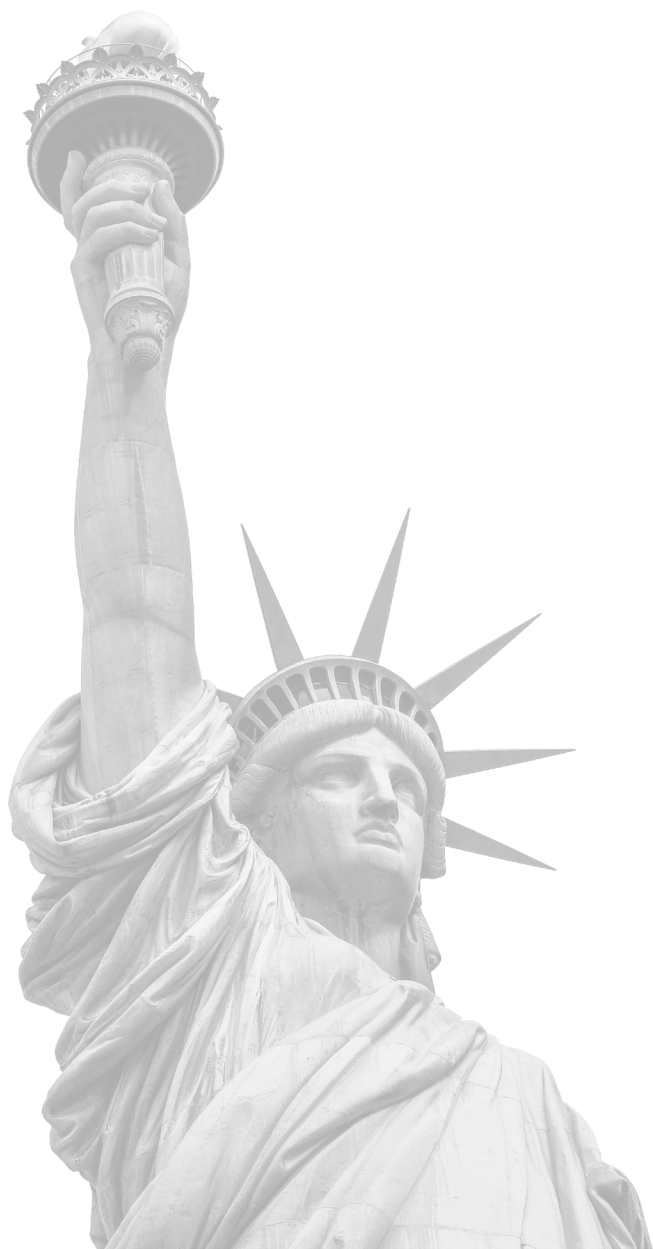


HOW-TO GUIDE

Write a Letter to Your Editor

in favor of Final-Five Voting



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The success of our movement relies on winning hearts and minds on a **local** level. Letters-to-the-editor are great ways to not only show your support but also to help educate your fellow community members about this newest innovation in politics. We hope this guide helps you through the process.

Why this is important

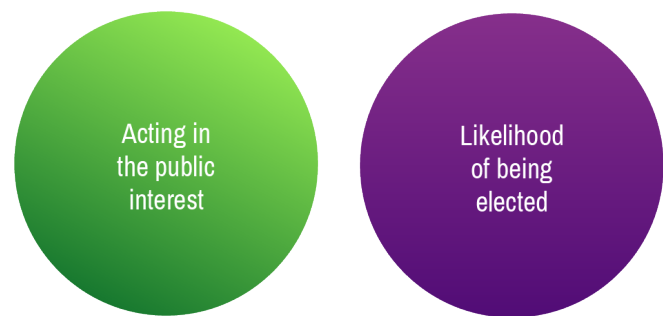
Our gridlocked political system is failing at its goal - to serve the people.

Washington isn't broken. It's doing exactly what it's designed to do: serve the two-party duopoly. We need to reform our voting system in order to reintroduce competition into politics.

