



10 Tips to Super Charge Your Next Fundraising Appeal



Let's look at two
examples ...

DISCLAIMER:

IF YOU SOLICIT ME,
I WILL SHARE YOUR
APPEALS

Dear Chad,

I thought my life was over. My family put me out in the trash. And I was sad. I was sad because I knew that there was so much more life left in me. I kept looking out for someone to save me! And person after person passed by me like I was invisible. Like I was trash.



And then you passed me. You hit the brakes and turned your car around. Before I knew it, you scooped me up because you wanted to make a difference.

You heard that The Common Wheel could use donated bikes for their programming. And when you saw me sitting sadly on the curb, you knew you could find someone who would love me once again.

You changed my life for the better. And because of you, I'm able to make a child's face light up with a smile. You are helping me make children and their parents happier, healthier, and wealthier.

But it's not just about picking out good bikes like me out of the trash. That's only the beginning! With a donation of \$200, you can help my friends at The Common Wheel find me a good home. Your donation will support programs like Bikes for All and Earn-a-Bike.

Did it draw you in?

Will you remember them?

How do you get
prospective donors
to respond?

How do you get
them to open it?

Who is this guy?

And why does he think
he knows what he's
talking about?

career fundraiser



CFRE™



productive
FUNDRAISING
with Chad Barger, CFRE

*teaching small charities to fundraise
more effectively*





*Well here I am baby,
practice what you
preach.*

AGENDA

- 1) Where This Info Comes From
- 2) Super Charged Content
- 3) Super Charged Formatting & Packaging
- 4) Q&A

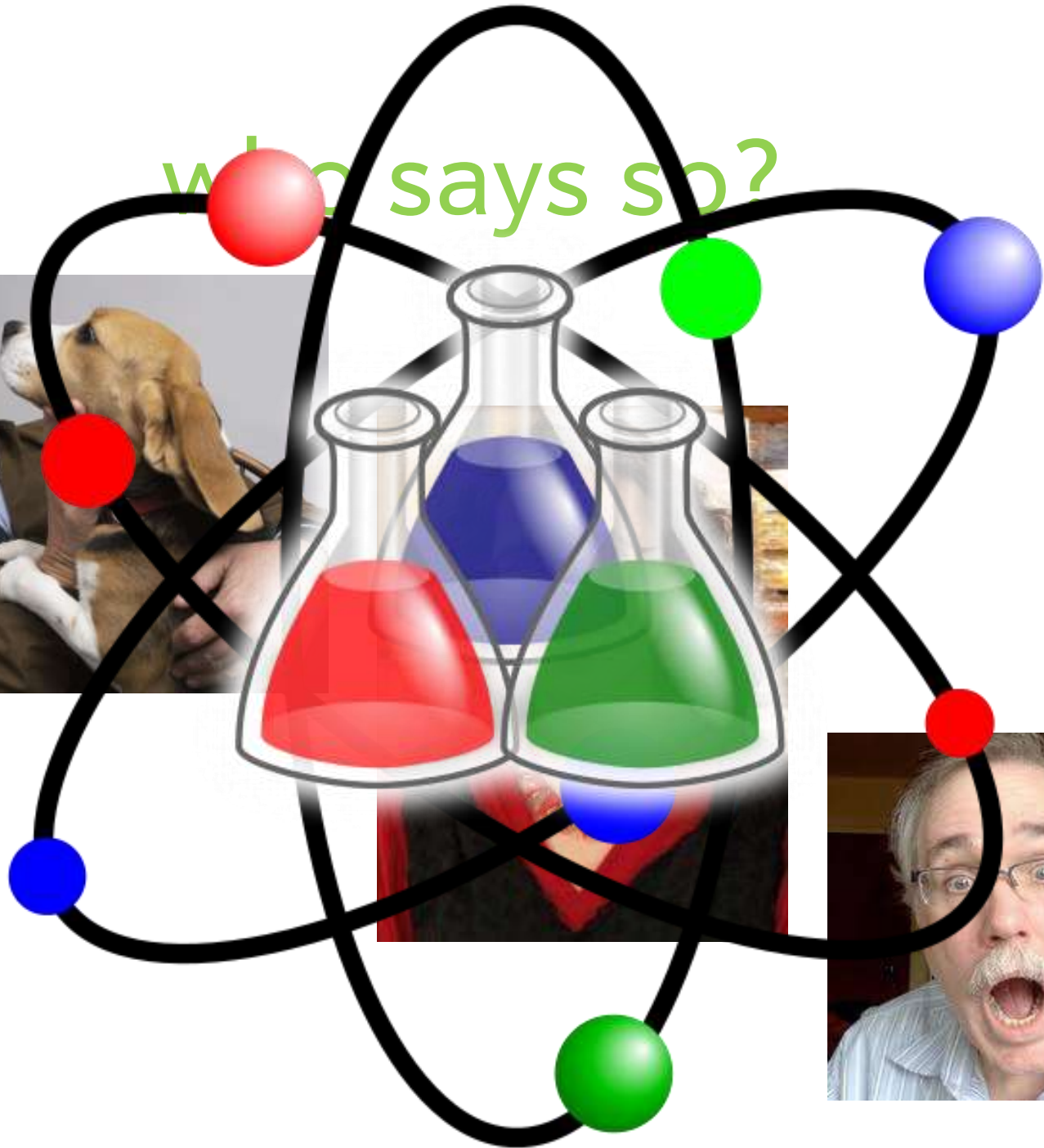
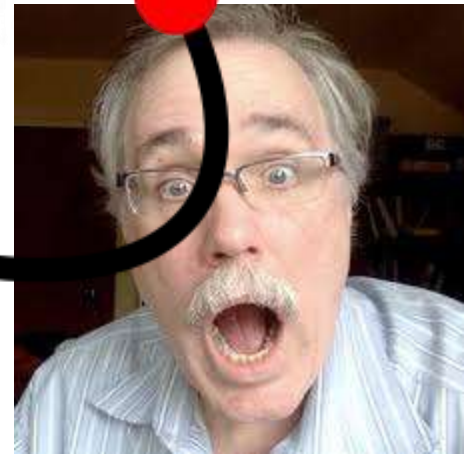


