

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! _____