



# MULTIPLY 417

Passion: The Bridge between People and Purpose

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## Weekly Tip June 12, 2023

### Writing Tips for Appeal Letters (part 2)

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Greetings!

Five reminders from two weeks ago. Four more this week.

**6. Clear Language:** don't get caught up in multiple syllabic words, or jargon. Be careful with too many acronyms, even things like YFC, FCA, or YL need to be spelled out most of the time. In case you've forgotten, most experts suggest you write between the 5th to 8th-grade reading level. Want to check your latest article, blog, or letter? [Click here to run the test.](#)

**7. Use easy-on-the-eyes formatting, fonts, and styles:** In fact, depending on the organization you work for (Youth for Christ, Young Life), you probably have branding guidelines to use regarding fonts, etc. Stick to them. Heavily italicized, or super fancy fonts like **Lobster** **Two** (yes, that's a real font name), might look like fun, but make actual reading for your audience, difficult.

**8. Use urgency (appropriately):** Marian (my bride of 45 years) was a parenting genius. I was fortunate to get to tag along and hopefully, not screw things up too much. One of her/our key points, we say it once to the kiddos, and then it gets done. Unfortunately, a lot of our society was not raised that way, and so we learn that we can wait until the 5th warning and/or when mom starts looking for the wooden spoon.

Wait? Say what? Writing tips for appeals?

We have been "trained" to wait until it is urgent. Or maybe better stated, we don't tend to act until it presents itself as urgent. I hate this reality, but I'm not going to fight against it in the context of writing my newsletters, and especially my appeal/request letters. So when appropriate and legitimate, use urgency.

Examples:

We have only 3 weeks left to raise \$xxx if we are going to take xx teens to camp.

The matching gift offer is good through June 20th, please act now.

Note\* - 3 weeks left is not as strong (or as urgent) as June 23rd.

**But here is one of those topics,** I offer caution and acknowledge I constantly ponder myself. Okay, so this is the way our culture is (in general). How do we live in that reality, and yet, remind

ourselves, that urgency has nothing to do with God owning it all? With the Father of all creation being our sole provider?

I'm okay with how I've decided to proceed on these kinds of issues for now. But I'm always open to further instruction from the Holy Spirit on how to walk this tightrope. I would strongly encourage you to consider the same approach and if God reveals something to you on these matters, please share.

**9. Use as much space as possible to effectively write the letter:** Translated, use a reasonably sized font, and appropriate margins. If you really want your letter to only be one-sided, you need to fix that by doing a great job of editing and condensing your story. Not by using point 10 font and 1/2-inch margins all the way around.

I would never suggest a letter being more than 2 pages, or one-page front and back. But if you have to make a choice about length versus your very best content, written with highly readable font, point size, and margins (and effective use of white space), choose the latter, meaning, go with longer!

Blessings,

Rick

P.S. Marian and I enjoyed a great week off in Phoenix last week. My first full week of true vacation and digital shut-down, since July 2020. I'm working this week, but from Palm Desert, where I'll get to celebrate my baby brother's 60th birthday with a couple of rounds of golf. A week back home (18-25th), and then a week with my newest client, Love Squared, in Nashville, TN.



### **Kudos Lincoln Youth for Christ**

God blessed Matt Schulte (Executive Director) and his team with a \$100,000 matching gift challenge in May and they surpassed it raising \$115,000 dollars for a total income bump of \$215,000. Multiply 417 was privileged to be a very small (tiny) piece of this blessing.



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Check out my website for  
more helpful ideas!