



# Advocacy Week

FEBRUARY  
23-27

PROMOTE YOUR COUNSELOR IDENTITY

**Friday February 27<sup>th</sup>  
POLITICAL ADVOCACY**

**ACA Letter Template**

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[Insert date of letter]

Governing Council  
American Counseling Association  
6101 Stevenson Avenue  
Alexandria, VA 22304

Dear Members of the American Counseling Association Governing Council:

¶1. Introduce yourself and briefly state why you are writing. *Example: My name is John Doe and I am currently a student/practitioner/counselor educator at Such-and-Such location/university. I am writing you now as a concerned counselor/ACA member in regards to educational requirements for the counseling profession as they relate to licensure portability and continued federal recognition of professional counselors.*

¶2. Tell the ACA Governing Council directly what you are requesting of them. *Example: The American Counseling Association deserves great acknowledgment and appreciation for their role in the creation and early development of CACREP as the counseling profession was maturing in the early 1980s. Through national preparation standards, CACREP helps present counseling as a distinct, united profession to the public and contributes to unifying and strengthening the professional identity of counselors. I am asking for ACA's continued support of CACREP in promoting one national standard when it comes to educational requirements for the counseling profession. In an effort to present counseling as a unified profession, I believe it is crucial for ACA to take a clear public stance on this issue.*

¶3. Provide a supporting rationale for your request. *Example: Solidifying educational requirements for entry into a profession is a necessary developmental step in the maturation of a profession. The role of CACREP as a quality assurance mechanism for counselor education programs has resulted in high educational standards that have assisted the profession in achieving many milestones such as state licensure in all 50 states and federal recognition of counselors. As we continue to grow, I believe CACREP can help the counseling profession overcome current challenges as well, such as establishing licensure portability and Medicare coverage for licensed professional counselors, by providing one national standard for education requirements in counselor preparation.*

¶4. Thank the ACA Governing Council for their time in reading your letter and considering your request. *Example: In closing, I would like to thank you for your time in considering my request as well as the service and leadership you are providing for the profession as members of the ACA Governing Council.*

Sincerely,

John Doe, LPC  
State Counseling Center  
Columbus, OH  
(555) 555-5555

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**\*\*\*REMEMBER\*\*\***

- Be sure your letter is brief, clear, respectful, and direct.
- Focus on one pertinent issue; do not include multiple unrelated items/requests.
- Make sure to follow up after you send [email] your letter.