



# Email writing for advocacy

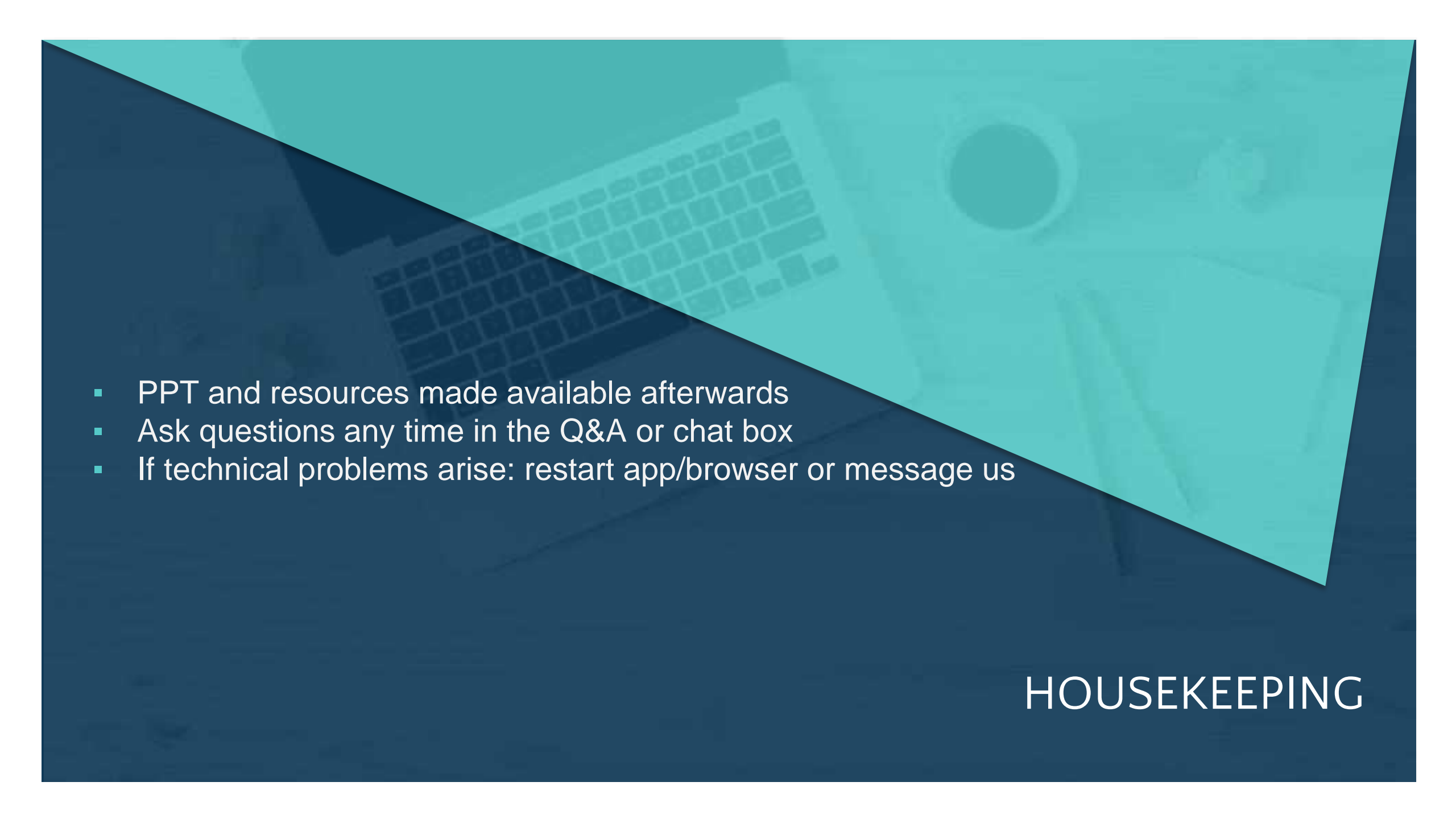
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Connect with me on LinkedIn

22 Nov 2021

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- PPT and resources made available afterwards
  - Ask questions any time in the Q&A or chat box
  - If technical problems arise: restart app/browser or message us

HOUSEKEEPING



## Question

What's your #1 challenge about advocacy emails/messages?

Type in the chat box.

# #1 Is this a good email...? Why?

Subject: ECPA conference invitation

Dear MEP Smith,

I'm contacting you on behalf of ECPA regarding the upcoming 'The future of plant protection product approvals post-COVID-19' conference.

We'd like to invite you to address the topic of 'Why does the EU need to speed up novel technology approval procedures?'.

I understand you'd need to discuss the invitation with your political group, but we'd very much need to receive a reply within a week.

The event will take place online, using Zoom, on 27 October. We very much hope you can accept our invitation.

