

## The Appeal Checklist

Whether it's your fall, year-end, or spring appeal, the Rescigno's team wants to help. These are our appeal best practices! How many can you check off the list?

### Does your appeal letter...

- ☐ tell an emotionally compelling story?
- ☐ talk about how the donor helped the institution do good?
- ☐ contain a personalized salutation? You're trying to build a relationship, after all!
- ☐ have visual appeal? Professionally designed letters help messages stand out!
- ☐ contain a P.S.?
- ☐ reference your donor's last gift amount and then ask for more?
- ☐ ask prospects for a suggested gift amount (based on your average donation)?

### Does your reply device...

- ☐ include suggested giving amounts that are personalized for each recipient?
- ☐ ask for email addresses and phone numbers?
- ☐ inquire about the donor's interest in planned giving?
- ☐ make the best use of your budget and stretch your design dollar?

### Does your outer envelope...

- ☐ contain a return address with your logo?
- ☐ have a graphic or personalized message? These increase response rates!

While our research shows that the best response rates come from traditional 8.5" x 11" letters in #10 envelopes, sometimes experimenting with different sizes can make appeals stand out from the crowd! Do some testing to see what works best with your audience!

