



*Rachel*  
**MUIR**

## HOW TO WRITE WINNING EMAIL APPEALS

Kindful

February 25, 2021

# Rachel Muir, CFRE

- Founder: Girlstart
- Featured on: Oprah,
- CNN, the Today Show
- What Rachel does:  
custom training, board  
retreats, online classes

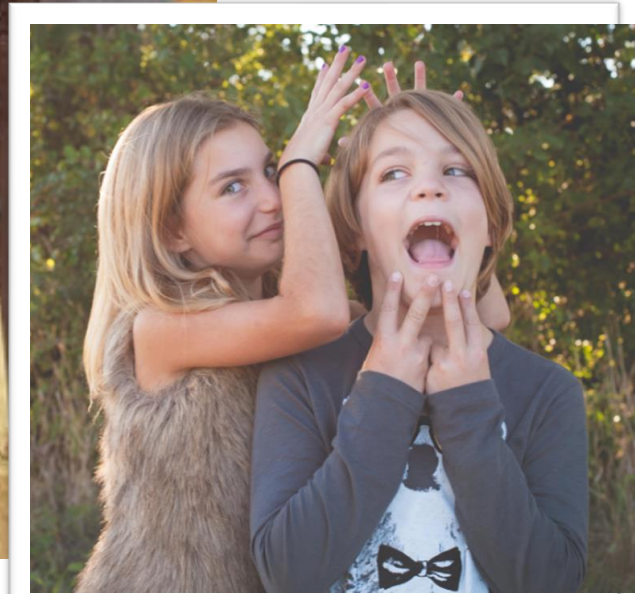
Weaknesses: chips, queso




@rachelmuir

rachel@rachelmuir.com

www.rachelmuir.com




# What Rachel Does



**Find &  
Acquire  
New Donors**

**March**



**Email: systems,  
segments &  
deliverability**

**April**



**Write a Case  
for Support**

**May**



9 tips to write  
better email  
appeals & a  
pep talk

Before/  
After  
makeover

Bonus  
tool to make  
it easier

3 top fails  
in email  
appeals

Q&A


# How to Write Winning Email Appeals



@rachelmuir

Slides: [www.rachelmuir.com/handouts](http://www.rachelmuir.com/handouts)



A close-up, top-down view of a person's hand typing on a black laptop keyboard. The hand is positioned over the keyboard, with fingers pressing keys. The background is a wooden desk. In the top left corner, there is a black mug with a white rim and a green book. The overall image has a dark, muted color palette with a blue overlay.

**Speaker, trainer and nationally  
recognized non profit founder and  
thought leader.**

GET TO KNOW RACHEL

Get today's slides: [www.rachelmuir.com/handouts](http://www.rachelmuir.com/handouts)



EVER WORRY YOU SEND

**TOO MUCH EMAIL?**



# The reality of an inbox



# Your brain versus reality



## You think...

- Your donor reads each message you send.
- You might offend someone.
- You are sending too much email.

## Reality...

- They don't!
- Your job is not to offend as few people as possible.
- The average nonprofit sends 9.8 emails in December for end of year fundraising.



@rachelmuir





# 9 TIPS FOR WRITING WINNING EMAILS

## Your End of Year Appeal Checklist



- ✓ Does it have a short, powerful opener?
- ✓ Is it conversational?
- ✓ Is it personalized?
- ✓ Is there a reason to give now or sense of urgency?
- ✓ Do you ask for a specific amount?
- ✓ Is there a clear offer? i.e. "Your \$100 gift will save chimpanzees from painful and lonely deaths"
- ✓ Are there at least 3 asks in the appeal, near the beginning, midway and in the PS?
- ✓ Have you given yourself the [ahern audit](#) to make sure you are writing at 6<sup>th</sup> - 8<sup>th</sup> grade reading level and are using twice as many "you" words as "we" words?
- ✓ Have you removed any jargon or acronyms?
- ✓ Is the same campaign theme/offer being used across all your channels (email, mail, social)?
- ✓ Does it make use of white space, underlines, bold, and indentation to guide the reader?
- ✓ If you used a photo are the subjects looking straight at the camera? Does the photo have a caption? Does the photo reinforce your story or amplify the need?
- ✓ Is the font at least 14 points?
- ✓ Do you use make good use of the P.S. with another call to give?
- ✓ Does your sign off include a signature?
- ✓ Does the email come from an actual person with an actual email address?
- ✓ Do you have a winning mobile friendly subject line?
- ✓ Have you tested your appeal multiple times (and run it through a grammar check)?
- ✓ Is there a live signature in a different color ink in a letter or a scanned signature for email?