Thank you in advance,  
[name]

## #2 Is this a good email...? Why?

*Dear (German MEP),*

*I am contacting you on behalf of [XY] to propose a short online meeting regarding the Digital Services Act file. As representatives of retailers and wholesalers in Europe, we are very keen to exchange views with you or one of your advisors and discuss our comments regarding the compromise amendments to the draft report.*

*To get a flavour of who we are, XY is the EU association representing big and small retail, wholesale and other trading companies in all EU Member States. Our members are both companies such as Lidl, Carrefour, IKEA, Metro or Amazon as well as national associations and affiliated federations. Our German members are the associations [..] and [..].*

*I look forward to hearing from you regarding your availability in the next two weeks and remain at your disposal should you need any further clarifications.*

*Kind regards,*

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Kind regards,



**The "only" question  
to ask...**

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**WHAT IS THE #1  
PURPOSE OF MY  
MESSAGE?**

- Inform / update / news (FYI)
- Invite or ask for meeting
- Apologise or fix a problem
- Brainstorm / decide / organise
- Specific action needed (e.g. signature)

# THE BODY

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**OPENING (DEAR, 1ST NAME ONLY, HI)**

**APOLOGISE VS THANK THEM**

**REFERENCE TO PREVIOUS EXCHANGE (IF ANY)**

**WHEN ASKING A QUESTION  
(STANDALONE + QUESTION + SCOPE)**

**HOW MANY HYPERLINKS?**



# THE BODY

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**SHOULD YOU BOLD OR UNDERLINE?**

**TITLES, BULLETS, NUMBERING, @**

**CAREFUL WITH RELATIVE DATES (TOMORROW ETC.)**

**SIGN-OFF AND SIGNATURE**

A top-down view of a person's hands typing on a silver laptop keyboard. To the left of the laptop is a white teacup with a gold rim, filled with yellow liquid, on a matching saucer. A notebook with a pink cover is partially visible in the bottom left. The background is a dark blue gradient.

# **EXERCISE**

**Draft the first 2-3 paragraphs of an email that you're sending to an MEP to request a 20-minute online meeting.**

**Context: you haven't yet met this MEP and they don't know your company/organization.**

# EXAMPLES to discuss



#1

*Dear (AGRI MEP),*

*I am writing to suggest a short online call with Christel Delberghe, Executive Director Competitiveness, and Niccolo Ciulli, Adviser, at EuroCommerce, the main EU organization representing retail and wholesale. The purpose of the call would be to exchange on topical issues in relation to agri-food chain developments and the sustainability transition.*

*We propose the following dates or any other dates that would suit your agenda better:*

*13 October (Wednesday) – between 15:00 and 17:30*

*15 October (Friday) – after 15:00*

*19 October (Tuesday) – after 11:00*

*22 October (Friday) – before 14:00 and after 15:30*

*We hope you will find the time to meet and will follow up soon on this request.*

*Best regards,*

#1

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*Best regards,*

# 7 THINGS MEPs & policy-makers are thinking before a meeting

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**#1**

**Why care?**

Is this topic relevant to my (political/personal) interests?

**#2**

**Why me?**

Was this sent to others too? Am I a key player on this topic? If not, why do they contact me?

**#3**

**Context**

is this the right time to discuss this? Isn't it too early/late in the process?

**#5**

**Cost of 'no'**

If I decline the meeting, will it have any negative consequence? Will I look bad?

**#6**

**Logistics & Optics**

Timing, platform, pre-approval, Transparency Reg., Media

**#4**

**WIIFM?**

What's in it for me? Will I get new information/data/perspective? Do I NEED to meet them?

**#7**

**Expectations**

How will the meeting run? What will we discuss?



**[BONUS]**

**Something went wrong &  
You need To Fix It**

**SAMPLE:**

**CRITICAL  
EMAIL**

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SUBJECT: Major privacy issue

Hello All,

I'm very upset that you put my photo and bio on your event page and it's already showing up in web searches for my name, despite the fact that we agreed that you'd wait until I've received approval from my board to speak at your conference.

This puts me in a very uncomfortable position with my boss.

I want you to take it off as soon as possible. I may not be able to speak at your event as a result of this breach of trust.

I'm waiting for your confirmation and update asap. Thanks,  
[name]



## SAMPLE:

## REPLY TO CRITICAL EMAIL

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Dear [name],

Thank you for bringing this issue to our attention. I understand how frustrating it must have been to find your name online despite our promise.

I'd like to reassure you that I'll personally take care of this matter.

It was in fact my mistake, in that I forgot to flag your name to our web team.

I've just sent an immediate request to the team to remove your name, photo and bio from the event page. I'll let you know as soon as that has been taken care of, most probably within 2 days.

*[email continues on the next slide... □ ]]*

## SAMPLE:

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I've just sent an immediate request to the team to remove your name, photo and bio from the event page. I'll let you know as soon as that has been taken care of, most probably within 2 days.

We're also looking into ways to improve our internal communication to avoid this happening again.

Despite this unfortunate error, I sincerely hope you will still consider being a speaker at our event. Your insights and expertise would add tremendous value to the conference.

Thank you so much for your patience. I shall do my best to fix the issue quickly.

In the meantime, should you have any questions, I'm available via email or phone at any time.

Kind regards,

How to reply to critical emails

# 7 STEPS...



# How to reply to critical emails

## 7 STEPS...

**#1**

**Reassure**

the person that you heard what they wanted to say.

**#2**

**Empathise**

with the feeling they expressed and take charge to fix the issue.

**#3**

**Context**

of the situation, Always stay factual, truthful and never blame the client.

**#4**

**Action**

how to fix the problem. But don't over promise and under deliver.

**#5**

**Fix**

the problem by 'future proofing' it.

**#6**

**Thank them** for their patience.

**#7**

**Expectations**

about the next steps. Keep your word!

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ANY FINAL  
QUESTIONS,  
COMMENTS?

Connect with me:

[linkedin.com/in/andras-baneth/](https://www.linkedin.com/in/andras-baneth/)