10 Quick Tips to Super Charge Your Next Fundraising Appeal

productive FUNDRAISING

@fundraiserchad

BACK
TO
SCHOOL

Business Writing 101

Creative Writing 101

searchers began to notice
asing their mean and best fitness.
rtain other dynamics. In particular, it
while for a certain
ber of
an some point
the increase in
esponding in

English
101

FEDERAL RESERVE NOTE
KB 46279860 I
B2
THE UNITED STATES OF AMERICA
100
ONE HUNDRED DOLLARS

FEDERAL RESERVE NOTE
KB 46279860 I
B2
THE UNITED STATES OF AMERICA
100
ONE HUNDRED DOLLARS

FEDERAL RESERVE NOTE
KB 46279860 I
B2
THE UNITED STATES OF AMERICA
100
ONE HUNDRED DOLLARS

ignore the grammar police

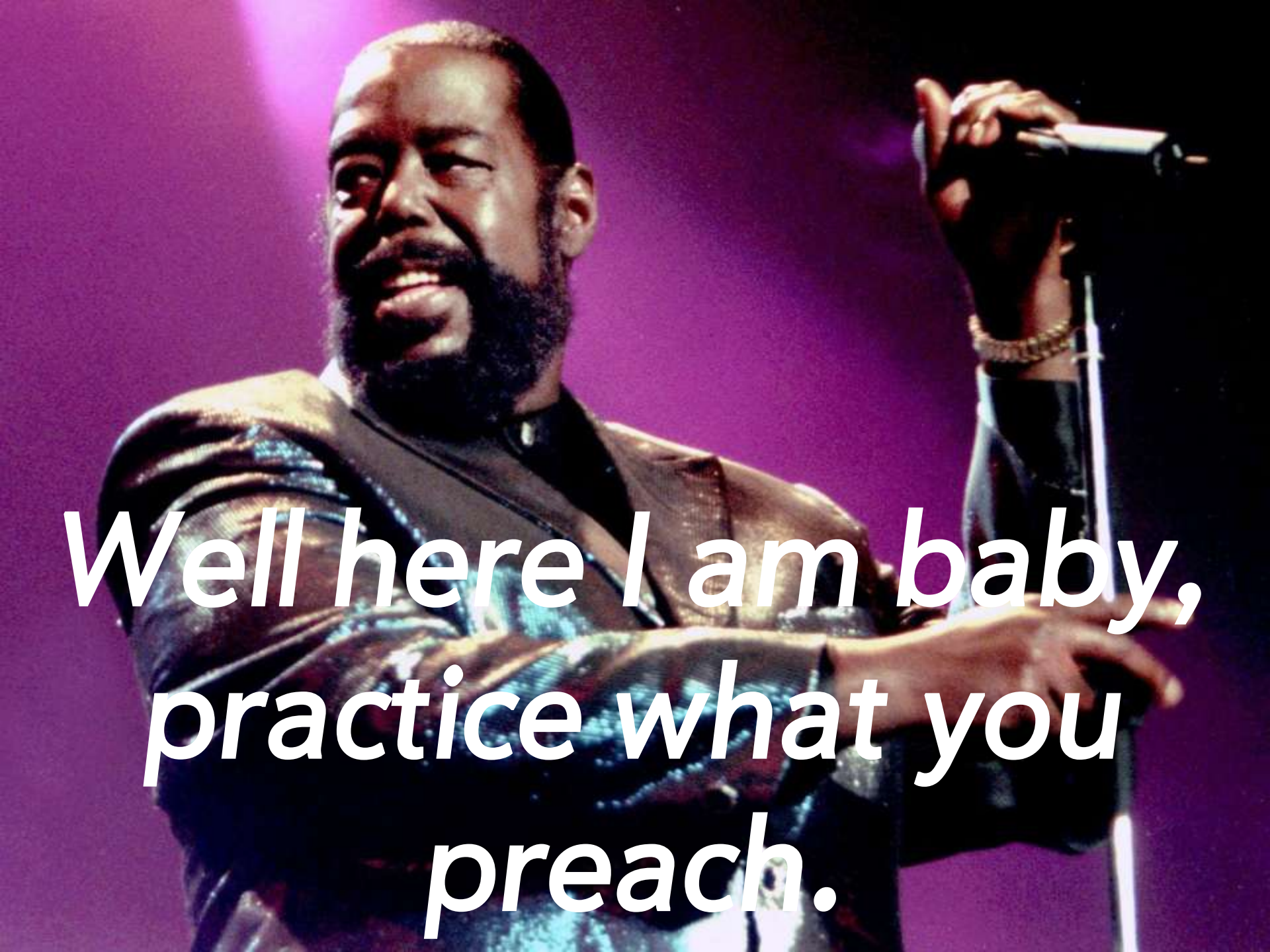
Who is this guy?

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

career fundraiser

CFRE™

providing fundraising strategy, training & coaching to small nonprofit organizations


Well here I am baby,
practice what you
preach.

10 Quick Tips to Super Charge Your Next Fundraising Appeal

productive FUNDRAISING

@fundraiserchad

zoom
Video Conferencing
1
Participants
Q&A
Polling

SLIDES + RESOURCES

productivefundraising.com/resources

twitter

@fundraiserchad

productive FUNDRAISING

DISCLAIMER:

IF YOU SOLICIT ME, I WILL SHARE YOUR APPEALS

#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 ...

providing fundraising strategy, training & coaching to small nonprofit organizations

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.

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?

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.”

#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 equal extra money

- Minimize inserts
- No organizational brochure
- Just the 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 [redacted] **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:

Card number _____ Expiration date _____ Security Code _____

Billing Zip Code _____ Name as it appears on card _____

Signature _____ Date _____

Please return this completed pledge form to the Panther Ram Foundation • 600 Rutherford Rd • Harrisburg, PA 17109

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

All contributions are tax deductible to the extent permitted by law. The official registration and financial information of the Panther Ram Foundation / The Foundation for Central Dauphin School may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

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
$00.46[5]

ZIP 17101
011D11636435

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

17050$7324 R014

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

questions

zoom
Video Conferencing
1
Participants
Q&A
Polling

questions

productivefundraising.com/resources