

Sample Email to Winning Candidates

This template is offered as a guide to communicate with winning candidates as they transition from campaigning to lawmaking. It is important to keep the momentum going through continuous education and amplification of issues that matter to you. Please edit this to personalize it, and remember that sharing your own personal story about how these issues impact you and/or your community is always the most effective way to communicate with policymakers.

Items that are highlighted are where you should add in your own information and must be changed.

Congratulations on your success in the 2020 election! As a [INSERT YOUR PROFESSIONAL TITLE, ORGANIZATIONAL EXPERTISE, OR PERSONAL CONNECTION TO ISSUE] from [INSERT CITY/COUNTY], I am writing to you on behalf of North Carolina's young children and families. I urge you to make the potential of every child your top priority as you prepare for your term.

The earliest years of a child's life shape all the rest. During this time, our brains grow faster than any later point in our lives. As an elected official, you will make decisions that impact the lives of young children and families across our state, with effects now and in the future. When we support our young children in having the opportunity to fulfill their potential, we create the best outcomes in health, education, and economic well-being for everyone in North Carolina.

Now is an especially critical time for our state's youngest citizens. The COVID-19 crisis has had a devastating impact on many of the support systems for our youngest children and families – from child care, to home visiting, to health care – and has exacerbated existing challenges for far too many. It's time to strengthen North Carolina's early childhood system infrastructure and make sure that children and families have access to policies, programs, and budgets that support their healthy development, early learning, and future success in school and in life.

Young children and their families need: [INSERT POLICY PRIORITIES THAT MATTER MOST TO YOU] [examples: affordable, high-quality child care; paid family and medical leave; access to home visiting; health care coverage; a sound basic education beginning in early childhood; [click here for more policy priorities and talking points](#)]

[INSERT PERSONAL STORY ABOUT HOW THIS ISSUE(S) IMPACTS YOU]

Examples:

- I am a parent of a two-year-old and need affordable child care in order to work...
- I am pregnant and can't afford to take time off to recover and bond with my baby...
- I am a child care teacher working with young children throughout the COVID-19 crisis but I don't have health insurance...

[INSERT KEY FACTS ABOUT THE POLICIES YOU SELECT]

Example:

- **Affordable, high-quality child care:** Access to quality child care not only offers families a critical support for employment and education, it supports children's earliest learning and lays the foundation for future success in school. In North Carolina, the average annual cost of infant child care is more than the cost of a year of public college tuition. Before COVID-19, there were 30,000 young children on the waitlist for child care subsidy assistance, with only 22% of eligible children age 0-5 receiving services.

- ***Paid family and medical leave:*** *One in four mothers in our state goes back to work just two weeks after giving birth. Comprehensive paid family and medical leave gives families crucial time to foster the early relationships that build strong brain connections and bond with their babies, while also maintaining parents' job security and economic stability.*
- ***Expanding health care coverage:*** *Access to health care coverage means young children can receive the critical physical and mental health services and treatment they need. It also supports the health of their parents, which leads to better birth outcomes, declines in infant mortality, and consistent health coverage for children throughout their lives. 15% of parents of infants and toddlers are uninsured in North Carolina, and we have one of the highest infant mortality rates in the country. Hundreds of thousands of North Carolinians would benefit from closing the health insurance coverage gap, including the 1 in 5 child care teachers without health insurance.*

Now that you have been elected, you have an opportunity to make bold progress on these issues and help ensure that children in North Carolina have what they need to thrive: healthy beginnings, supported families, and early learning.

The stakes are high. Each baby is born with unlimited potential. Today's young children are our society's next generation of parents, workers, and leaders. The decisions you make now will help determine if they have a strong foundation for future success, or whether that future will be undermined by the effects of this pandemic.

Congratulations again on your election! I look forward to working with you and your staff to ensure that all of North Carolina's children have what they need for a strong start in life.

Sincerely,

[NAME]

[TITLE/ORGANIZATION NAME]

[ADDRESS]