

## SEVEN TIPS TO REVIVE YOUR FUNDRAISING APPEAL

When it comes to a solicitation letter, every single word on the page counts. If your reader isn't moved by what you say, or if your appeals have lost their appeal, go back to the basics.

Writing effective letters of any kind boils down to knowing why you are writing the letter, understanding your readers' needs, and then clearly putting into words what you want to say. For appeal letters in particular, you must also develop a clear call-to-action that will make your reader want to do whatever it is you want them to do.

### THE SEVEN C'S OF A GOOD FUNDRAISING APPEAL

*Clear.* Present the information logically so readers will only have to read it once to understand what you are saying.

*Concise.* Cut, and then cut some more. The shorter the letter, the more likely prospects will read it.

*Conversational.* Read the letter aloud. Are there any sentences you would reword if you were speaking to the reader?

*Convincing.* Build a case. Use creativity to appeal to the reader's emotions, and make them feel that yours is the most important mission.

*Correct.* If what you say is not completely accurate, your entire letter loses credibility.

*Consistent.* Follow a style guide. The more meticulous you are about consistency, the better.

*Complete.* Include everything the reader needs to understand the topic, without giving too much information. Ask yourself, "Is there anything missing?"

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