YOUR FUNDRAISING APPEAL CHECKLIST

Your Letter

☐ Do you make a strong case for support?

☐ Do you tell a story with a beginning, middle and end?

☐ Does the story have a beginning, middle and end?

☐ Is the need urgent?

☐ Is the appeal focused on one call to action (CTA)?

☐ Is your opening sentence short and captivating?

☐ Is the salutation correct?

☐ Is the salutation personalized?

☐ Are there multiple asks in the letter?

☐ Is there at least one ask on the first page?

☐ Is the ask amount specific?

☐ Is the ask amount personalized?

☐ Is your appeal long enough to work?

☐ How many times do you use "you" or some variant of the word?

☐ Is the tone of the letter personal?

□ Have you used known emotional triggers?

□ Have you used sensory language (texture, sounds, etc.)

□ Did you add personal hand-writing or margin notes?

□ Have you used active verbs?

□ Have you checked for spelling or grammar errors?

□ What grade level is the appeal written in? (Aim for 4-6th grade)

□ What's the average number of lines in each paragraph? (No more than 5)

□ Are the paragraphs indented?

□ If a print appeal, did you use a serif font?

□ Is the point size at least 12?

□ Is there plenty of white space on the page?

□ Did you use the back of the page?

□ Have you removed unnecessary adverbs? (Most are not needed.)

□ Have you removed "that" and "which" (Ditto)

□ Is there a P.S.?

□ Does the P.S. restate your call to action?

□ Does the P.S. include a specific ask?

□ Does the P.S. tell the reader exactly what to do?

Images

- ☐ If you used an image, is it of one person?

- ☐ Is the image captioned in a way that supports the CTA?

- ☐ Are the eyes looking into the camera in your image?

- ☐ Does the image tell a story?

- ☐ Is the image emotional?

Your Response Device

- ☐ Does your response device use the same CTA as the appeal?

- ☐ Is the response piece focused on the CTA?

- ☐ Is there a compelling headline on the response?

- ☐ Does the response piece include a pre-printed donor name and address?

- ☐ Does the response piece stand out - will it work on its own?

- ☐ Is the response coded accurately for tracking?

Your Envelope

- ☐ If you use an envelope teaser, is it compelling?

- ☐ Is the envelope stamped? (Rather than metered)

- ☐ Will it stand out? (Different size, color, handwritten?)