

How to use the template letter

Use this letter to approach local organisations that may be able to help share the over-75s level crossing safety campaign, such as libraries, pharmacies, GP surgeries and community centres.

Personalise the letter

- Add the organisation's name and address.
- Address it to a named person where possible. If you do not have a contact name, use **Dear [organisation name] team** or **Dear Sir or Madam**.
- Replace all **red bold text** with the relevant organisation name and contact details.
- Change the replacement text to **black**.
- Add your name, job title and contact details.
- Check that the date has updated correctly.
- Remove any remaining brackets or placeholder text.

Provide the campaign materials

Make it as easy as possible for the organisation to support the campaign:

- **If visiting in person:** take printed copies of the posters to leave with the organisation.
- **If contacting them by email:** attach the completed letter, campaign posters and email banner.
- In your email, briefly introduce yourself and say: **"Please see the attached letter and campaign materials for further information."**
- If the organisation needs the email banner in a different size, format or specification, ask them to contact you. You can then contact the campaign team to request a revised version.