

APPEAL LETTER BOOT CAMP



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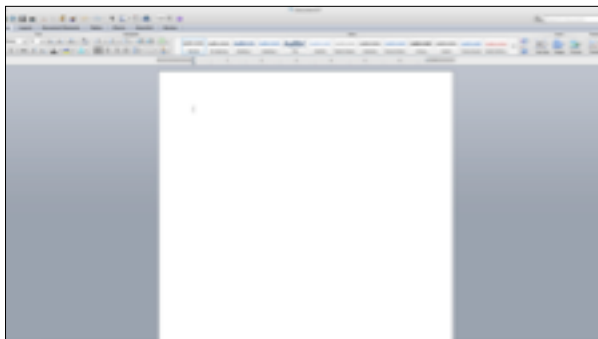
9 TOOLS

to improve your donor appeals

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1. PRE-WRITE

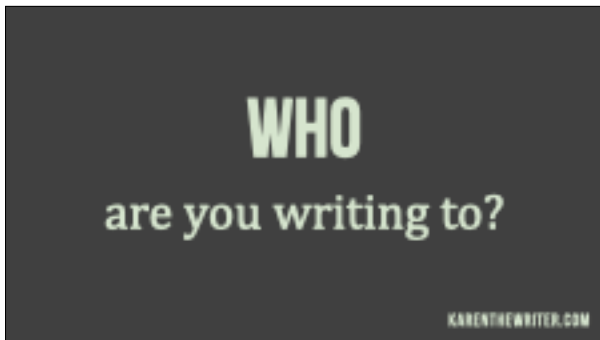
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WHERE & WHEN

is your reader going to receive your letter?

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WHAT

is the need or problem you're addressing?

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WHAT

do you want the reader to do?

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KISS

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WHAT

do you want the reader to do?

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WHY

is your organization well positioned to meet this need?

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WHY

act now?

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WHY NOW?

- A matching challenge with a deadline.
- Connect it with a holiday.
- End of year - *"Please make your gift by December 31."*
- Simply put a deadline - *"Please make your gift by March 31."*
- Connect it directly to the problem - *"Every minute that ticks by, another animal in this city is that much closer to getting euthanized."*
- It can be simple as "People are in need TODAY!"

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HOW

are things going to be better if we're successful?

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QUIZ!

When Mary opens your letter, what part is she most likely to read first?

- a. The first paragraph
- b. The P.S.
- c. Words that are **bold** or CAPITALIZED.

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90% read the
P.S. first

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**2. WRITE THE P.S.
AS IF IT'S THE ONLY THING
THEY'LL READ**

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P.S. You can find information related to how we are handling the COVID-19 situation and make a secure donation at our website — www.example.com.

Thank you and God bless,

Jackie Mastian

Jackie Mastian

P.S. My husband, M.T., was right: this community needed a good hospital. Now, thanks to community support, we have one. Let's all do our part to make sure [redacted] our community during that time of life when we need them most. Any size gift helps, but just so you know, \$250 underwrites a month of in-home music therapy. I can't think of a better way to spend \$250.



M.T. and Jackie Mastian at a holiday party in 1962.

QUIZ!

Which is better?

- a. What are we fighting for?
- b. For what are we fighting?

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QUIZ!

Your donor letters should be written at:

- a. 3rd grade reading level
- b. 7th grade reading level
- c. 11th grade reading level
- d. Depends on the audience

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Short sentences are easy to read. Short sentences are clear. You can even use incomplete sentences. Like this.

Long, complex sentences, which include multiple clauses and a string of complex ideas, while tempting to use, especially when explaining a complex idea like a charitable gift annuity, are difficult to follow and will often lose readers along the way, much in the way that many of you are no longer following along with this sentence that is absurdly long and has far too many commas.