Where This Info Comes From



current best practices in
fundraising appeal writing

who says so?



slides?

productivefundraising.com/resources

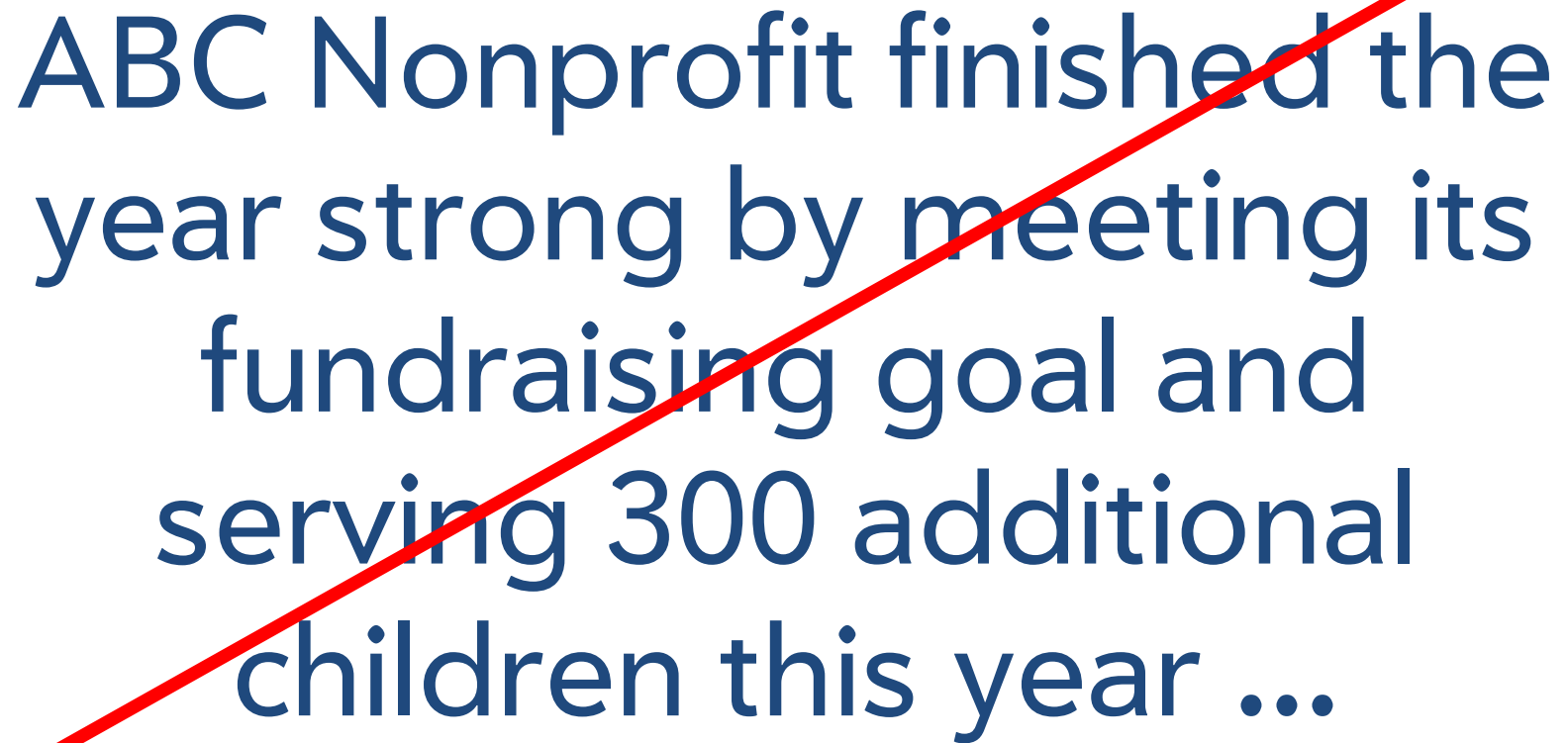


Super Charged Content



#1 begin the body
with a story, that
starts with a killer
opening line

ABC Nonprofit finished the year strong by meeting its fundraising goal and serving 300 additional children this year ...



Blah blah blah since
1958 blah blah blah our
founder's vision blah
blah cutting-edge blah
blah sustainable blah
blah we are so dang
awesome!



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.

story characteristics

story characteristics

- Compelling story about 1 **PERSON**, place or thing
- Rich detail (create a vivid picture)
- Brings up a **SOLVABLE** problem
- And ...

#2 make the donor
the HERO of
the story



donor = hero

- Use “you” and “your” at least twice as much as “my,” “we” and “our”
- “Without you, none of this would have happened.”
- BOY: “Because of you, Johnny has a safe place to sleep tonight.”

It's about the DONOR
(your/your), not you or the
organization (my/we/our).



#3 assure that your
Call To Action
(CTA) is clear

ask the reader to do
ONE thing, and only
ONE thing: DONATE

ask for a specific
amount

1.5x last donation

ask more than once

repeat the CTA using
different words

use hard asks

- “Your donation of \$50 or more, sent by April 30th, will provide meals for 20 families.”
- “Please join me in supporting this wonderful cause.”
- “Won’t you make your gift right now?”

mixed with soft asks

- “You make it possible”
- “Without you, none of this would be possible”
