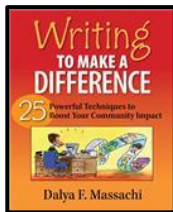


APPEAL LETTERS THAT ARE...APPEALING



www.WritingToMakeADifference.com

- Your letter is a highly personal request (conversation on paper)
- Build your own “swipe file” of ideas

2P2R Planning System:

Understand your different writing **Purposes**

Define your **Priorities:**

- Uniqueness
- Benefits/Results/Impact (“so what?”)
- How you stretch the \$\$
- Your credibility
- Personal, emotional connection
- Conversational, jargon-free tone
- Sense of urgency

Engage specific **Readers:**

What’s on their minds RIGHT NOW?

Likely questions:

- Is your work related to my life/how I feel?
- How have you benefited my community?
- Do I agree that your activities will accomplish your mission?
- Do I already have a relationship with this org?
- Exactly how will my money be spent?
- Who else is already behind this?
- Can I give in installments?

Refine your messages:

- Focus on 1 compelling statistic
- Use a juicy headline/Johnson Box
- Personalize your salutation
- Write a lead that invites further reading
- Share stories (always accompany facts)
- Use quotes well (essence of the story)
- Include both info and emotional content
- SHOW, don’t just tell
- Make it pleasing to the eye
- Ask for the money!
- Activate with your ending
- Include a P.S.
- Cultivate conciseness
- Proofread!
- Integrate graphics
- Don’t forget the other pieces

What is the most valuable thing you are taking away from today? And how will you use that info?

YOUR NOTES

FOR FURTHER LEARNING

BOOKS

- **Massachi, Dalya.** *Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact, 2011.* See the Table of Contents and a sample chapter at: www.dfmassachi.net/event.html : **YOU GET 20% OFF!**
- Barbato, Joseph and Furlich, Danielle. *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits, 2000.*
- Strunk and White. *Elements of Style* (a classic on writing well)

WEBSITES

- NetworkForGood's Online Fundraising Learning Center (includes all kinds of information and webinars): <http://www.groundspring.org/learningcenter/index.cfm>
- Mal Warwick's tips on direct mail (has also written many well-known books on direct mail appeals): <http://www.malwarwick.com/learning-resources/articles.html>

Yes! Please sign me up for:

- Free "Writing to Make a Difference News" with more writing tips, event postings, online resources, etc.
- Writing Wednesdays (free feedback & Tips of the Week via conference calls)
- Info on training/coaching (in person or virtual) for my organization: _____

(We have a no-spam policy and will never trade or sell your email address. You can unsubscribe at any time.)

Name: _____

Email address: _____

Phone: _____