

Getting published



Tips for writing your letters

Instructions:

- Follow the guidelines for letters to the editor provided by the paper.
- Always include your address and phone number with your submission.
- Make your letter short (150–250 words) and to-the-point using the 'EPIC' format below.
- At the beginning of your letter refer to the MCS report launch, including any local media coverage.
- Get published? Amplify the impact of your letter by sending a copy of your published letter to your Member of Parliament.

Engage	<p>Despite the challenges we faced last year, 2009 brings hope for a new start. As we address the economic crisis that has impacted so many, we must not forget its impact on those living on the edge — the 980 million people living on less than \$1 per day and 1.4 billion living on less than \$1.25 a day.</p> <p><i>Tip: Connect global poverty to a timely news issue, a local story, a personal experience, or hopefully coverage of the announcement in your newspaper.</i></p>
Problem	<p>Unfortunately, the poorest are too often deemed unreachable in a time of financial crisis.</p>
Inform about the solution	<p>But microfinance gives hope to the very poor and teaches us that foreign aid can effectively reach those most in need: The Microcredit Summit Campaign, which set a goal in 1997 to reach 100 million of the world's poorest with microfinance, has hit its mark. Hundreds of millions of lives have been transformed and microfinance practitioners have proven that foreign aid can effectively reach the poorest if it is well designed and implemented.</p>
Call to action!	<p>The UK should champion microfinance as an effective tool for poverty alleviation and should take steps to ensure that it continues to reach those in greatest need. They should integrate the lessons from the Microcredit Summit Campaign and ensure that they use clear targets to achieve measurable outcomes, whilst fully monitoring the impact of their policies.</p>