

Pamela Grow

DONOR COMMUNICATIONS

Basic Copywriting & Speaking Engagements Price Estimates 2020 (in US dollars)

Direct Mail 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 may include 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 may include 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) \$3,500 - 5,500

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.

Speaking

Simple Development Systems: the Plan to See Your Organization Through Any Crisis An Overview

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