

Year-End Appeals Best Practices



DonorSnap
Donor Management Made Easy

Agenda

- Appeal vs. campaign
- Creating your campaign
- Setting up appeals
- Best practices for writing appeals
- Print appeals
- Email appeals

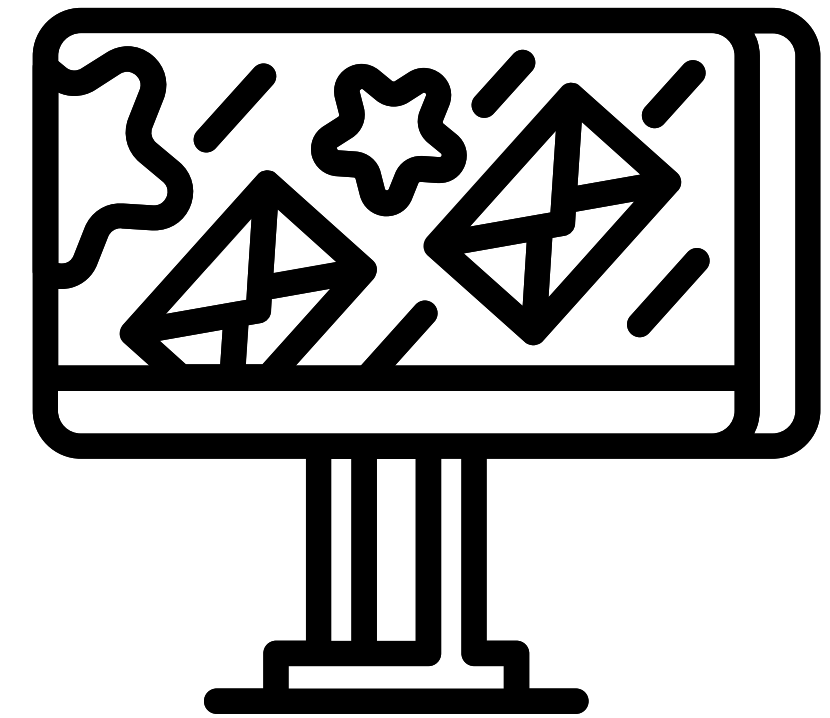
Appeal Vs. Campaign

- The campaign is ***why*** you are asking for the money
- An appeal is ***how*** you are asking for the money
- You can have multiple appeals for your year-end campaign
- Campaign will be the overall message
- Appeals will tailor that message to the different channels



Creating Year-End Campaigns

- Helpful questions to help you craft your campaign
 - What are your goals?
 - What is the main message/theme?
 - How does it tie into your mission?
 - What stories are you going to tell?
- Helps create an outline for your appeals



Setting up Appeals

- Your year end campaign will have multiple appeals
 - Print Appeal
 - Email Appeals
 - GivingTuesday
- Track these all in DonorSnap to see which perform the best
- Use consistent naming conventions for easy reporting

Donation Detail:

Associated with Pledge:	-- N/A --
Amount:	
Value Received:	
Donation Type:	-- N/A --
Campaign:	-- N/A --
→ Appeal:	-- N/A --
Accounting Code:	-- N/A --
Comments:	2022 Email Appeal 1
Acknowledged:	2022 GivingTuesday
Organization Contact E-Mail:	2022 Print Appeal

Best Practices for Writing Appeal

- Have a strong opening
- Personalize the letters
- Have an enticing call to action
- Focus on readability



Have a Strong Opening

What not to do...



I am writing to you on behalf [REDACTED] a local nonprofit organization established by [REDACTED] Yacht Club. Our mission is to provide community outreach, education and recreation throughout the Illinois River Valley. Each year, [REDACTED]. Charities hosts the [REDACTED] *Memorial Special People Cruise*. This event provides recreational and educational opportunities to persons with disabilities. This year's *Special People Cruise* will be held on June 5, 2010 at [REDACTED] Yacht Club in Ottawa. All persons with disabilities (cognitive or physical) are encouraged to attend regardless of the severity of their disability. The *Special People Cruise* features a boat cruise along the Illinois River, crafts, games, live music, prizes and complementary lunch for all participants. In recent years, the event has served more than 700 disabled persons from throughout Illinois.

