

Sample Appeal Letter Opening Lines

Fundraising Best Practice = Immediately after the salutation, go into a story about how your organization has impacted ONE individual through the support of your donors. Use their first name and start with a killer opening line, like these ...

- Johnny didn't go to school last week because something was wrong.
- Just the other day, Marci walked into our facility with a big problem.
- Last week, I was walking down the hall and stumbled upon something magical.