

General Guidelines for Writing Letters to Support Approval of the Facilities Master Plan

- Write in your own words. Recipients tend to disregard letters that look like they've come from a single source. They give more consideration to people who look like they've put some of their own time into the effort.
- State your position in the first sentence. If the recipient reads no farther, they will still know where you stand.
- Be positive. Push what will be accomplished by approving the funding. Make it clear why you think it's important.
- Don't be negative. Don't blame or disparage anyone. Just say why you think it's important to approve the full amount of the funding.
- Be direct and to the point. Say why you are in favor, but there is no need to build a compete argument.

Important talking points to consider.

Write your own letter in your own words. The talking points below might be helpful. Use as many or as few as you personally feel are appropriate. If you have other points that are important to you, use them.

Please restate this information in your own words and fit it into the flow of your letter.

Words in parentheses are notes to help you understand the overall picture. The recipients will already know that information and there is no need to repeat it.

Background:

(Guilford County has responsibility for building and maintaining school facilities. All funding for physical facilities must come from the County.)

(“Facilities” includes school buildings, surrounding property, and athletic fields; academies; special education facilities; administration facilities; maintenance and repair facilities)[?? need to check this list]

- The last major funding for major repairs and new schools was in 2008, twelve years ago.
- Many repairs have been put off year-by-year allowing even simple repairs to become major projects.
- Some schools are now beyond cost effective repair. They now must be demolished and rebuilt.
- The detailed Facilities Assessment done by an outside consulting firm hired by the GCS School Board and the Guilford Board of County Commissioners for rated 35 schools Unsatisfactory and rated an additional 23 schools Poor.
- The average grade for all schools in Guilford County was Poor.
- To see how your school did, check the Facilities Assessment report [here](#).
- The population of Guilford County has grown and shifted its location. Some schools are now overcrowded while others are underutilized

General Considerations

- Every child deserves a good education, and they depend on the taxpayers to provide them with that education.
- Without a good education for a foundation, adults are automatically limited in their ability to earn a decent wage, find job security, have access to healthcare, and live in safe, affordable housing.
- Our local economy is increasingly dependent on trained workers with up-to-date skills.
- Both new and established businesses are most interested in putting new facilities in communities where they can find an established, qualified work force.
- A worker with a good education is an asset to our community. A poorly educated worker is potentially a liability for 50 years or more.