

## WHAT TO SAY:

# Federal Funding



Identify yourself with your name, graduation year from UW–Madison and why you’re contacting them.

- Example: *Hi there, I’m [NAME], a [YEAR] graduate of UW–Madison, and a constituent of [LAWMAKER]. I’m writing/calling to urge them to support federal research funding for UW–Madison.*
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Share your reasons for support. Tell your story—why does this research matter to you? Some additional points to mention:

- Federal funding provides 25% of UW–Madison’s overall budget.
  - Federally-funded research at UW–Madison powers medical breakthroughs, agricultural advancements, and economic growth. Funding supports things like research on Alzheimer’s, Cancer and some of the world’s most pressing problems.
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Note potential areas of agreement, and show gratitude for hearing your opinion.

- Example: *I know that [LEGISLATOR] wants to see [businesses and the economy thrive, to ensure a strong future for our kids, to open doors to discoveries that can make our lives better]. I appreciate your time and hope to see [LEGISLATOR] express their support for these priorities in this debate.*
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Share a [story about the impact of federal research cuts](#) if sending an email message.

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Adapt these talking points to a personal message to your friends, family and fellow alumni. Copy here is for an email, but you can adapt to a social post or text message.

- Example:

*Hey [NAME],*

*You know I’m passionate about UW–Madison—it’s not only my alma mater, but the university and its graduates do so much for Wisconsin. [Share one of your personal reasons above for supporting the UW]. Right now, the UW needs supporters like us to step up and make sure our lawmakers know how important the UW is to us and our state’s future.*

*Could you [reach out to your members of congress](#) to tell them you support investing in UW–Madison in the state budget. Then tell your friends and family to reach out too!*

*Thanks for stepping up. On, Wisconsin!*