

FUNDRAISING LETTER CHECKLIST

The Envelope

- Design your outer envelope
- Write a compelling teaser
- Decide paper thickness and size
- Write handwritten notes (for select donors)

The Letter

- Conversational, tells a story
- Creates a sense of urgency
- Uses personalised names
- Uses 'you' more than 'we'
- Says thank you
- Includes pictures (optional)
- How donations will help (Goal)
- Clearly stated deadline
- States tax-deductible status
- Includes a Postscript (P.S.)

Before Sending

- Identify and segment donors
- Proofread donation letter
- Contact courier or post office for bulk order procedures
- Establish SMART goals
- Set deadline for posting letters
- Check all donation links

After Sending

- Follow up with additional letters, calls or email messages
- Send thank yous
- Check campaign is integrated into website and social media pages
- Celebrate with your team!