

TOOL: Policymaker Invitation Letter Template with Sample Language

[Date]

The Honorable [Name]
[Street Address]
[City], [State] [Zip Code]

Dear [Title Name]:

OPENING PARAGRAPH: Invitation overview

Provide a preliminary introduction to the topic including the “hook” (the topic most likely to interest your guests), location for the Lunch & Learn and proposed date/time. Be sure to mention any partnering organizations. For example:

On behalf of [insert hosts, partners and/or names of contacts the influencer will recognize], [insert your organization] would like to invite you on a Lunch & Learn Tour of the California River to better discuss the work we are doing to ensure the river’s protection while providing reliable water supplies. The tour is tentatively scheduled for [insert date/time range under consideration], pending your availability. We are planning a 90-minute tour with a light lunch provided.

SECOND PARAGRAPH: Detail about the issues to be discussed or area to be explored

Provide further details about what your guests can expect to see and hear. Include topics most likely to interest your guest. For example:

During the tour, we will explore habitat restoration projects within and along the California River, including:

- **2013 Restoration Site:** *View a five-year-old restoration project focused on spawning and rearing, including planning, permitting, ongoing monitoring and maintenance, results and future actions.*
- **Daily Creek Naturalization Project:** *An ongoing project and partnership to remove a sterile concrete-line storm drain and replace it with a naturalized meandering stream. We will discuss early results for both habitat and water quality, adaptive management, collaborative planning and local partnerships.*
- **Future Restoration Site:** *Explore our commitment to and plans for restoring habitat on the California River and the unique challenges and opportunities posed by this work within an urban area.*
- **Light lunch with discussion and Q&A**

THIRD PARAGRAPH: Provide context about the issues

Briefly provide background about the issues to be discussed and potential impacts to the utility/community. Demonstrate why guests should care about this topic. For example:

The [insert state agency] is currently updating the [insert current initiative]. We are concerned that this plan could impact our ability to continue our work along the California River.

FOURTH PARAGRAPH: Provide background about your utility

Briefly provide background about your organization (and partnering organizations, if applicable), especially if your guest is not familiar with your organization. For example:

[Insert utility name] supplies drinking water to more than 2 million people in the greater California county region. For the past decade, we have partnered with [insert partner names] to restore habitat on the California River while providing a reliable and safe water supply for our community's economic health.

FIFTH PARAGRAPH: Note any other invited guests

It's important to mention other invited guests—this is both a courtesy and also can provide credibility to your invitation. For example:

We hope you will be available to join us. Other local leaders [invited/to be invited] t include [insert name of policymaker], [insert name(s) of policymaker(s)].

CLOSING PARAGRAPH: Provide next steps

Provide clear next steps and contact information should your guest wish to reach you. For example:

[Insert your utility's contact] on our staff, will follow up with your office in the coming days to discuss this opportunity further. In the meantime, please contact [Name] at [E-mail] or [Phone] if you would like any additional information.

With warmest regards,

[Name]

[Title]

[Organization]