

Rick Fritzeimer

From: Ricky Joe <rjf@multiply417.com>
Sent: Tuesday, December 6, 2022 1:01 PM
To: Rick Fritzeimer
Subject: Rick, want to improve you end of year ask...use this checklist.



Let's double check our end of year appeal letter

Dec 5, 2022

Does it have a short, powerful opener?

Does the flow of your letter create a conversation with the reader?

Is it personalized?

Is there a reason to give now or sense of urgency?

Does the photo have a caption?

Does the photo reinforce your story or amplify the need?

Do you have the necessary permissions to use the photos where applicable?

Do you make good use of the P.S. with another call to action request?

Do you ask for a specific amount?

Does the CTA, include a clear "offer" or "value" or "accomplishment" that will be a part of the "agreement" if they give? Your \$400 gift will send one teenager to camp this summer.

Are there at least 3 asks in the appeal, near the beginning, midway and in the PS?

Did you check your letter for reading level. You can do that at [Ahern Reading Level Check](#). Make sure it is between 3-6th grade.

Double check word usage comparing use of "you" and "we". "You", meaning your reading audience should be used 2x "we" meaning the writer.

Avoid using jargon, or abbreviations.

Is your theme, motif, sub-brand the same throughout all of your communication channels (email, mail, social)?

Can a 65 year old read it? Font size, style, white space, spacing between lines. Is the font at least 14 points?

If you used a photo are the subjects looking straight at the camera?

Does your sign off include a signature? Is there a live signature in a different color ink in a letter or a scanned signature for email?

Does the email come from an actual person with an actual email address? See my "From" and reply email lines in this email.

How many times did you write out your subject? Do the mental work of writing it out and then re-writing it 5-6 times, seeking to improve it every time.

Can you say GRAMMERLY? How many sets of eyes will proofread before sending? Absolutely at least 2, and 3 or more is better.

Is there a live signature in a different color ink in a letter or a scanned signature for email?

Does storytelling use descriptive details and make the donor the hero?

Are you prepared to properly thank your donors with email thank you autoresponders, letters, cards and calls?

Want help with these tips? Email me and ask!