3. WRITE LIKE YOU TALK

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Formal terms lower charitable interest

Interested
Now

23%

Make a gift to charity in my will

Will Never
Be
Interested

12%

12% Make a **bequest** gift to charity 14%

source: Russell James, PhD, JD

QUIZ!

According to advertising experts what is the single most profit-generating word in advertising?

- a. Free
- b. Sex
- c. You

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4. PACK IT WITH "YOU"

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November 2017

November 2017

<Name>
<Address>
<Address>

Dear <Salutation>,

If you're looking for a way to improve our community this holiday season and do something good for yourself and your family, I've got the perfect idea for you.

Make a year-end donation to The Hospice Foundation.

Maybe that sounds strange to you. Maybe you're wondering, why on earth would I donate to a hospice? I don't blame you. I used to think the same way. But please hear me out.

Here's my story...

November 2017

<Name>
<Address>
<Address>

Dear <Salutation>,

If you're looking for a way to improve our community this holiday season and do something good for yourself and your family, I've got the perfect idea for you.

Make a year-end donation to the Hospice Foundation.

Maybe that sounds strange to you. Maybe you're wondering, why on earth would I donate to a hospice? I don't blame you. I used to think the same way. But please hear me out.

Here's my story...



November 2017

<Name>
<Address>
<Address>

Dear <Salutation>,

If you're looking for a way to improve our community this holiday season and do something good for yourself and your family, I've got the perfect idea for you.

Make a year-end donation to the Hospice Foundation.

Maybe that sounds strange to you. Maybe you're wondering, why on earth would I donate to a hospice? I don't blame you. I used to think the same way. But please hear me out.

Here's my story...

November 2017

<Name>
<Address>
<Address>

Dear <Salutation>,

If you're looking for a way to improve our community this holiday season and do something good for yourself and your family, I've got the perfect idea for you.

Make a year-end donation to the Hospice Foundation.

Maybe that sounds strange to you. Maybe you're wondering, why on earth would I donate to a hospice? I don't blame you. I used to think the same way. But please hear me out.

Here's my story...

5. MAKE IT PERSONAL.

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John Hancock

Thank you and God bless,

Jackie Mastian

Jackie Mastian

P.S. My husband, M.T., was right: this community needed a good hospital. Now, thanks to community support, we have one. Let's all do our part to make sure hospice can continue serving our community during that time of life when we need them most.

Any size gift helps, but just so you know, \$250 underwrites a month of in-home music therapy.

I can't think of a better way to spend \$250.



M.T. and Jackie Mastian at a holiday party in 1962.

QUIZ!

Your letter should get your reader to:

- a. Think
- b. Feel
- c. Both

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The essential difference between emotion and reason is that **emotion leads to action** while reason leads to conclusions.

— Donald B. Calne, neurological researcher

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If you want people to

GIVE,
you have to make them
FEEL.

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6. USE EMOTIONAL TRIGGERS TO MAKE YOUR READER FEEL

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EXCLUSIVITY
ANGER
FEAR
GREED
SALVATION
GUILT
FLATTERY

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Best the Runway

You have good taste.

The RTW community weighs in on what to wear to weddings. | The better way to get dressed: Access designer fashion at a price you can afford, wear things once and return them, and always feel amazing. Spring is here! Enjoy \$40 OFF your first 2 months of Unlimited. USE CODE: [SCBANKIT](#) | UNLOCK YOUR G...

3/23/19

Miss - Great

Exclusivity | Anger | Fear | Greed | Salvation | Guilt | Flattery

Morgan Cluba 2:02 PM >
 2 Free Gifts Inside 🎁🎁
 Offer expires 4/30

Exclusivity | Anger | Fear | Greed | Salvation | Guilt | Flattery

Siobhan A. Reardon Yesterday
 Imagine life without the internet
 View this email in your browser Connect more of Philadelphia! DONATE NOW Dear Karen, if you're reading this, that means you received our email. Imagine what it would be like if you couldn't receive updates from L...

