

Campaign for Community Values

Five Ways to Promote Community Values in Your State

1. **Write a letter to the editor responding to any issue.** Community Values means taking a collective approach to solving our problems, so it works with any issue. You can write letters thanking the paper for positive portrayal of community values, or point out where someone is neglecting them.

Thank you for your story about [issue]. This is a great example of something we need to address with community values – a shared spirit of cooperation – instead of with the “go it alone” mentality that has prevailed too often recently.

2. **Write to a columnist about community values.** Pique a friendly columnist's interest on the subject. Find someone who often writes about issues in a community values-friendly way and thank her or him in an email making sure to use the term “community values.”

3. **Ask a candidate a community values question.** Go to local, state and, if you have the opportunity, national events and have a stock question ready. If called on, state the value at risk, outline the problem, and ask for a solution and action.

Example:

“Here in [state], we believe that we're all in it together; that we share responsibility for each other and our policies should reflect that. But lately, we've seen a real drift toward the idea that we're all on our own, responsible only for ourselves. This anti-community values mindset tells us we're on our own when it comes to health care, addressing immigration, or protecting workers. What would you do to *promote* community values in your administration's policies?”

4. **Corner a reporter at a candidate event.** They're usually the ones with little white pads or microphones, and most are eager to talk to “everyday” Americans. Offer yourself up and answer their questions with community values terms. Make an exercise of fitting in the vocabulary. It's great practice, and there's a chance you could end up in the paper.

5. **Incorporate community values into all of your communications.**

Talking values can take practice as we're often tempted to dive right into details in our communications. But it can be helpful to see how community values fits into all of our work by weaving the idea into everything from newsletters and donor appeals, to blog entries and even everyday conversations.