

## Remit Envelope Basics

**A remittance envelope or remit envelope is an important piece of your annual or campaign-specific appeal letter.** A remit envelope provides an easy way for you to collect donations and donor contact information, list suggested donation amounts, and allows the donor to enclose a check or provide credit card details securely in lieu of making a gift online. But what size envelope is best to use? And with only so much space on the envelope, what are the most important pieces to include? Most of all, how do you increase the chances of your reader returning the envelope with their gift?



Let's answer those questions!

### Q: What size envelope is best to use?

The standard #6  $\frac{3}{4}$  remit envelope is 3  $\frac{5}{8}$  x 6  $\frac{1}{2}$  inches when closed and sealed.

### Q: What are the most critical pieces of information to include on your remit envelope?

It is important that you keep it simple for the donor to fill out. Here are some recommended pieces to include on your remit envelope:

- Donor's name
- Donor's address
- Credit card information
- Suggested donation amounts that are inclusive
- Option/check box to make a gift monthly or recurring
- Option/check box to receive your newsletter
- Option to learn more about leaving a legacy gift
- Opportunity to give in honor/memory of
- Invitation to give a gift online with a website address

### Q: How can you increase the chances of receiving a gift?

There is no magic formula to getting a donor to give a gift. However, there are things you can do to increase the chances of them opening the appeal envelope and making a gift.

- Consider using an "envelope teaser" on the outside of the appeal envelope
- Consider using an over-sized envelope or one that is a slightly different color than traditional white
- Send a follow-up email to your donors, letting them know to look for your letter in their mailbox
- Mention it in your newsletter, letting folks know it is on its way to their mailbox

For additional suggestions on how you can write an effective appeal letter worthy of opening and reading, check out the [TREC Sample Appeal Template](#) and the [Appeal Checklist](#).