Have a Strong Opening

What to do...



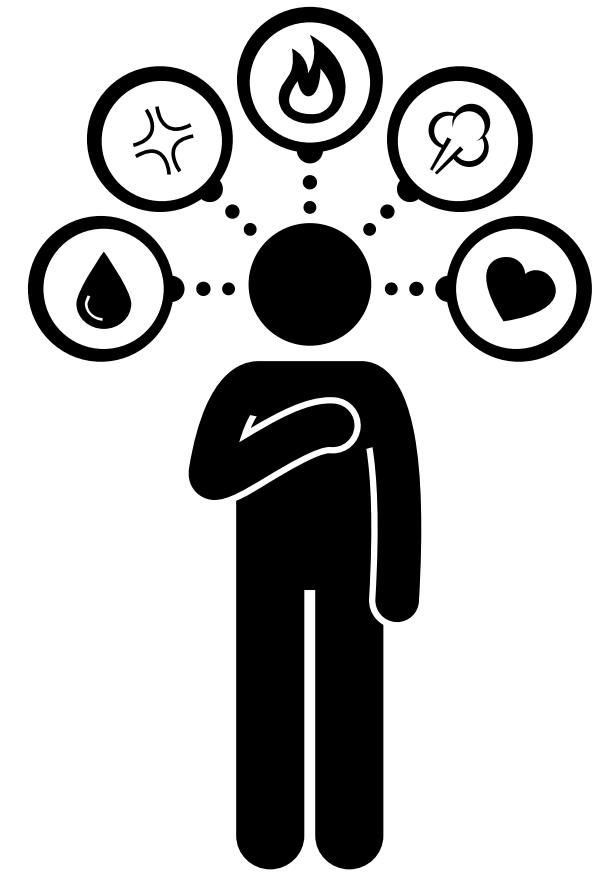
It's easy to spend \$10 or more on lunch in New York City without thinking twice. You may be surprised to know that in the hands of City Harvest, that same \$10 can help provide lunch for 40 children in our city who regularly face hunger.



For our neighbors at risk of hunger, the feeling of not having enough can be felt even more acutely during the holidays.

Personalize the Letters

- Always address the recipient by their name
 - no "Dear Friend"
- Consider: Have they given before?
 - If so you can include past giving amounts
 - Thank them for their previous support
- Segment your mailing lists
 - New donors
 - Lapsed donors
 - Major donors