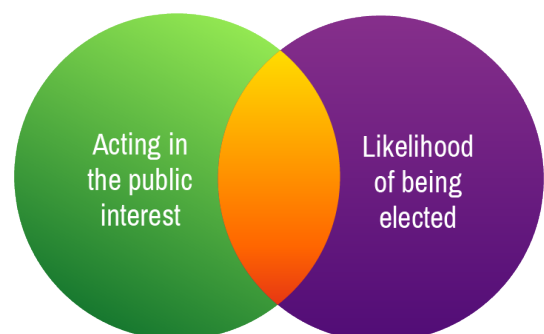
Final-Five Voting (FFV) combines two powerful changes to how we elect members of Congress: open, top-5 primaries and ranked choice voting. FFV ensures that no candidate is elected with less than a majority voter support. This results in candidates with the broadest appeal to the most voters. FFV realigns the incentive structure of politicians so that re-election is tied to serving the public interest instead of the party interest.

We deserve more than the "lesser-of-two evils" election cycle that creates toxic levels of unhealthy competition. With Final-Five Voting, citizens can vote for the candidate they like the best without worrying that their vote will help elect the candidate they like least; thus eliminating the "spoiler" argument.

current state: unhealthy competition



ideal state: healthy competition



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Letters-to-the-Editor

A letter to the editor is a letter by a resident written to the editor of the local newspaper to inform them of something their readers need to know. Letters are often done in response to a story the paper recently published, but they can also be on issues you think should be part of the public discussion.

How-to (it's easy!)

The best place to start is by identifying your local paper(s). If you aren't sure which papers serve your area, use a tool like newspapermap.com.

Once you have decided on a paper, all you have to do is write a 150-350 word letter on why you think Final-Five Voting will help fix our political system! What motivates you to support FFV? Personal anecdotes will make your content more relateable to readers.

After you are done writing your letter, simply go to the newspaper's website and submit it! The whole process of writing and submitting could only take 15 minutes.

Contact us

The exact requirements and processes for each letter will depend on the specific paper. If you have any questions, please feel free to reach out to us at admin@political-innovation.org. Don't forget to let us know when your letter is published!

01

FIND YOUR PAPER

Pick the one you read, or check newspapermap.com

02

WRITE YOUR LETTER

Keep it short, word limits are usually 150 to 350 words

03

SUBMIT

Check the paper's website for instructions on how to

04

SHARE

Send us your letter and share it with your networks.

Tips for success

Follow the newspaper's required format and direction. Abide by word count guidelines and look at examples that have already been published to see how pieces are structured. Different newspapers often have different submission requirements and may ask for your contact information, a short biography, address, or photo.

Check your facts. Take the time to search the web for reputable, well-known sources. Check for the original sources rather than repeating something cited by another media outlet. You can contact us if you have any questions or want to check a statistic.

Don't be negative. Your writing should have a professional voice and focus on the positive impacts of Final-Five Voting. You're speaking to your neighbors, so avoid insults and personal attacks. Even if you are responding to someone you believe has been misleading. Simply correct the record and don't judge their motives.

Think local. Are there any local news angles? What has it been like voting in your area recently? How can FFV help with local problems? If possible, reference a specific story to which you are responding, possibly beginning by agreeing or disagreeing with it. Also, don't submit your LTE to multiple papers at once.

Be quick and keep trying. LTEs are generally meant to be responses to specific articles or columns published by the paper. Ideally you'd submit the same day as a related article is published. The paper might not accept your first submission but keep trying! Tailor your letter each time you submit.

Helpful Talking Points

- ▶ Washington isn't broken. It's doing exactly what it's designed to do: serve the two-party duopoly.
- ▶ Like any industry, politics behaves according to the same kind of incentives and forces that shape competition in private industry.
- ▶ [New studies](#) show that up 90% of Senate elections are decided in the primary, where less than 20% of eligible voters participate.
- ▶ We deserve more than the “lesser-of-two-evils” election cycle that creates toxic levels of unhealthy competition.
- ▶ More Americans (41%) identify as independent than Democrat (32%) or Republican (25%). [Gallup](#)
- ▶ Our political system is not built to self-correct; there's no countervailing force to the duopoly nor independent regulators to restore healthy competition.
- ▶ Removing the parties' control over the primaries will dramatically boost competition and give independent voters more voice.
- ▶ FFV ensures that no candidate is elected with less than a majority voter support. This results in candidates with the broadest appeal to the most voters and means they will enter Congress with the need to please a majority of their constituents.
- ▶ With FFV, citizens can vote for the candidate they like the best without worrying that their vote will help elect the candidate they like least; thus eliminating the “spoiler” argument.
- ▶ FFV realigns the incentive structure of politicians so that re-election is tied to serving the public interest instead of the party interest.



**The Institute
for Political
Innovation**