- “Your support is essential”

#4 make it urgent

Why should I give
today, rather than wait
three months?

ways to show urgency

- People (or animals) won't survive
- A window of opportunity will close (matching funds)
- Conditions are going to change
- Tell them what will happen if they don't give, TODAY

#5 don't forget the
P.S.

The P.S. is the one
part of the letter that
is guaranteed to be
read

use the P.S. to repeat your call to action

- “Won’t you join me and help the kids today with a \$100 donation?”
- “Your vital donation of \$1,000 will be put to work immediately and will have a HUGE impact on our local community.”

Super Charged Formatting & Packaging



#6 aim for 2 pages

page count has a connotation

- 1 page = It must not be that important if they can say it in one page
- 3+ pages = They're just droning on and on
- 2 pages = The Sweet Spot

how to get to 2 full pages

- Use repetition
 - Repeat the story another way
 - Repeat the story from another viewpoint
 - Repeat the ask (use hard & soft)
- Use one image per page
- Increase the font size
- Increase the line spacing

#7 make it readable

keys to readable appeals

- Use a **serif** font
- Use black text
- Use 12 point font minimum (13-14 is better)
- Indent paragraphs
- Keep paragraphs short (5 lines max)

keys to readable appeals

- Use a few 1 line paragraphs
- Use short sentences (fragments are okay)
- Don't use big words (find a simpler **alternative**)
 - Option
 - Way

#8 emphasize key
parts

use strategic underlining

- Underline the Call to Action (CTA)
- Underline the most dramatic part of the story

