



Open Letter Guidelines

This is a letter open to the public. While it may address a specific individual or organisation, because it is published on the Internet, personal blog, website or editorial page, it is open to the public.

Purpose:

- This is usually a letter of protest.
- It could be used to express an opinion, or expose a secret operation.
- There are two main types of open letter:
 - The first is an unaddressed letter intended for a large number of people.
 - The second is addressed to a specific person but is intended to be read by anyone.

Features:

- The message must be clear and unambiguous to achieve its intention.
- The style, tone and content must support the purpose of the letter.
- Sophisticated vocabulary and complex sentence structure will help create a powerful letter.
- Excellent organisation of thought and development of message is achieved through planning:
 - Plan your message into concise points.
 - Rank your points in the order they should appear in the letter.
- Transition words will ensure that points follow logically.
- Make sure that the beginning is powerful, that the middle is strong, and the ending is a convincing conclusion.

Tips:

- Avoid using a preaching or sanctimonious tone.
- Avoid waffling or wandering off the subject.
- Guard against an attacking or aggressive tone which will alienate the readers.

Adapted from: <http://www.letterexpert.co.uk/how-write-open-letter.html>