

Pamela Grow

donor communications

Basic Copywriting & Speaking Engagements

Price Estimates 2017

(Amounts in US dollars)

Direct Mail:

Direct Mail Fundraising Appeal

Traditional Format Packages:

1-2 page (2-4 sides) w/ Response Device/OE/BRE \$2,750 - 5,000
(includes acknowledgement letter)

Monthly Giving Program Appeal

Traditional Format Packages:

1-2 page (2-4 sides) w/ Response Device/OE/BRE \$3,250 - 5,200
(includes branding and acknowledgement letter)

New Donor Welcome Kits Quoted per project
Donation thank you letter \$350

Online Copywriting:

Email Appeals, up to 650 words, plus 2-3 subject lines \$850

Welcome Series, up to five emails \$1,750

Website copywriting Quoted per project

Case for Support Quoted per project

Integrated campaign (direct mail, email sequence, direct mail and digital thank you's \$5,000+

Copywriting projects include:

Background research, conceptualizing, copywriting, copyediting and final proofing. All interviews/emails/transcription. Copywriting includes three rounds of revision. For additional revisions of concepts or copywriting/creative strategy, an hourly rate of \$250 an hour will apply.

Speaking

What's Love Got To Do With It?

Donor-Centered Fundraising: An overview. One hour session (in person) \$3,500
(personalized webinar) \$750

For your convenience, we accept most major credit cards, PayPal, company check, certified check or international money order.

Services must be paid 50% down and remainder upon completion of services.

For ongoing projects, we will invoice to cover retainer depletion every two or three weeks.