

DRAFTING A PETITION

The petition is the foundation of your campaign; it's how you're going to show your decision makers that your community wants and demands that they make this change.

A good petition does three things in a clear and concise manner:

1. describes the relevant situation
2. clearly states what is needed to address the issue
3. explains why it is needed



Your petition should be personal and *briefly explain why this issue is important to you.* For example, if you're a parent, you probably care about the meals served at your child's school because you want your child to be healthy and strong. Make the case that the meals served at this particular school are full of too many unhealthy ingredients, and then move on to show what is needed and why.

Be specific and clear in your proposed solution and who has the power to make it happen. The more focused you can be, the easier it will be for people to commit to your cause and join your campaign.

Once you've drafted your petition, **make sure to spread the word about it!** Many online petition sites have built-in mechanisms for spreading the word about your petition, such as sharing on social media and emailing to friends and family. You can also make small quarter-sheet flyers to distribute at local events with a link to the petition to collect more signatures. You may also want to contact local media about the petition to see if it is a story they'd be interested in covering.

New to petitions? Never fear! Our advocacy team is here to support you all the way. Simply get in touch with us at **advocate@balanced.org** and we will help you through the whole process of drafting, posting, and marketing your petition!