

Basic Appeal Letter Template

"Zero Tolerance" for approvals and reviews. The fundraiser has the final word.
Tom Ahern

Date

FName LName
StreetAddress
City, State Zip

Use Times New Roman, 12 or 13 point font.

Dear FName:

1. Opening sentence/headline/paragraph.

Samples: Because you were there...
Would you believe that...?
With this letter you can save a life!
You 'get' it...

Would you believe only \$25 can...?

Always indent your paragraphs.

Ask early, ask often!



*Lisa,
It was so
great seeing you
the other night
at Champs!
Jean*

Say yes to personalized **Post-it®** notes!

2. Story

Remember, your story should focus on **one individual** and **should convey emotion**. What's the one hook detail? How has your organization (**your donor**) impacted this person's life?

3. The Facts

Here's where you'll share your organization's impact within the community. Be succinct. Remember, **statistics don't sell!**

Sample transition sentences: Today, more than ever,¹
Fname, I think you'll agree...
You can be part of the solution.

*Can you believe
those numbers?!
Right here in our
own backyard.
J.*

4. The Ask

5. Reinforce the ask and close.

Samples: A child's future is in your hands.
To make it easier for you, visit our website...
Your support means so much.

Graphic enhancements work!
Bullets, underlining, boldfaced text, handwriting in the margin, highlighting, photographs.

6. Sincerely,

Yours for the children,
My warmest wishes,
(live signature in blue ink)

*I know I can count on you!
J.*

7. PS: Reinforce your call to action.

Sample: Your gift of \$ ___ makes ___ possible.

¹ How to Write Successful Fundraising Letters. Mal Warwick.

The word **"you"** is the most important word in your letter.