **Call to Action:** Conclude by clearly stating what you would like the recipient to do. Common examples include:
  - Cosponsoring a bill (provide details).
  - Introducing legislation.
  - Voting in favor of a specific bill.
  - Supporting pending pro-pharmacy initiatives.

Be as specific as possible, including bill numbers, names, sponsors, and key provisions. A precise request (e.g., “Please vote in favor of House Bill 123, which would reduce patient co-pays by doing XYZ”) is more effective than a general ask (e.g., “Please support PBM reform”).

### Quick-Use Checklist

1. **Identify your recipient:** Use ZIP code or office websites to confirm the correct official.
2. **Research background:** Look up their role, past votes, or statements on pharmacy issues.
3. **Address appropriately:** Include the staffer handling health policy if possible.
4. **Write your letter:**
  - Start with a thank-you.
  - Explain the issue with evidence or personal experience.
  - Ask for a *specific* action (bill number, vote, cosponsorship).
5. **Send & follow up:** Email or mail your letter, then track responses to strengthen future advocacy.

## Email Templates

### Template #1

Email Type	Recognizing the official’s past support for pharmacy
Subject Line	Thank You for Your Support of _____ (Rural Healthcare, Independent Pharmacy, Health Profession Students, etc.)
Body	<p>Dear [(Title) Official’s Name],</p> <p>I hope this message finds you well. On behalf of [Your School’s Name/NCPA Chapter], I would like to extend our sincere thanks for your recent actions in support of the pharmacy profession. Your leadership has been instrumental in expanding access to high-quality healthcare in every community.</p> <p>As you know, pharmacists are an essential part of the American healthcare system. During challenging times, such as the COVID-19 pandemic, pharmacy professionals consistently served as a critical resource. The continued support of public servants like you is vital to the sustainability of our profession.</p> <p>[If you would like to include an “ask”—such as scheduling an appearance at your school, providing a pre-recorded video, or another request—insert it here.]</p> <p>Thank you once again for your invaluable support. Our profession is grateful for your leadership and service.</p>
Sign-off	Warm regards,

### Template Notes

- This template may be used to schedule an appearance at your school or to request a pre-recorded video for a general body meeting or other communication needs.
- Ensure accuracy when referencing the official’s leadership or actions. Only cite votes, statements, or initiatives that you can verify (e.g., through a vote record, press release, or reputable news source).
- If the official has expressed opposition to COVID-19 restrictions in the past, consider removing references to the pandemic to avoid unintended friction.

## Template #2

Email Type	Asking for Cosponsorship of a Bill (H.R. ___ or S. ___)
Subject Line	Join Us in Supporting [Bill Name/Number] to [Brief Bill Purpose—e.g., Billing Reform, PBM Reform]
Body	<p>Dear [(Title) Official’s Name],</p> <p>I hope this message finds you well. My name is [Your Name], and I am a [Your Position, e.g., student pharmacist, chapter president] at [Your School/Organization]. I want to thank you for your continued dedication to serving our community and to respectfully ask for your consideration in cosponsoring [Bill Name/Number].</p> <p>This legislation is critical to ensuring patients receive timely, high-quality care, particularly in underserved areas where pharmacists are often the most accessible healthcare providers. By supporting this bill, you can help advance patient-centered care, promote the sustainability of pharmacy services, and empower pharmacists to practice at the top of their license.</p> <p>[Insert information on the bill and explain why you support it—include data, personal stories, or local impact where possible.]</p> <p>Your support of [Bill Name/Number] would make a meaningful difference in strengthening patient care and improving health outcomes in our communities. Please consider signing onto this legislation and advocating for its passage.</p> <p>Thank you once again for your dedication to public service. Our profession—and the patients we serve—are grateful for your leadership.</p>
Sign-off	I look forward to your response,

### Template Notes

- Best used when a specific piece of legislation has been introduced (Congress or State Legislature).
- If your school is in the member’s district, emphasize that connection. Example: “As *student pharmacists helping to serve patients in your district...*” This significantly increases impact.

### Template #3

Email Type	Asking to Support Independent Pharmacy <i>(Can be used to raise awareness if the official does not typically speak on health issues)</i>
Subject Line	Your Support Can Strengthen Independent Pharmacies in [Your State/District]
Body	<p>Dear [(Title) Official's Name],</p> <p>Thank you for your ongoing commitment to improving healthcare access in our community. As a [Your Position] at [Your School/Organization], I have seen firsthand how independent pharmacies play a vital role in providing personalized care, especially in rural and underserved areas.</p> <p>Unfortunately, independent pharmacies face increasing challenges, including unfair reimbursement practices and rising operational costs. Policies that support fair reimbursement and level the playing field for independent pharmacies are essential to maintaining this critical access for patients.</p> <p>Your support of measures that promote transparency and equity in pharmacy benefit manager practices would be invaluable. [Insert information about constituents in the district—students, patients, or local pharmacies—and how they are specifically impacted by this issue.]</p> <p>Thank you for being a champion of accessible healthcare. I look forward to the opportunity to work together in ensuring patients in [District/State] continue to have access to the pharmacy services they need.</p>
Sign-off	Kind regards,

### Template Notes

- Best if the official does not commonly address health or pharmacy policy—this raises awareness of the issues.
- Personalize the second paragraph with local context or challenges faced in your region.
- Always emphasize student or patient connections within the official's district for maximum impact.

## **Best Practices**

There are a few key practices you can follow to write impactful grassroots emails that will help your chapter achieve its goals and communicate effectively with public officials:

- **Define clear objectives:** Each email should have a single, specific goal. Whether you are asking for support on a bill, thanking an official for past support, or requesting an appearance, state your request clearly. Avoid overwhelming the recipient with multiple asks or suggesting alternatives—focus on one action.
- **Know your audience:** Research the recipient’s track record and background. If the official has experience as a health professional, it may be appropriate to use health-specific terminology. Even if the official does not read the email personally, their staff will likely have an above-average understanding of health policy issues.
- **Personalize the sender:** Emails sent from an individual are far more likely to be opened than those from a generic organizational account (e.g., *ugan CPAexec@gmail.com*). Whenever possible, send the email from a personal or school account rather than your chapter’s general email address.
- **Use a compelling subject line:** Create a concise, attention-grabbing subject line that sets clear expectations for the content. If the email concerns a specific bill or action, include the bill number or name in the subject line to make it easy for staff to sort.
- **Highlight your local connection:** If one or more members live in the official’s district, make sure to mention it. Even if your school is located in the district, emphasizing local ties adds weight to your message. Public officials and their staff pay special attention when their constituents are involved—you are voters.

By following these best practices, you can create effective grassroots email campaigns that clearly communicate your message and build support for pro-pharmacy policies. If you would like additional support in drafting these emails, please reach out to your Student Leadership Council representative.