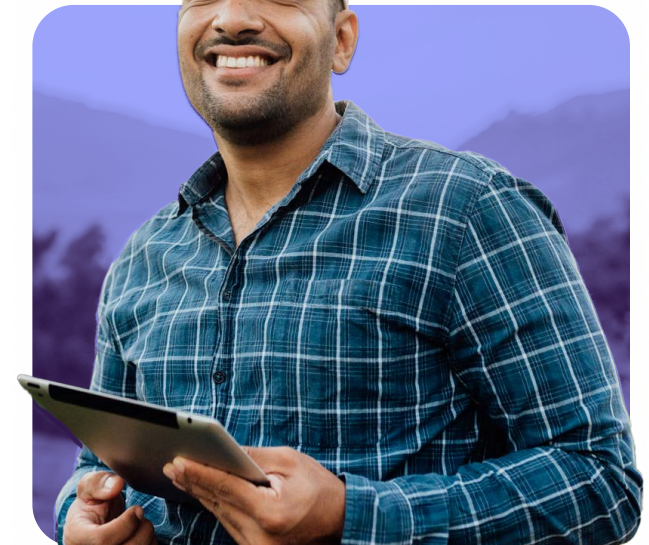


Step-by-step template for better fundraising appeals

A strong nonprofit fundraising appeal can grab donors' attention, tell a compelling story, and encourage conversion. Use this step-by-step template to create your next email or direct mail fundraising appeal.



Select your sender

Send your appeal from a real person, and make it clear the sender is from your organization. Donors may delete your message if your sender name is an acronym, technical jargon, or a “do not reply” style email address.

Bonus tip: For email appeals, your fundraising software should provide templates you can use to ensure that your email is easy to read on both desktop computers and mobile phones. That way, you can be confident every supporter on your list can easily read your letter.

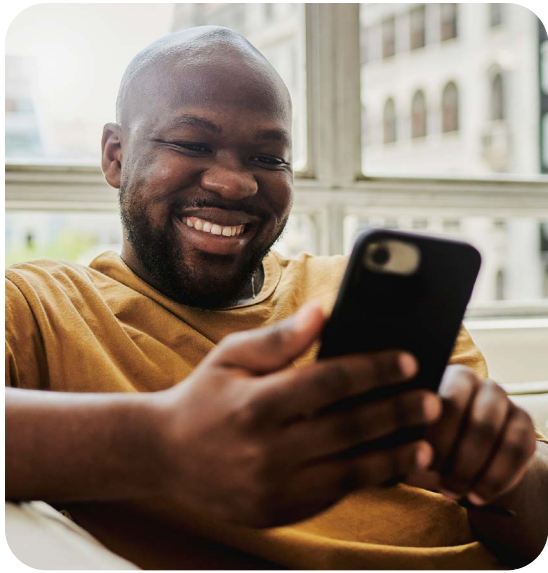
Start writing your appeal here



Craft a subject line

Your goal: Make your message stand out in a reader’s inbox and entice them to open your message. Keep your subject line under 50 characters to account for the way different email service providers might cut off your subject line. Front-load your subject line with key terms.





Write your greeting

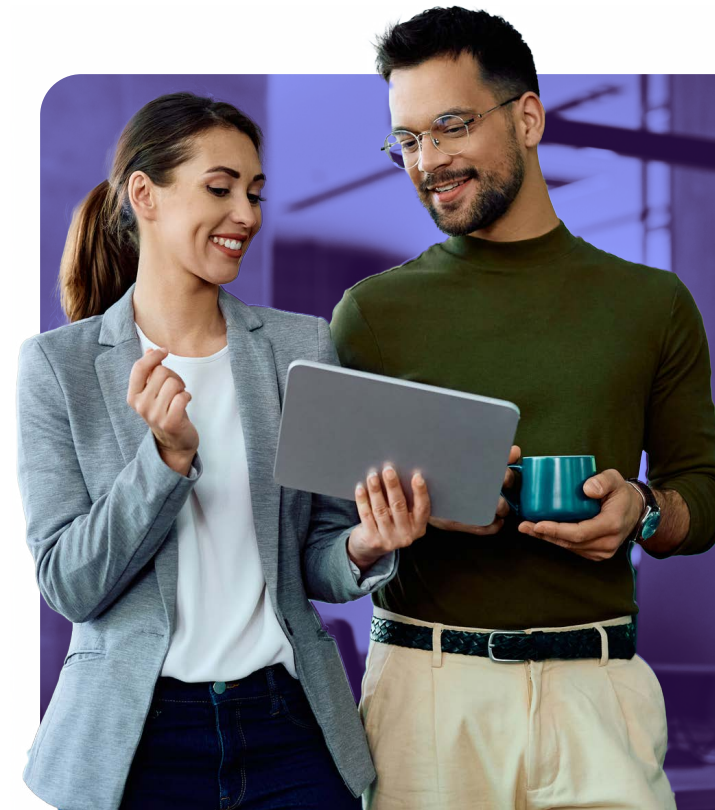
Use the data in your fundraising software to personalize your appeal by automatically populating the recipient's name and avoiding any spelling errors made by manual name entries. If you don't have the first name, include an alternative greeting like "Hi there."

Bonus tip: If your email tool and donor management system all come in one piece of software, you can seamlessly input names without having to shuttle spreadsheets of contact information back and forth between the two.

Nail the opening

Don't start with the typical "we need your help." Open your appeal with a vivid image that illustrates the need or the impact their gift could have. Or show supporters the difference they are making. Focus on storytelling, and support your story with a few relevant statistics.

Bonus tip: If you're writing an appeal for a specific [supporter segment](#) within your fundraising software, choose a story and a few supporting statistics that you know will appeal to them based on their history of activity with you.



Issue your first call to action

Include a short and specific call to action that allows readers to quickly click and make a donation. Instead of choosing a vague call to action, use details and action words. For example: "Please make a year-end gift so more children like Taylor can graduate this year!" with a big "Donate now" button next to that call to action.



Describe how the reader can help

Explain what the donor's gift will make possible. Clarity and specificity are vital. This is where you can suggest a gift amount and designation. Include information on the specific impact a donation will have, but be sure not to mislead your reader if donations will go into a general fund instead of being earmarked for a specific individual. For example, "Your gift of \$100 will mean one student like Taylor will be tutored every day until graduation this school year."

Bonus tip: Make sure the amount you're suggesting for the donor segment that will receive this appeal makes sense for their giving history with you. For example, if this appeal is for all donors who have given \$100 to \$500 every year, don't suggest an amount of \$50 and risk undercutting their generosity this year.

Close out your appeal

Thank the reader for their attention and sign off with your sender's name. This is a great moment to reconnect to your mission, so recipients remember why you're asking for their support.

Bonus tip: In your email footer or at the bottom of your mailed appeal letter, remember to include a few key ways for your donors to contact you, like an email address, mailing address, and a phone number. If this is an email appeal, stay compliant with email regulations by making sure your unsubscribe link is visible and easy to locate in your footer.

Add a P.S.

In the postscript (P.S.), reinforce the sense of urgency. For example, "Remember, you are our best partner in ensuring children stay on track to graduate. Please give now so we can train 60 new tutors this year." You can also use data from your fundraising software to give a peek into your campaign's progress and share it: "We're over halfway to our goal. Your gift will put us closer to the finish line. Thanks for your support."



Ready to get even more from your online fundraising appeals? See how the right all-in-one software can support your campaigns and help you give your supporters a stronger experience.

[Request a demo](#)

Or visit bonterratech.com/request-a-demo