

# Pamela Grow

DONOR COMMUNICATIONS

## Basic Copywriting & Speaking Engagements Price Estimates 2025 (in US dollars)

### Direct Mail & Email Copywriting

*Direct Mail Fundraising Appeal* \$3,000 - \$4,500

Traditional Format (1-2 page letter (2-4 sides) with  
Reply Device/OE/BRE (includes acknowledgement letter  
and email ask series)

*Monthly Giving Fundraising Appeal* \$3,200 - \$5,200

Traditional Format (1-2 page letter (2-4 sides) with  
Reply Device/OE/BRE (includes acknowledgement letter  
and includes email ask series)

*Donation Acknowledgement* (includes letter, TY email, and  
TY redirect page language) \$450

*Donor Newsletter created using the Simple Development  
Systems model (3-4 stories)* \$4,500 - 6,500

*Gratitude Report created using the Simple Development  
Systems Model* \$7,500+

**Case for Support** \$7,500+

### Online Copywriting

Email appeals, up to 650 words, plus 2-3 subject lines) Quoted per project

Email welcome series Quoted per project

### Pricing includes

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. Design available at extra charge.

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## **Speaking**

- *Growing Your Nonprofit's General Operating Support With Fundraising Systems*
- *A Plan for Growing Your Monthly Giving: Make it Happen in 2026!*
- *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
- *Nonprofit Storytelling: How to Nail It!*
- *Charting Your First 100 Days as a New Development Director*
- *The Seven Donor Communications Pieces Every Nonprofit Needs*

*No in-person sessions at this time. Available as a personalized webinar. Quoted per project*