

8 STEPS TO A GREAT FUNDRAISING APPEAL



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STEP 1: YOUR DONOR HAS A NAME

REMEMBER: YOU'RE WRITING TO SOMEONE. YOUR DONOR HAS A NAME. WRITE "DEAR JOHN," TO START THE APPEAL.



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STEP 2: GRAB THEIR ATTENTION

YOUR READER HAS TEN OTHER THINGS SHE COULD BE DOING RIGHT NOW. YOU HAVE TO GRAB HER ATTENTION WITH A SHORT IMPACTFUL OPENING SENTENCE.



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STEP 3: YOU ARE IMPORTANT

**IT'S EASY TO BECOME
PREOCCUPIED WITH HOW GREAT
YOUR ORGANIZATION IS. THE
DONOR IS IMPORTANT. USE
"YOU" AND "YOUR" MORE THAN
"I," "WE," OR YOUR
ORGANIZATION'S NAME.**



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STEP 4: STORY OF THE ONE

TELL AN EMOTIONAL STORY OF ONE PERSON THE READER COULD HELP. A DONOR WILL CONNECT WITH ONE PERSON, NOT A STATISTIC OF THE MILLIONS WHO NEED HELP.



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STEP 5: COPY THAT CONVERTS

WRITE COPY THAT:

- TELLS AN EMOTIONAL STORY
- SHOWS A PROBLEM AND SOLUTION
- PRESENTS YOUR OFFER
- RAISES A SENSE OF URGENCY
- SHOWS WHAT WILL HAPPEN IF THE READER DOESN'T RESPOND



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STEP 6: CALL TO ACTION

DON'T FORGET TO ADD A STRONG CALL TO ACTION FOR THE READER TO DONATE. "GIVE NOW" IS BETTER THAN "PRAYERFULLY CONSIDER SUPPORTING."



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STEP 7: SIGN THE LETTER

**SIGN THE LETTER FROM
SOMEONE IMPORTANT IN YOUR
ORGANIZATION. DONORS
CONNECT TO PEOPLE.**



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STEP 8: P.S. DON'T FORGET!

**ADD A P.S. THAT SUMMARIZES
THE APPEAL WITH A CALL TO
ACTION. SOME READERS JUMP
STRAIGHT TO THE P.S.**



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BONUS TIP: KNOW YOUR AUDIENCE

**SEGMENT YOUR DONORS TO
SEND AN APPEAL CUSTOMIZED
TO THEM. MAJOR DONORS LIKE
FACTS AND EVALUATION
RESULTS, SMALLER GIFT DONORS
PREFER MORE EMOTIONAL
STORIES.**



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