**Appeal Letter Outline**

Date

<Recognition Name>

<Primary Contact>

<Address>

<City, State Zip>

Dear <Informal Name>,

**Strong Opening.**

All: Hit them hard with a short, attention grabbing first sentence and opening.

**Here is where things stand.**

*All:* Share a brief story of need or present a problem you are trying to solve with funds raised through this appeal. No need to be overly verbose, but do take the time to consider the optimal focus for each segment and choose creative verbiage that fits their different needs.

*Habitual:* They are familiar with the population you serve, but we want to reignite their commitment. Share about how Covid-19 has impacted or changed the need you work to fulfill.

*Emotional:* Paint the picture of a moving individual or localized need that does not seem to large or impossible to address.

*Strategic:* Talk big picture, thinking of long lasting and widespread effects.

**That’s where we come in**.

*All:* What is your plan? Share how your organization is helping/serving clients like this or how you plan to create a solution for the problem.

*Habitual:* Discuss new or increased programming or services that are helping your community grow (like you hope their gift will).

*Emotional:* Get fluffy! Limit jargon and technical language, keep things easy to read and easy to feel.

*Strategic:* Address strategically tackling the root cause of the problem stated above with preventative opportunities.

**That’s why we need you**.

*All:* Present a clear offer of what you are asking your donor to fund, with details and their benefits, if any. Remind your reader how their involvement can change the story above or contribute to the solution.

*Habitual:* Remind them with gratitude how their previous gifts have helped bring positive impact and how their renewed or increased commitment is more valuable than ever.

*Emotional:* Pull on the heartstrings and show them how their gift can bring joy, hope or healing to a population who might otherwise be stuck in a life altering crisis.

*Strategic:* Provide numbers and figures that will outline their ROI for the specific support being requested.

**And here is how you do it.**

*All:* Give easy to follow instructions on where and how to respond or give with a specific deadline to create urgency.

We are asking you to take action today. To think beyond your typical gifts and consider how you, [Informal Name], can make a huge positive impact on those community members that are in need of <\_\_\_\_\_\_\_\_>. Give your time, give your talents, give your treasures, and give big.

**With your gift, you are positively impacting members of our community through <mission/work>.** And is there any more precious gift that can be given? Thank you for helping <Organization> bring hope and change to so many lives, and to ultimately; make <area> a better place for us all for years to come.

Sincerely,

<handwritten signature>

<CEO, Executive Director, or Board Chair’s Name>

<Title in association to the organization>

**P.S. Made you look!** (Your P.S. is prime real estate and often where readers look first)