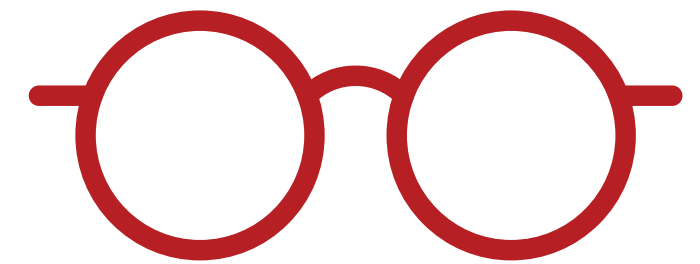
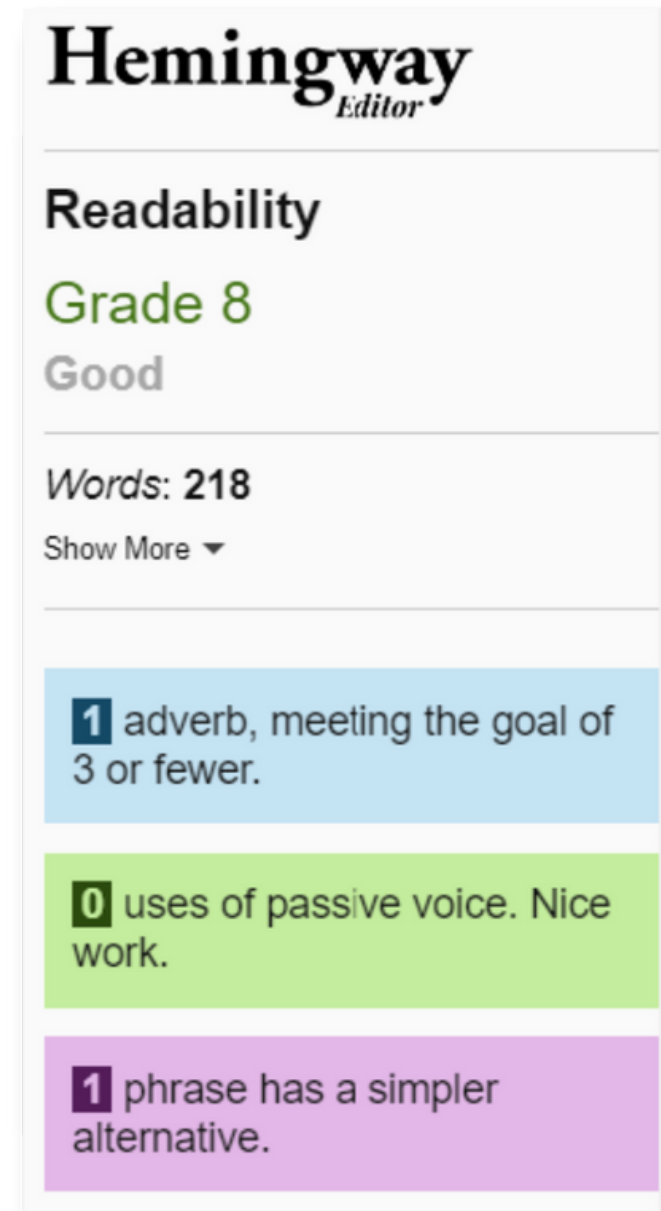
Have a Enticing Call to Action

- Only have one
- Don't just say... "Donate Now"
- Make the next steps clear
- Keep it simple and direct
- Use action words (fight, change, transform)
- Be clear about what your nonprofit does
 - Who/What You Help
 - Ex- Join the Fight to Protect Grey Wolves



Focus on Readability

- Avoid a wall of text
- Short sentences and paragraphs are easy to read
- Keep language simple (6th to 8th grade reading level)
- Avoid jargon or acronyms
- Hemingway Editor



Additional Writing Tips

- Give hope without completing the story
- Write thank you letters at same time (complete story)
- Tweak language to focus on "your donation" instead of "we"
- Do not summarize everything great your nonprofit has done
- Focus on a few specifics
- Use the word "like" to show that isn't all you do
 - Your donation will go directly to projects "like" xyz....
 - Leaves it open ended



