



HOW TO WRITE A PERSUASIVE EMAIL OR LETTER



Persuasive email / letter

Everyday MPs receive lots of emails, letters and calls from people that want to ask them things.

Why don't you write to your MP to ask them to support fair trade?

Persuasive language

Persuasive language is used for many reasons, for example, to help sell a product, or to convince people to agree with a view or idea.

Persuasive techniques are powerful techniques for getting people to agree with our views.

Key aspects of a persuasive email/letter

Before writing, decide on 2 or 3 key points you want to get across.

Describe what you're trying to persuade the reader about – an engaging introduction which establishes your viewpoint.

Give evidence showing why this is a good idea.

Say exactly what you want the reader to do.

Finish with a clear, final statement of your position. Re-read your letter and make sure all your key points are included.

Persuasive techniques

These are some persuasive techniques you can use in your email.

Don't try to use them all, but a few of them can help you persuade your MP to support fair trade and sign the pledge.

Persuasive techniques

Technique	What it is	Example
Flattery	Complimenting the person being addressed.	‘Your in-depth experience in international/trade issues ...’ ‘As an MP, you have a special power to make a difference’.
Rhetorical questions	A question which implies its own answer.	‘Do we really want a world with such injustice?’.
Statistics	Factual data used in a persuasive way.	‘With over 1,200 Fairtrade groups across the UK, you’ll have local campaigners in your constituency keen to support your efforts’.
Emotive language	Vocabulary to make the audience/reader feel a particular emotion.	‘Therese believes her children deserve more. So that’s her priority – doing everything she can to offer them better chances in life’.
Repetition	When a single word, or a groups of words, is repeated for effect. The more someone hears an idea the more likely they are to remember it and influence their way of thinking.	In his most famous speech, Martin Luther King repeats the phrase ‘I have a dream’. ‘I have a dream that one day down in Alabama...’ ‘I have a dream today’ ‘I have a dream that one day every valley...’

Persuasive techniques

Technique	What it is	Example
Opinions/ Facts	Opinion - a personal viewpoint often presented as if fact.	'I believe the UK must commit to fairer trade and climate justice to eradicate extreme poverty and build a sustainable future'.
Rule of 3	Using three words, phrases, or ideas, to create a memorable and persuasive message.	In his most famous speech, Martin Luther King repeats the phrase 'I have a dream' 3 times.
Hyperbole	Exaggerated language used for effect.	How can we live with ourselves if we ignore this?
Imperative command	It is a type of sentence that directly instructs or commands the person being addressed.	'As my local MP, I am asking you to be the change and to commit to fairer trade and climate justice' .
Presumption	Believing that something will happen on the basis that it is most probable.	'I am sure that you will agree that this is a great chance for MPs from all political backgrounds to come together and work hard to build a fairer future'.
Personal pronouns	'I', 'you' and 'we'.	Lots of the examples above use personal pronouns.

Example email to MP



Dear [MP's Name],

I am writing to you as my local Member of Parliament.

I'm a student at [School name], a fair trade supporting school where we learn about trade justice and do our best to promote Fairtrade products. We believe everyone should be treated fairly, especially the people who grow the food and drinks we rely on every day.

Right now, many tea farmers and workers are struggling to earn a decent living, despite growing one of the UK's most popular drinks. That's why I'm supporting **Fairtrade's Brew It Fair** campaign, which calls for action to ensure tea farmers are paid fairly and treated with respect.

As an MP, you have a powerful role to play. I'm asking you to:

- Speak up in Parliament about the urgent need for fairer prices in the tea industry
- Support policies that protect farmers' rights and promote climate justice
- Engage with local Fairtrade groups and amplify the voices of farmers and workers

This is a chance for MPs across all parties to stand up for fairness and sustainability in our supply chains. With over 1,200 Fairtrade communities across the UK, there are people right here in your constituency who care about this—and want to work with you.

I would really appreciate it if you could raise this issue in Parliament and support the Brew It Fair campaign.

Thank you for your time, and I look forward to hearing your response.

Kind regards,

[Your name]