

Basic Appeal Letter Template

1. Consider a bold 18-24 pt font headline at the top:

What does music mean to you?¹

FirstName LastName

StreetAddress Times New Roman, 12 to 14
City, State Zip point font (depending on the age
of your donors) is best.

“Zero Tolerance” for approvals and reviews. The fundraiser has the final word.
Tom Ahern

Dear FirstName (never “Dear Friend”),

2. Opening sentence/headline/paragraph

Indent your paragraphs for readability.

Hook your reader, right from the start.

Samples: “Could you picture, for a moment, a woman on the brink of making the hardest decision of her life.²”

Ask early, ask often!

Keep it conversational. Remember, you’re writing to a friend.

3. Your Story

Remember, your story should focus on **ONE individual** and should convey emotion.

What’s the one hook detail? *How is your donor the hero of this picture?*

What’s the most important word? **You.**

4. Your Offer

Here’s where you’ll share your donor’s impact. Be succinct. Remember, **statistics don’t sell!** Ooze donor love.

Sample transition sentences: “Today, more than ever.³”

“It’s only possible with the help of support like yours...⁴”

5. The Ask Have you conveyed a sense of urgency?

6. Reinforce the ask and close

Samples: “A child’s future is in your hands.”

“To make it easier for you, visit our website...”

“Thank you for being the power behind this work.”

7. Sincerely,

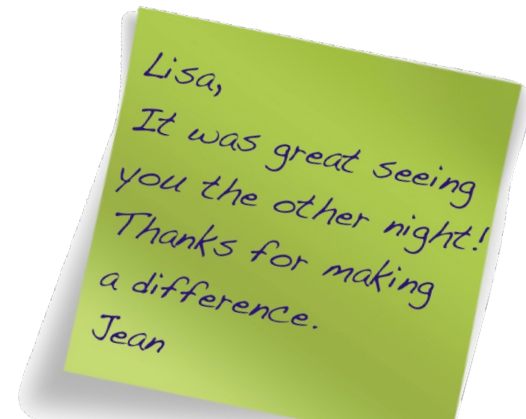
“Yours for the children,”

“With deepest gratitude,”

(live signature in blue ink)

8. PS: Reinforce your call to action. Add a deadline.

“Your gift of \$ ___ makes ___ possible.”



Say yes to personalized Post-It notes

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

¹ Concord Conservatory of Music

² Jules Brown. Women’s Aid fundraising letter.

³ [How to Write Successful Fundraising Letters](#). Mal Warwick.

⁴ Merchants Quay Ireland. July 2014.
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