

# WRITING LETTERS TO THE EDITOR

A great way to spread the ASK message is through your local newspaper. Use the sample talking points below to help write your letter to spread the ASK message.

## 3 Steps to Send a Letter to the Editor:

1. Click on the link below to select the letter:  
<http://actions.bradycampaign.org/page/speakout/ask>
2. Use the talking points to draft your letter in the open area, and customize for your audience by including why you're asking.
3. Select the newspapers you want to send the letter to, then hit submit.

## Helpful Tips:

- Where possible, tie your letter to a recent news article.
- Include why asking is important to you.
- If you have personal experience with gun violence and are comfortable doing so, share your story – facts and statistics are more compelling with a personal story.
- Mention your stake or role in the community.

## Sample Talking Points to Include:

- Each time we lose another child to gun violence, we hear outrage about the senselessness of the tragedy. However, too often discussions around possible solutions devolve into a polarizing debate about gun rights.
- This debate, although critical, obscures a tangible solution that all parents can and should pursue to protect their child.
- ASK urges parents to ask their neighbors, friends, and relatives if there is an unlocked gun in the home before sending their children over to play.
- Over one third of homes with children have guns. Many are kept unlocked and loaded, and every year thousands of children are killed or seriously injured as a result.
- We can help reduce the risk of injury this year by asking a simple question before our children visit another home: "Is there an unlocked gun in your house?"
- One way to get involved is to sign the ASK pledge and commit to asking in your neighborhood.
- Talking with other parents about a sensitive subject like guns in the home might be difficult, but the ASK Campaign hopes to make it easier, one conversation at a time.