

# Fundraising Appeal Checklist

## DESCRIPTION

NAME \_\_\_\_\_  
DROP DATE..... \_\_\_\_\_  
# OF PIECES..... \_\_\_\_\_  
CAMPAIGN \_\_\_\_\_

## CONTENT

- Uses "you" more than "I" or "we"
- Strong opening sentence
- Strong P.S.
- Signed by someone the recipient respects
- Inserts element of urgency
- Focus on "outcomes" not "need"
- Does donor care about these outcomes?
- Gamification
- Open-ended question

## TRUST

- Uses at least one trust-building technique
  - Quotes
  - Names of other supporters / honor roll
  - First-person case study or donor story
  - 3rd-party accolades
  - Common worldview or shared experiences
  - Very specific about how you fulfill the mission in ways that are better than others
  - Transparent about the financial picture of the organization and detailed about how resources are turned into outcomes in the best possible way
- Signature looks real/non-black
- Includes contact information for sender

## ASK

- Acknowledges past support, in detail
- Donor match?
- Urgency
- Emotionally significant ask amount?

## READABILITY

- Simple language
- Font..... \_\_\_\_\_
- Size..... \_\_\_\_\_
- Flesch Reading Ease..... \_\_\_\_\_
- Flesch-Kincaid Grade Level . \_\_\_\_\_
- Characters per line (45-75). \_\_\_\_\_

## RESPONSE DEVICE

- As simple as possible
- Monthly gift option
  - Default?
- Pre-populated gift amounts
- Pre-populated donor address
- Tracking
  - Code..... \_\_\_\_\_