If they read just the
underlines & the P.S.
they will know:

- Who they are supposed to save
- How they can do it
- Why they have to do it NOW

#9 keep the
package simple

extra stuff does not always equal extra money

- Minimize inserts
- No organizational brochure
- LIFT NOTES only - no other advertising
- Only essentials = letter, reply device & reply envelope

I would like to support the **Annual Operating Fund** as follows:

One payment payable prior to December 31, 2016 or payment date _____ in the amount of _____

Two multi-year pledge payment payable in 2016 and 2017 in the amount of _____

Three multi-year pledge payment payable in 2016, 2017 and 2018 in the amount of _____

Invoice me and/or send reminder letter

Payable by (circle one) CHECK CREDIT CARD SEFA UNITED WAY

Does your company have a matching gift program? YES ___ NO ___

Please charge (circle one) MC VISA AMEX Card Number _____

Name on Card _____ Security Code _____ Exp. Date _____

Address _____ Email _____ Phone _____

I would like to support the ~~Annual Operating Fund~~ **Capital Campaign** as follows:

One payment payable prior to December 31, 2016 or payment date _____ in the amount of _____

Two multi-year pledge payment payable in 2016 and 2017 in the amount of _____

Three multi-year pledge payment payable in 2016, 2017 and 2018 in the amount of _____

Invoice me and/or send reminder letter

Please charge (circle one) MC VISA AMEX Card Number _____

Name on Card _____ Security Code _____ Exp. Date _____

Address _____ Email _____ Phone _____



Panther Ram
Foundation

DONATION REPLY CARD

FOR OFFICE USE ONLY
YE17

Contributor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____ [home work mobile]

Email Address: _____ [check here to be excluded from email updates]

Employer: _____ Title: _____

Donation Amount: \$1,000 \$500 \$250 \$100 Other: \$ _____

Please make this donation anonymous (contributor name will be omitted from any published donor listings)

[please complete payment information on reverse side]

PAYMENT INFORMATION:

Payment Method: Check enclosed (make checks payable to Panther Ram Foundation)

Payment will come from The Foundation for Enhancing Communities United Way of the Capital Region Other: _____

Please charge my VISA MasterCard Discover American Express:

productivfundraising.com/resources

Questions? 717-460-5351 or admin@pantherram.org

The Foundation for the Central Dauphin Schools
600 Rutherford Road
Harrisburg, PA 17109

reply device tips

- Keep it simple
 - What do you actually need?
 - What info would you love to have?
- No glossy stock
- Visually connect it to the appeal letter (image / look / CTA)

#10 make sure it
gets opened

PICK THE RIGHT
ENVELOPE

6106 Wallingford Way
Mechanicsburg, PA 17050



JOE DONOR
123 ANY WAY
ANYTOWN, PA 12345

511 BRIDGE ST
NEW CUMBERLAND PA 17070

NONPROFIT
US POSTAGE
PAID
HARRISBURG, PA
PERMIT NO. 210



2186 17 15 *****AUTO**SCH 5-DIGIT 17050

CHAD BARGER
6106 WALLINGFORD WAY
MECHANICSBURG PA 17050-7324

crae

CAPITAL REGION ARTS & EDUCATION

The Foundation for Enhancing Communities

200 North Third Street | Eighth Floor

Post Office Box 678

Harrisburg, PA 17108-0678

ADDRESS SERVICE REQUESTED

Hasler

11/18/2016

US POSTAGE

FIRST-CLASS MAIL

\$00.46⁵



ZIP 17101
011D11636435

Mr. and Mrs. Chad Barger
6106 Wallingford Way
Mechanicsburg, PA 17050-7324

17050\$7324 RO14





**CULTURAL
ENRICHMENT
FUND**

PO Box 12084 • Harrisburg, PA 17108

HARRISBURG PA 171

14 DEC 2016 PM 6 T



Mr. Chad Barger
6106 WALLINGFORD WAY
MECHANICSBURG PA 17050

17050\$7324



most effective envelopes

1. Plain white, stamped, hand-written, no organization name
2. Brightly colored
3. Oversized
4. Standard organization logo #10 with nonprofit indicia

TEASERS ???

STAMPS > INDICIA

REAL HANDWRITING



The End!

further learning

@fundraiserchad





5/30 @ 12pm (eastern)

questions

productivefundraising.com/resources

