



Sample Campaign Letters

SB11

Inviting local leaders to *COUNTY EVENT*:

Dear *[name, position, organization]*

Did you know that Alabama is reported the ONLY state dedicating no state funding to public transit?

This means that too many Alabama citizens lack the dependable transportation they need for work, school, healthcare, worship, and recreation—with impact too on tourism and many local economies, including here in *[name]* County.

Good news: Senate Bill 11 to help fund local transit services throughout the state has been pre-filed for the 2025 Legislature. To share word of this emerging opportunity, the all-volunteer Action Coalition for Transit in Alabama (ACT) seeks to meet with local leaders to weigh prospects for state transit funding. Here is ACT's web page: alabamaact.org

I hope you can attend a special *[county name]* meeting I've scheduled to hear from ACT representatives.

[Opt. A: in person only] The meeting will be *[time, day, date, place]* *[Refreshments?]*

[Opt. B: via Zoom only] The meeting will be on-line via Zoom. To attend, email *[your name]* at *[your email address]* to receive a log-in link.

[Opt. C: in-person and via Zoom] The meeting will be *[time, day, date, place]*. *[Refreshments?]* You also can attend on-line via Zoom. To attend, email *[your name]* at *[your email address]* to receive a Zoom log-in link.

If you can attend, I'd be grateful to hear from you by *[date]*. Also, please feel welcome to spread word of the meeting to anyone you think may be interested!

Sincerely,

[your name, email address and/or phone number]

News release for *COUNTY EVENT*

[For **advance distribution** to local news media. For contact info for local newspapers, courtesy of the Alabama Press Association, go to: **LOCAL NEWSPAPERS** The Alabama Broadcasters Association password protects its member contact info.]

For Release: *[date]*

ACT seeks local support for transit funding

Did you know that thousands of citizens throughout Alabama lack dependable transportation to work, school, healthcare, worship, recreation, and shopping? And did you know that Alabama is reported the ONLY state dedicating NO state funding to public transit?

Already filed for the 2025 Legislature Senate Bill 11 to create funding for local transit services throughout the state. Now, in coordination with local leaders, the all-volunteer Action Coalition for Transit in Alabama (ACT) offers a local presentation on the need for transit funding and how to win state action next year.

[Opt. A: in person only] The ACT meeting, public invited, will be *[time, day, date, place]*
[Refreshments?]

[Opt. B: via Zoom only] The ACT meeting, public invited, will be on-line via Zoom. To attend, email *[your name]* at *[your email address]* to receive log-in info.

[Opt. C: in-person and via Zoom] The ACT meeting, public invited, will be *[time, day, date, place]*.
[Refreshments?] You also can attend on-line via Zoom. To attend, email *[your name]* at *[your email address]* to receive a log-in link.

For info on local arrangements: *[your name, email and/or phone]*

For info on ACT: John Northrop, jnorthrop222@gmail.com, and alabamaact.org.

Letters to Legislators (Senate and House)

Advocates can use these letters whole-cloth or individualize them for best effect. These two samples show different emphasis, depending on a legislator's party.

To REPUBLICAN legislators

Dear *[title, name]*:

As a citizen and a voter, I thank you for your service!

In January, 2024, the Lt. Governor's Work Force report said dependable transportation to and from jobs and training is needed to build a stronger Alabama work force and economy. Yet elsewhere Alabama is reported the ONLY state dedicating NO state funding to public transit!

This means that we are missing out on millions of federal transit dollars available in 4-1 federal-state matching grants—even as thousands of Alabama citizens lack dependable access not just to jobs and training, but also to worship, shopping, healthcare, recreation, and tourism!

Now Senate Bill 11 has been pre-filed for the 2025 session. Please be on the lookout for this bill and give it careful thought. Please vote for state transit funding! I hope too you'll consider signing on as a co-sponsor.

With thanks,

[your name, title, physical address]

To DEMOCRATIC legislators

Dear *[title, name]*:

As a citizen and a voter, I thank you for your service!

Thousands of Alabama citizens lack dependable transportation to jobs, school, worship, shopping, healthcare, recreation, and tourism—in large part because Alabama is the ONLY state dedicating NO state funding to public transit! This means we're missing out on millions of federal transit dollars available through 4-1 federal-state matching grants.

In that light, dollars and sense and simple justice demand that we begin to invest state money in public transportation!

Now Senate Bill 11 has been pre-filed for the 2025 session. I urge you to be on the lookout for this bill and give it careful thought. Please vote not only to vote for state funding, but also consider signing on as a co-sponsor.

Sincerely,

[your name, title, physical address]