Print Appeal

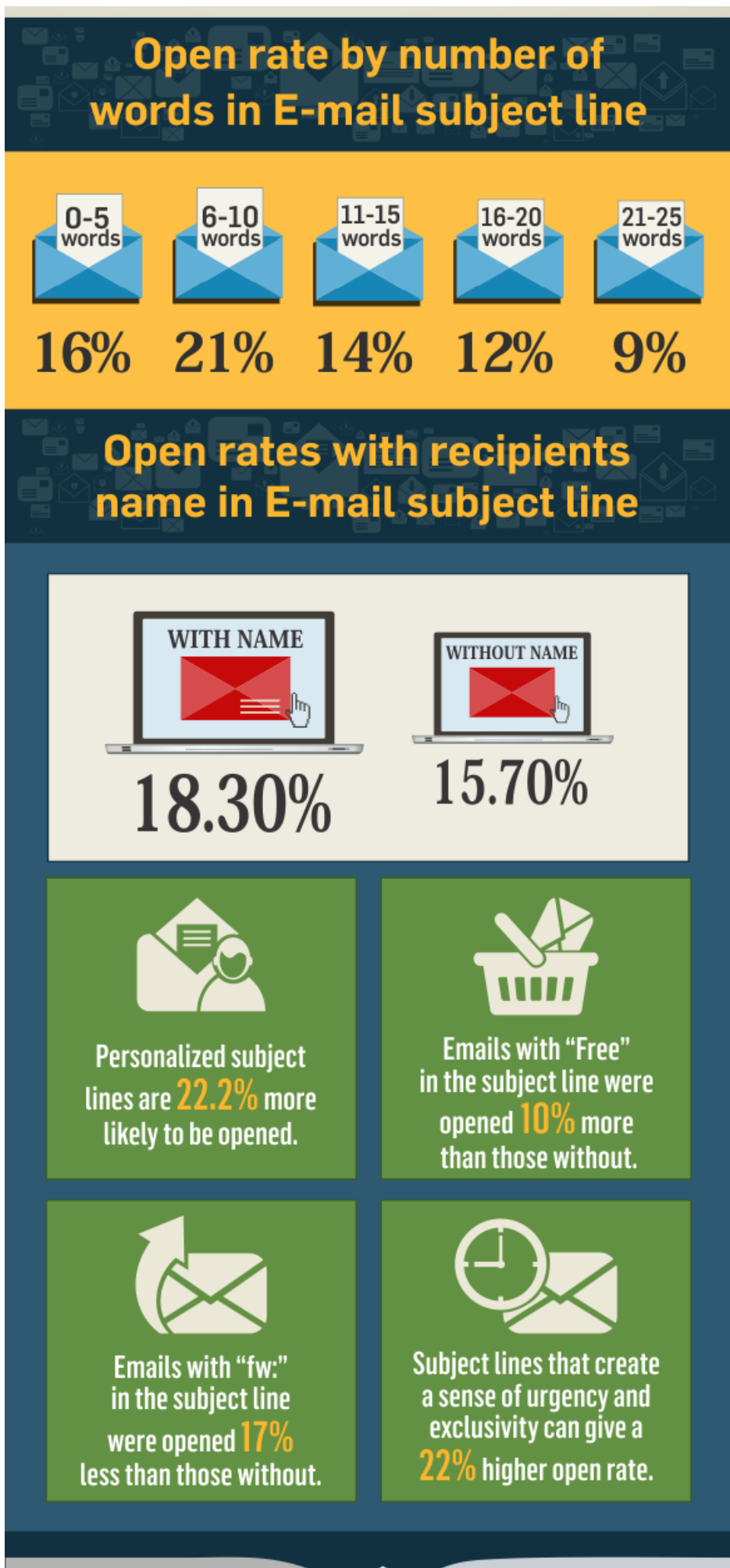
- Main piece of content for your year-end campaign
- Send to people who have given in the last ~3 years
- Write 1st and build other appeal content from here
 - What stories can help support appeal
 - Share stories on social media leading up to ask
- Include a reply device
 - Remittance envelope
 - Donation form



Email Appeal

- The email should come from a real person
- Send to anyone who has opted in to your mailing list
 - Segmentation is easy for email
- Should look like a simple letter email
 - DonorSnap has a template
- Text can be same as print appeal with some tweaks
- Call to action will be slightly different
 - Directing to give online
- Think about your email subject line





Compiled and Designed by:

 **invesp**
more conversions

Source Links

- <http://blog.hubspot.com/sales/subject-line-stats-open-rates-slideshare>
- <http://www.slideshare.net/sidexick/subject-line-stats>
- <http://www.convinceandconvert.com/convince-convert/15-e-mail-statistics-that-are-shaping-the-future/>
- https://www.dixaier.com/files/1213/8075/0387/Adestra_SubjectLine_Study_July_2012.pdf
- <https://blog.awebber.com/email-marketing/6-types-of-subject-lines-that-will-improve-your-open-rates.htm>
- <http://www.nurturehq.com/tips/email-subject-lines-with-30-or-fewer-characters-have-an-above-average-open-rate>
- <http://www.superoffice.com/blog/email-open-rates/>



Subject Line Examples

Help us end marine plastic pollution, ***Name***

Ensure no child in ***town name*** goes to school hungry

With your help we can save 100 dogs this month!

Bring back the magic of the holidays for ***who you serve***



Final Thoughts

- Set up appeals and campaigns in DonorSnap with consistent naming conventions
- Come up with a campaign theme first
- Write appeals and tailor them to the individual channels
- Always measure and test! (look at last year's results)

