

Email Appeal Writing System



1. Write a summary of your offer (this becomes your PS): _____

2. Name of a beneficiary you helped: _____

3. What was the beneficiary's life like **before** your nonprofit helped? (be descriptive) _____

4. What did your nonprofit do to help the beneficiary? (be descriptive) _____

5. What is the beneficiary's life like now that you've helped? (be descriptive) _____

6. What is the donor giving to? _____

7. What are 3-5 ways this will make an impact on beneficiaries' lives?
☺ _____
☺ _____
☺ _____
☺ _____
☺ _____

8. How does this fund help solve problems for other people like the beneficiary? _____

