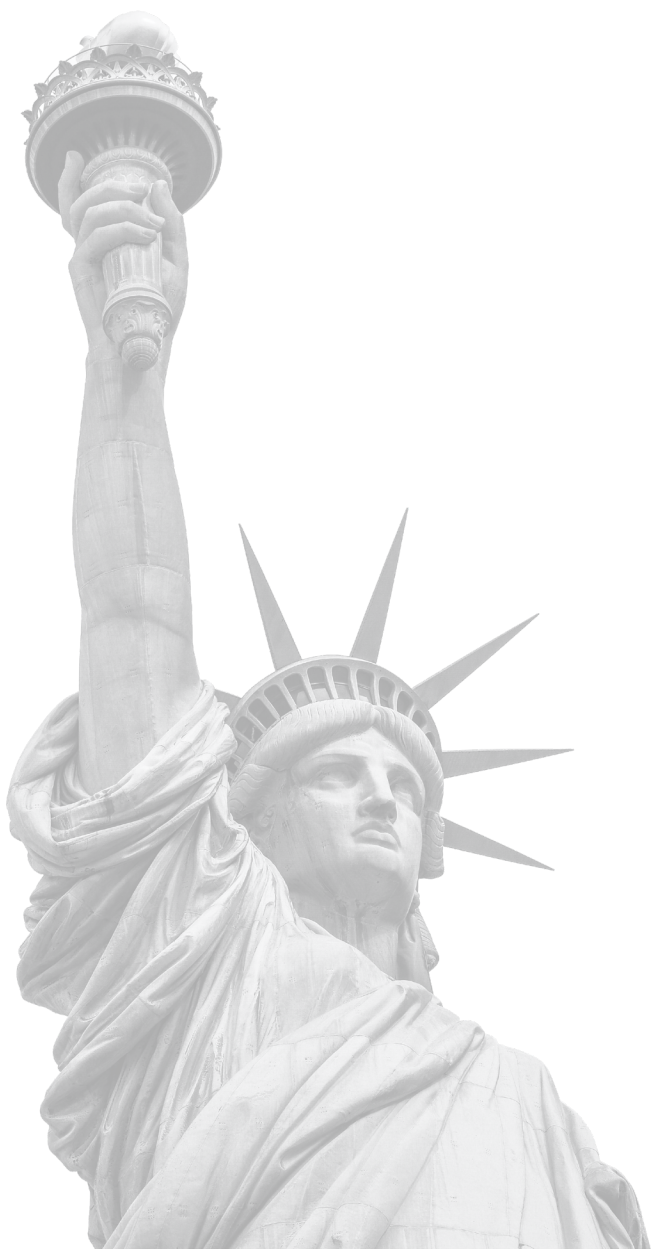


HOW-TO GUIDE

Writing a letter to your editor

in favor of Final-Five Voting



IPI

Letters-to-the-Editor

The success of our cross-partisan movement to inject healthy competition into our politics relies on winning hearts and minds on a **local** level. Letters-to-the-editor are great ways to educate your fellow community members about Final-Five Voting. We hope this guide helps you through the process.

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!

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. (Note: We recommend finding a trusted editor...we all need them.)

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. 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 previously published examples to see how pieces are structured. Different newspapers 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. You can contact us if you have any questions or want to check a statistic.

Write your experience. What motivates you to support FFV? How did you first come to find out about FFV and political innovation? Personal anecdotes will make your content more relateable to readers.

Be positive. Write with a professional voice and focus on the positive impacts of Final-Five Voting. Avoid insults and personal attacks—even if you are responding to someone you believe has been misleading. Think about how you would explain it to your neighbor; help them have a “light bulb” moment.

Think local. Are there any local news angles? What has voting been like in your area recently? How can FFV help with local concerns? Begin your letter by agreeing or disagreeing with the story to which you are replying. Also, don't submit your LTE to multiple papers at once.

Be quick...and don't quit! 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.

Talking About Final-Five Voting

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.

Helpful Talking Points:

- ▶ Washington isn't broken. It's doing exactly what it's designed to do: serve the entrenched political-industrial complex.
- ▶ Our political system is not built to self-correct; there's no countervailing force to the system nor independent regulators to restore healthy competition.
- ▶ We deserve more than the "lesser-of-two-evils" election cycle that creates toxic levels of unhealthy competition.
- ▶ [New studies](#) show that up 83% of congressional elections are decided in the primary, where only about 10% of eligible voters participate.
- ▶ More Americans (44%) identify as independent than Democrat (30%) or Republican (24%). [Gallup](#)
- ▶ Under FFV, if representatives do not represent a broad swath of their district nor legislate with problem-solving purpose, they would risk losing their jobs.
- ▶ 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.

Once your LTE is published, please email us a link!
We'd love to share it on our social media.

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