



CONSORTIUM FOR CITIZENS WITH DISABILITIES

Guidance Regarding CCD Sign On Letters

Sign on letters can be a powerful advocacy tool and are used extensively by CCD Task Forces. Over the past several years, the Board has observed an increase in the use of sign on letters that include a significant number of non-CCD organizations as signatories and has noticed a potential dilution of the CCD brand as a result. The Board provides the following guidance regarding CCD sign on letters:

- **CCD sign on letters and comments are open to members of CCD.** The ability to sign on to CCD letters is a benefit of CCD membership that should be available to CCD members only. Organizations join CCD because they want to be able to be included in CCD advocacy efforts, most important of which to many organizations is signing on to letters and comments. Routinely allowing non-CCD organizations to sign on to CCD letters decreases the value of CCD membership to potential and current members. Opening up letters to non-CCD organizations should be done extremely rarely and with careful consideration by Task Force co-chairs. In these rare cases, the majority of signers generally should be CCD members and non-CCD organizations should be clearly labeled.
- **Extending opportunities to non-national (i.e., state and local) groups to sign on to CCD advocacy documents should be extremely rare.** CCD is a coalition of national advocacy organizations and representing the national perspective is a part of CCD's advocacy brand. Although having state and local organizations sign on to letters can show the breadth of support or opposition to an issue, letters or comments with non-national groups dilutes CCD's brand and should be done very rarely. In addition, in those rare events that state and local organizations are signing on to a CCD letter, be careful not to sign on chapters or affiliates of a CCD member if the national organization has not signed on to the letter. Relationships between national offices and state and local affiliates/chapters can be complicated and CCD Task Forces should be careful to respect those relationships.