

# Basic Appeal Letter Template

1. Consider an attention-getting 18-24 pt font headline at the top:

## What does music mean to you?<sup>1</sup>

FirstName LastName

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

Dear FirstName (never “Dear Friend”),



### 1. Lead/opening sentence/headline/paragraph

Indent your paragraphs for readability.

Engage your reader, right from the start. Lisa Sargent suggests a “visual of inviting donors down a path...”

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

*Ask early, ask often!*

Imagine that you’re writing to a friend and keep it conversational.

### 2. Your Story

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

What’s the one hook detail? How are you bringing the donor into the picture?

### 3. Your Offer

Here’s where you’ll share your donor’s impact. What is their gift making possible? Be succinct. Remember, **statistics don’t sell!** Ooze donor love.

*Sample transition sentences:* “Today, more than ever.<sup>3</sup>”

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

4. **The Ask** How have you conveyed a sense of urgency?

### 5. 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.”

### 6. Sincerely,

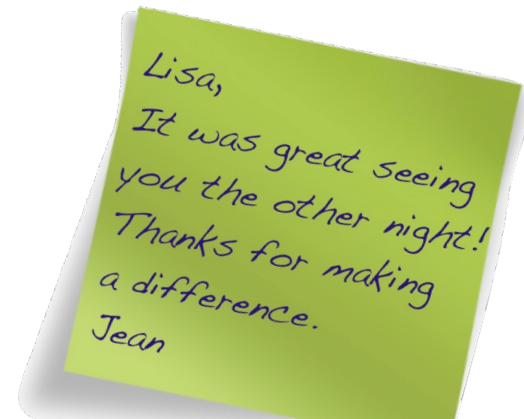
“Yours for the children,”

“With deepest gratitude,”

*(live signature in blue ink)*

### 7. 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.

<sup>1</sup> Concord Conservatory of Music

<sup>2</sup> Jules Brown. Women’s Aid fundraising letter.

<sup>3</sup> [How to Write Successful Fundraising Letters](#). Mal Warwick.

<sup>4</sup> Merchants Quay Ireland. July 2014.  
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