

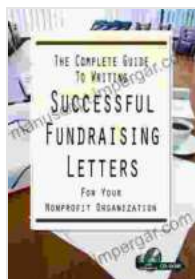
The Complete Guide to Writing Successful Fundraising Letters for Your Nonprofit

Fundraising letters are one of the most important tools in a nonprofit's fundraising arsenal. They can be used to reach a large number of potential donors, and they can be very effective at generating donations.

There are a number of reasons why fundraising letters are so important:

- **They can be personalized.** Unlike other marketing materials, such as brochures or website content, fundraising letters can be personalized to each individual donor. This makes them more likely to be read and responded to.
- **They can tell a story.** Fundraising letters can be used to tell the story of your nonprofit organization and its mission. This can help donors to connect with your cause and feel inspired to give.
- **They can make a strong ask.** Fundraising letters can be used to make a strong ask for donations. This is important because it is often the only opportunity you will have to ask a donor for money.

A successful fundraising letter typically includes the following elements:



The Complete Guide to Writing Successful Fundraising Letters for Your Non Profit Organization: With Companion CD-ROM by Charlotte Rains Dixon

★★★★☆ 4.4 out of 5

Language : English

File size : 617 KB

Text-to-Speech : Enabled

Screen Reader : Supported
Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 292 pages



- **A strong headline.** The headline is the first thing that a donor will see, so it is important to make it compelling. It should be clear, concise, and attention-grabbing.
- **A personal story.** A personal story can help donors to connect with your cause and feel inspired to give. It should be brief and relevant to the mission of your organization.
- **A statement of need.** The statement of need should explain why you are asking for donations. It should be clear, specific, and measurable.
- **A call to action.** The call to action should tell donors how they can donate. It should be clear, concise, and urgent.
- **A P.S.** The P.S. is a great place to reiterate your call to action or to add any additional information that you think might be helpful to donors.

Writing a successful fundraising letter can be a challenge, but it is definitely possible. Here are a few tips to help you get started:

- **Start with a strong headline.** Your headline is the first thing that a donor will see, so it is important to make it compelling. It should be clear, concise, and attention-grabbing.
- **Tell a personal story.** A personal story can help donors to connect with your cause and feel inspired to give. It should be brief and

relevant to the mission of your organization.

- **State your need clearly.** The statement of need should explain why you are asking for donations. It should be clear, specific, and measurable.
- **Make a strong call to action.** The call to action should tell donors how they can donate. It should be clear, concise, and urgent.
- **Proofread your letter carefully.** Before you send out your fundraising letter, be sure to proofread it carefully for any errors. You should also have someone else review it to make sure that it is clear and easy to understand.

Here are a few examples of successful fundraising letters:

- [Letter from the American Red Cross](#)
- [Letter from the United Way](#)
- [Letter from the Salvation Army](#)

Here is a fundraising letter template that you can use to get started:

[Your Name] [Your Address] [Your City, State, Zip Code] [Your Email Address] [Your Phone Number] [Date]

[Donor Name] [Donor Address] [Donor City, State, Zip Code]

Dear [Donor Name],

I hope this letter finds you well.

I am writing to you today on behalf of [Your Nonprofit Organization]. We are a nonprofit organization dedicated to [Your Mission Statement].

We are currently in the midst of our annual fundraising campaign, and we are hoping to raise [Your Fundraising Goal] to support our important work.

Your support would make a real difference in our ability to continue our work. Would you consider making a donation to [Your Nonprofit Organization] today?

Any amount, no matter how small, would be greatly appreciated. You can donate online at [Your Website Address] or by mail at [Your Mailing Address].

Thank you for your time and consideration.

Sincerely, [Your Name]

I hope this guide has been helpful. Please feel free to leave a comment



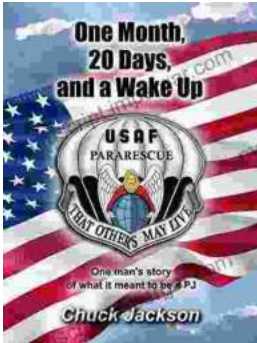
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