Basic Appeal Letter Template

Date

FName LName
StreetAddress
City, State Zip

Use Times New Roman, 12 or 13 point font.

Dear FName:

1. Opening sentence/headline/paragraph.
   Samples: Because you were there...
   Would you believe that...?
   With this letter you can save a life!
   You ‘get’ it...
   **Would you believe only $25 can....?**

   Ask early, ask often!

2. Story
   Remember, your story should focus on **one individual** and **should convey emotion**. What’s the one hook detail? How has your organization (**your donor**) impacted this person’s life?

3. The Facts
   Here’s where you’ll share your organization’s impact within the community. Be succinct.
   Remember, **statistics don’t sell!**
   Sample transition sentences: Today, more than ever,¹ Fname, I think you’ll agree...
   You can be part of the solution.

4. The Ask
5. Reinforce the ask and close.
   Samples: A child’s future is in your hands.
   To make it easier for you, visit our website...
   Your support means so much.

6. Sincerely,
   Yours for the children,
   My warmest wishes,
   *(live signature in blue ink)*

7. **PS: Reinforce your call to action.**
   Sample: Your gift of $___ makes ___ possible.

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¹ How to Write Successful Fundraising Letters. Mal Warwick.

"Zero Tolerance" for approvals and reviews. The fundraiser has the final word.

*Tom Ahern*

*Lisa, It was so great seeing you the other night at Champs! Thank you.*

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**Graphic enhancements work!**
Bullets, underlining, boldfaced text, handwriting in the margin, highlighting, photographs.

The word “**you**” is the most important word in your letter.