

Letters to the editor (LTE) are a simple, yet powerful tool to make your voice heard.

Whether you want to show your support, share your concerns, or stir up some conversation, writing a LTE is a great way to express your opinions across various publications and get noticed by candidates on both sides of the aisle.

Hot tip: most Members of Congress get daily news clips sent straight to their desk, so think of your LTE as a personal note delivered directly to their inboxes.

And once you've sent it in, let Moms First know at ontherecord@momsfirst.us — we can't wait to read your story in print and share it!

INSTRUCTIONS

1 IDENTIFY YOUR GOAL

Clarify *why* you're writing the letter.

In this case, we are sharing our child care stories to shine a light on the child care crisis and urge candidates on both sides of the aisle to prioritize child care during their first 100 days in office.

TIP: We created a draft LTE template (see below) to make it easy to write your letter.

2 CHOOSE THE RIGHT PUBLICATION

Select a respected local publication, like your local newspaper, as opposed to a national outlet.

TIP: Don't know where to start? Go to chatgpt.com and type in this prompt: "I live in CITY, STATE. What are my local newspapers and media outlets?"

Check your local publication's guidelines for letter to the editor submissions, including word count limits (typically 200–300 words), preferred formats, and submission methods. Following these instructions increases the likelihood of your letter getting published!

3 DRAFT A CONCISE AND POWERFUL MESSAGE

Start with a **hook** that grabs attention. For example, “A new report from Child Care Aware America found that the average cost of child care for two kids costs more than the average rent in all 50 states.”

Support your argument with **1-2 convincing facts or statistics**. We love this resource from the Economic Policy Institute that gives you the average cost of child care in your state.

Share 1-3 headlines about **how this issue impacts you**, e.g. “I am a mom of 2 kids under 5 and the combined cost of their preschool and daycare is more than my monthly paycheck. I want to work but the math doesn’t make sense.”

Don’t forget our **call to action**: Candidate D and Candidate R, will you prioritize child care in your first 100 days?

4 STAY RESPECTFUL AND PROFESSIONAL

Use a polite and respectful tone. Avoid personal attacks or inflammatory language.

Avoid endorsing a specific candidate, instead call on candidates from both political parties to take action. *Remember: Moms First is a nonpartisan, nonprofit organization – our goal is to ensure that our policymakers understand the issue and what is at stake.*

5 PROOFREAD AND EDIT

Check for spelling, grammar, and punctuation errors. Ensure your letter is clear and polished. A well-edited letter is more likely to be published.

TIP: Ask a friend to review, copy edit, and provide quick feedback.

6 SUBMIT AND FOLLOW UP

Provide your full name, address, phone number, and email address. Editors may need to verify your identity before publication.

Submit your letter according to the publication’s guidelines. Follow up if you don’t hear back within a reasonable timeframe.

LETTER TEMPLATE FOR “GET CHILD CARE ON THE RECORD” CAMPAIGN:

Dear Editor,

As we approach the upcoming election, it is imperative that candidates up and down the ballot prioritize child care.

The average cost of child care for two kids is now higher than the average cost of rent in all fifty states, pushing 40% of families with young children into debt. Here in STATE, families pay \$X,XXX per month [[search by state RESOURCE HERE](#)]

For my family, that means XXX [Insert 1-2 sentences with who you are & how the child care crisis impacts/has impacted your family personally.]

During this election season, we hear candidates talk about putting families first, but we need real policy solutions that ensure that families like mine aren't forced to make impossible choices between caring for our families and putting food on the table.

This shouldn't be a partisan issue: 89% of voters want candidates to have a plan to help working parents afford high-quality child care, underscoring the broad, bipartisan support for addressing the child care crisis.

I urge [NAME (R) and NAME (D)] to commit to prioritizing child care in their first 100 days if elected. It's time for our leaders to answer moms across the country who are calling for affordable, accessible, and quality child care. Our families, businesses, and our children's futures all depend on it.

Sincerely,
[Your Name]
[Your Address]
[Your Email]
[Your Phone Number]



Our Favorite Resources

Economic Policy Institute

This website provides state by state data on the cost of child care

First Five Years Fund

This webpage provides recent polling data on the bipartisan support for child care

Child Care Aware

This report provides the source data for the stat that child care for 2 children costs more than rent in all 50 states