

Table of Contents

<i>Copyright and Terms of Use Agreement</i>	<i>ii</i>
<i>Table of Contents</i>	<i>iii</i>
<i>Note from the Authors</i>	<i>vi</i>
<i>Getting the Most Out of This Guide</i>	<i>vii</i>
<i>Unit 1: The 7 Steps to Fundraising by Mail</i>	<i>1</i>
<i>Step 1 – Understand the Basics</i>	<i>3</i>
Direct mail 101	<i>3</i>
<i>Step 2 – Plan for Success</i>	<i>7</i>
Identify your goals.....	<i>7</i>
Choose a time to mail	<i>7</i>
Choose a letter type and theme	<i>8</i>
Three suggested themes for a letter	<i>8</i>
Create a production schedule.....	<i>9</i>
Estimate costs and potential revenue.....	<i>10</i>
<i>Step 3 – Decide Who Should Receive Your Letter</i>	<i>13</i>
Starting and growing your mailing list	<i>14</i>
Keep your data clean.....	<i>15</i>
Database and donor-tracking software.....	<i>15</i>
<i>Step 4 – Write a Compelling Letter</i>	<i>17</i>
Getting started.....	<i>17</i>
Tell your story.....	<i>18</i>
Making the ask	<i>19</i>
Additional writing tips	<i>20</i>
<i>Step 5 – Format the Letter and Package</i>	<i>21</i>
Formatting the letter	<i>21</i>
Paper and design	<i>22</i>
Letter length	<i>22</i>
Personalization and salutations	<i>22</i>
The direct mail package	<i>23</i>
<i>Step 6 – Review and Revise</i>	<i>27</i>
Fundraising letter checklist.....	<i>28</i>
<i>Step 7 – Follow Up</i>	<i>29</i>
The thank you letter	<i>29</i>
What to do with non-responses	<i>30</i>

Measuring success	30
Predicting responses.....	31
<i>Unit 2: Sample Phrases</i>	33
<i>Sample Phrases for Letters Asking for Donations.....</i>	35
Opening sentences	35
Sentence starters	36
Sentence templates	37
Ask statements.....	38
For campaigns with matching funds.....	39
For membership programs – initial sign-up	40
Yearly membership renewal.....	41
For monthly giving programs	41
Phrases for letters to previous donors.....	42
Phrases for letters to volunteers.....	42
Phrases for letters that encourage online giving.....	42
Thank-you statements	43
Closing	44
P.S. statements	44
Reply card statements	45
<i>Thank You Letters</i>	47
General	47
First time donors	47
Previous donors	47
Donation from a volunteer	48
Major donors	48
Donation with matching gift	48
<i>Unit 3: Sample Letters.....</i>	49
<i>Complete Direct Mail Package</i>	51
Homes for our Troops.....	51
<i>General Appeals</i>	59
Lisa Ross Birth Center	59
Scout Day Camp.....	59
Joshua Resource Center.....	62
Iowa Citizens for Community Improvement.....	62
Switzer Learning Center	67
Cathedral Children's Home	67

Good Mews	71
Animal Aid.....	71
St. Michael's Catholic Church Mission Trip.....	76
Lost Sheep Ministries	76
<i>Letters Sent by Individuals</i>	<i>81</i>
Zach McFarland.....	81
100 Friends Style Letter – Humanitarian Travel.....	81
American Cancer Society, Relay for Life.....	85
American Liver Foundation, Run for Research	85
<i>Special Appeals.....</i>	<i>89</i>
Court Appointed Special Advocates (CASA) of Hartford County.....	89
Christo Rey High School Sacramento	89
Special Request for Historical Society Project	92
<i>Membership Letters.....</i>	<i>97</i>
Pride Rock	97
Wildlife in Need	97
Saving Little Hearts	101
Jewish Day School	101
Tennessee Clean Water Network.....	107
Knox Heritage	107
<i>Thank you Letters</i>	<i>113</i>
Community School of the Arts	113
Bread of the Mighty Food Bank.....	113
Loudon County Habitat for Humanity	116
Lisa Ross Birth Center	116
<i>Conclusion</i>	<i>119</i>
<i>Additional resources.....</i>	<i>119</i>