

Appeal Checklist

Whether it's your fall, year-end, or spring appeal, the Rescigno's team stands ready to help. Have your own lightbulb moments with these appeal best practices!

Does Your Appeal Letter...

- Tell an emotionally compelling story?
- Talk about the institution or the donor's impact on the institution's ability to do good?
- Contain a personalized salutation? Keep in mind, you're trying to build a relationship.
- Have visual appeal? Have you added graphics, underlined or bolded certain sections so that your message stands out?
- Contain a P.S.?
- Reference your donor's last gift amount? Does it ask for more?
- Ask prospective donors for a suggested gift amount, based on your average donation?

Does Your Reply Device...

- Include a response device whereby a suggested giving amount is personalized?
- Ask for email addresses and cell phone numbers?
- Inquire as to the donor's interest in planned giving?
- Make the best use of your budget and stretch your design dollar?

Does Your Outside Envelope...

- Contain a return address with your logo?
- Contain a tagline, graphic or personalized message? It'll increase your response rate.

Our research shows that the best response rate comes from traditional 8.5 x 11 letters that fit into #10 envelopes. Some people believe that going with a different size (invitation sized 6 x 9) will make their piece stand out. Do some testing to see what works best with your audience. These can all be mailed at the same postage rate, so you have nothing to lose!