



The marvelous copywriter, Jules Brown, was interviewed on SOFII about how he wrote a fundraising appeal for *Women's Aid*, an organization in the UK and Ireland. You'll learn:

1. What you need to achieve with the opening line of a fundraising letter.
2. Why you need to engage the reader emotionally.
3. When a door drop is most effective.
4. Why writing technique is not enough.
5. What potential donors need to take away from a letter.

I urge you to read both the interview and Jule's poignant letter.

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Today, as you read this, there are thousands of innocent and brave homeless children who are suffering on America's streets.

Covenant House's appeal is a great example of a complete package. Despite the "Dear Friend," it has a deeply personal approach and the use of a premium, which I typically don't care for, is a match for the mission here.

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The time to think about how you will be following up with non-responders is now. This example, from *Doctors Without Borders*, is a good example. The letter is short and to the point, the donor's impact is forceful.

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Again, I'm not a fan of premiums. My friend, John Lepp, of Agents for Good, goes so far as to say that they would never do a premium mailing - and I agree. But this example, from Ronald McDonald House, carries a number of takeaways, from the envelope teaser, to the story of Justin, to the short, heart-rending paragraphs (***There was not one moment to spare.***), to the faux handwriting and scribbles.

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How did one organization double their donations as the result of making a few small changes?

Last year the folks at *Pride Center* took *Direct Mail Fundraising | The Basics & More!* Their "before" letter featured too much "I, me, mine," a sans serif font, lengthy paragraphs, and no direct ask. Through some simple changes, including a stronger, donor-centered opening (Because you were there), a warmer, more personal and emotional take on the story of Lenny and Jane, *Pride Center* was able to double their donations from the preceding year.

[Click Here for Before](#)

[Click Here for After](#)