



Corporate Action Network Tutorial

Letter to the Editor Tool

The Corporate Action Network provides a series of online organizing tools to help strengthen your campaign.

Our Letter to the Editor tool allows you to create a customized experience to make it easy for your supporters to write compelling Letters to the Editor and submit them to multiple news outlets at once.

The letters-writing efforts created in the Letter to the Editor tool (like all events, materials, groups, and petitions on the Corporate Action Network) are always associated with a campaign. So be sure to begin any online organizing efforts by first establishing a campaign page where supporters can learn the basics about your campaign and how it relates to the broader movement.

Write a Letter to the Editor

- First navigate to the campaign page for which you're interested in writing a Letter to the Editor.
- Click on the "Letter to the Editor" button under the "Take Action" box in the right-side toolbar.
- The Letter to the Editor tools associated with that campaign will appear. Click on the name of a single Letter to the Editor tool to take a closer look.
- Once on the tool page, enter your zip code and click "participate" to see your local newspapers and nearby news outlets.
- Enter your personal information to the right.
 - Name (this will auto-populate based on the information you entered when signing up for the Corporate Action Network)
 - Email (this will auto-populate based on the information you entered when signing up for the Corporate Action Network)
 - Address
 - City
 - State
 - Phone
- Scroll down to write your letter. You'll see suggested subject lines, body text, talking points and writing tips provided by the campaign organizer.
- Once finalized, click the "Send"



Create a Letter to the Editor Tool

- First navigate to the campaign page for which you're interested in making a Letter to the Editor tool.
- Click on the "Letter to the Editor" button under the "Take Action" box in the right-side toolbar.
- Under the "Letter Actions" menu that appears in the right-side toolbar above the "Take Action" box, click "+Create a Letter to the Editor" NOTE: Don't see this? Email us at help@corporateactionnetwork.org to request administrator permissions.
- Fill in the appropriate fields with information about your Letter to the Editor Tool:
 - Name (this will be the title of your Letter Writing tool)
 - Introduction (describe your effort)
 - Subject (the default, editable subject line that will appear for your supporters' letters)
 - Message (the default, editable message that appears in the body of your supporters' letters)
 - Talking Points
 - Writing Tips
- Click the "create" button

Questions?

Email us at help@corporateactionnetwork.org or get in touch via the Help Center at www.corporateactionnetwork.org/help