

## Keeping Constituents Informed

Without elected officials keeping their constituents informed as to the events, activities and goings-on in their district, they become detached from those they represent. When citizens are more fully aware of the workings of their representatives, it creates a more robust and effective democracy. An informed citizenry benefits both the representative and the public at large.

Cost is ranked low (\$), medium (\$\$), and high (\$\$\$). Each may vary depending upon method of implementation and constituency size. Benefits are ranked low (★), medium (★★), and high (★★★).

Resource Type	Description	Cost	Official's Benefit	Constituents' Benefit
Targeted Mailings	Direct mail concerning specific issues, policies, etc.	\$\$	★★★	★★
Email Newsletters	Covering upcoming events, legislation, issues, and past concerns	\$	★★	★★★
Opinion Pieces & Editorials	Written by officials themselves, staffers or supporters	\$	★★★	★★★
New Resident Welcome Letter	Gather info from Postal Service or Voter Registrations and welcome newcomers to the district	\$	★★	★
Press Release	About upcoming events, legislation, issues, and progress of old concerns	\$	★★★	★★★
Video Segments	Self-produced and uploaded onto a website for community consumption	\$\$	★★★	★★★

Resource Type	Description	Cost	Official's Benefit	Constituents' Benefit
Radio Spots/ Podcasts	Live or pre-recorded, and uploaded onto a website for community consumption	\$	★★	★★
Text Messaging	Send small updates about events and issues to those who have signed up to receive them	\$	★	★★
Birthday Cards	Keep track of constituent birthdays with voter info and send out postcards	\$\$	★★	★
Follow-up Letters	Thanking constituents for any and all communications, and giving updates to their questions & concerns	\$\$	★	★★★★