Exclusivity | Anger | Fear | Greed | Salvation | Guilt | Flattery

Steven Gundry, MD Yesterday
 Keep this private.
 Subscribers-only, please do not forward. Dear Karen, I won't waste a moment of your time today because the information in this email is urgent if you're serious about making a real change in your health. Two da...

Exclusivity | Anger | Fear | Greed | Salvation | Guilt | Flattery

Holiday Inn Express - Springfield/Downtown **Reservations**
 1.800.888.8888 Springfield, MA
 3.5★ (1,234 reviews) **0.278**
 See all 120 available rooms

Cozy Home
 1.800.888.8888 Springfield, MA
 No internet at this property - WiFi is not available at this property. Check out more details.

7. USE SOCIAL PROOF

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QUIZ!

Callers who were told about a previous \$300 donation gave...

- a. more - 29% more on average
- b. the same
- c. less

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Thank you and God bless,

Jackie Houston

P.S. My husband, M.T., was right: this community needed a good hospital. Now, thanks to community support, we have one. Let's all do our part to make sure Hospital can continue serving our community during that time of life when we need them most. Any size gift helps, but just so you know, \$250 underwrites a month of in-home music therapy. I can't think of a better way to spend \$250.



M.T. and Jackie Houston at a holiday party in 1968.

November 15, 2017

Address
Address
Address



Dear Sebastian,

I'm 83 years old.

People who know me understand that I have never been afraid to speak what's on my mind or in my heart. So I'm going to tell you what I think. Everyone in this community—every single one of us—should support **Alzheimer's**. Five dollars a month or five hundred dollars a month. Every one gift will be put to good use and help people right here in our own community.

If we are there for **Alzheimer's**, then they'll be there for us when we need them.

CTA and Alzheimer's are related community issues.

QUIZ!

What does CTA stand for?

- a. Charitable Trust Annuity
- b. Call To Action
- c. Chicago Transit Authority

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8. HAVE A CLEAR CALL TO ACTION

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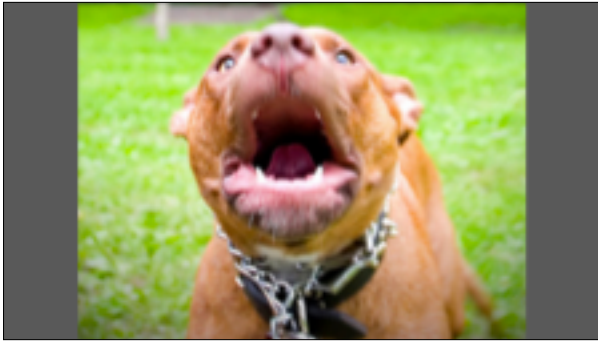
Susan gripped her daughter's hand as they sprinted down the pavement.

Her heart pounded. Her lungs burned.

She risked a glance over her shoulder.

He was still there.

And he was gaining on them.





9. DON'T FINISH THE STORY

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Jackson grew up on "the wrong side of the tracks."

Somehow, so far, he has managed to stay out of trouble and excel in school.

But once he graduates, his prospects are dim.

No one in his entire extended family has ever been to college. His mom depends on food stamps to feed the family. His dad is in rehab.

Jackson's dream of college is fading.

9 TIPS:

1. Pre-write
2. Write the P.S. as if it's the only thing they'll read
3. Write like you talk
4. Pack it with "you"
5. Make it personal
6. Use emotional triggers to make your reader feel
7. Use social proof
8. Have a clear call to action
9. Don't finish the story

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RESOURCES

- Jerold Panas
- Tom Ahern
- Jeff Brooks
- Mel Warwick
- Alan Sharpe
- Adrian Sargeant
- George Smith
- William Zinsser, *On Writing Well*
- Robert Cialdini, PhD, *Influence and Persuasion*

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**IF YOU WANT PEOPLE TO GIVE,
YOU HAVE TO MAKE THEM FEEL.**

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