

Appeal Sample

Year-end or campaign-specific fundraising appeals are an integral part of any fundraising program. Whether you send an appeal through old-fashioned "snail mail," or your donors have come to rely on receiving your organization's messages and giving opportunities through online platforms, there are some key ingredients to remember to include in your organization's appeals.

These ten steps will guide you as you write your own effective annual or campaign appeal.

STEP ONE: Personalize with name of donor(s).

Dear Caleb,

STEP TWO: Start with a story that draws in the reader and elicits emotion.

Nicole and Carlotta were living in a moldy leaking mobile home...

STEP THREE: Share your organization's vision/success.

Today, Nicole and Carlotta are partnering with ORGANIZATION where they can raise their growing family and grow alongside their new community neighbors.

STEP FOUR: Make your first of at least three asks.

Will you help us to...?

STEP FIVE: Share more about the story/vision.

Nicole and Carlotta look forward to having a garden where they can grow food for their daughters. They are also looking forward to being part of a community.

STEP SIX: Make another ask and tell the donor how they can easily make their gift.

*Your year-end gift to ORGANIZATION helps us to...
Please return your gift using the enclosed envelope.*

STEP SEVEN: Thank the reader.

Thank you for your compassion for families who urgently need...

STEP EIGHT: Personalized signature and/or note.

STEP NINE: Use the P.S. section to make a gift request again.

P.S. Please make your gift today and consider joining us as a monthly supporter for as little as \$5 a month."

STEP TEN: Include a remit envelop for easy gift return.



Sample Appeal Letter

Your Name
Your Organization Name
Organization Address
City, State/Province, Zip
Phone

DATE (month, dd, yyyy)

Recipient Full Name
Title, Organization
Recipient Address
City, State/Province, Zip/Postal Code

Dear FIRST NAME,

The people in this province love their wild spaces so much, and they worked together to establish over 800 parks. 20 million people visited the provincial parks each year. **But today, these parks (our parks!) are under attack.** Make no mistake; B.C.'s tremendous natural legacy is now at risk.

In just ten years, what we've worked over a century to create has been pushed to the brink. Our vision is to protect these parks, and with donors like you, we've been able to make real progress. We have more work to do, and we need all of you to preserve our parks and wild spaces.

Today, BC employs only 10 park rangers year-round for the entire province. Poaching and logging in parks have skyrocketed as opportunists realize **nobody is keeping watch in B.C.'s parks. Will you join us to protect these crucial spaces?**

Dozens of our parks are closing, reducing their seasons, and leaving their infrastructure to decay. **Please join our monthly giving Park Protector Club today.** It is the best way you can help reinvigorate our provincial spaces and save our parks. If you can't make a monthly gift right now, please know that any gift at all means the world to us and is appreciated. Please return your gift in the enclosed envelope or make a gift online anytime at www.organization.org.

We sincerely appreciate your continued support. Thank you for your commitment to helping B.C.'s parks.

With gratitude,

Signature

P.S. FIRST NAME, it was wonderful to see you at our recent event. I hope you will consider joining our Park Protector Club monthly supporter for as little as \$5 a month!