Download at  
[www.RachelMuir.com](http://www.RachelMuir.com)  
checklist

# 1



Write like you talk. Be warm, relatable & caring  
AND a real person.

@rachelmuir

[www.rachelmuir.com](http://www.rachelmuir.com)



# Tips to be more human

## Do this

---

Sign it from a recognizable person (not “the org” or “donotreply@bbbs.org”)

Use warm & caring sign-off “for the love of music” (

Use handwritten signature image + thumbnail, smiling image of your signer

## Example:

---

I want to hear more about you! [Please take this quick 3-question survey](#) and tell me what inspires you.

Share your thoughts ►

Thanks again for joining us. Together, we will conserve nature and reduce the most pressing threats to the diversity of life on Earth.



Sincerely,

Jessica Fraser Sotelo  
Director, Online Membership  
World Wildlife Fund

A red arrow points from the 'Do this' section to this smiling photo of the signer.

P.S. At any time, you can find petitions to sign, review your support of conservation, or edit your email preferences by [logging in to your WWF Supporter Center](#).

Pro-tip: try [www.wisestamp.com](http://www.wisestamp.com)

# 69% of people say read email b/c of sender

<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	DNC HQ	Before the ball drops on 2015 - Take action before tonight's major FEC deadline -- load images If you've saved
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	The Innocence Project	Final Hours to Give in 2015 - Donate by midnight! View this email in your browser Ian, There are just hours left to mal
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Jim Messina, BarackObama.	Before midnight: Support this movement - Friend -- I'll get right to the point. We're closing the books on this quarter
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Barack Obama	Tomorrow - Friend -- When the sun comes up tomorrow, we'll be in an election year. I'm counting on you
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Robert Reich	Please read before 2016 - Hi— Here are five reasons why I hope you'll consider giving to MoveOn before 2016: 1. Do
<input checked="" type="checkbox"/> <input checked="" type="star"/> <input checked="" type="checkbox"/>	Margaret at Amnesty Inte.	Final email of 2016: Match is ending - Final email of 2016: Match offer ends Dear Ian, At midnight tonight, our match
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Sara El-Amine, BarackOba.	LAST CHANCE: Win a trip to Alaska - Friend -- I know this time of year can get busy. So I'm bumping this to the top c
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	World Vision (2)	Just hours left to make a tax-deductible donation for 2015. Give now and change lives! - Your gift multiplies 12X
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Michelle Obama	Thanks - today, and every day - Right now, as we get ready to close out 2015 and head into Barack's last year in offic
<input checked="" type="checkbox"/> <input checked="" type="star"/> <input checked="" type="checkbox"/>	Margaret at Amnesty Inte.	Do you believe in human rights? Open this - Do you believe in human rights? Dear Ian, At midnight tonight, our mat
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Diana Aviv - Feeding . (2)	Urgent: 2015 Deadline Is Midnight! - Don't miss a chance to help solve hunger. Gmail users: drag this email to your "
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Michelle Nunn, CARE (3)	URGENT: 3x Match - Today only! - Today only, your tax-deductible donation will be TRIPLED! Give now. View this me
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Yolanda Magallanes, Bara.	Can we count on you, friend? - Friend -- We're just hours away from our end-of-year fundraising deadline, and we're
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Anna, Ilya, and the Move.	Looking back at 2015 - Dear MoveOn member, If you ever doubted our ability to come together to effect change, you
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Official Democratic Memb.	Start 2016 off right → - Your official 2015 supporter record -- load images If you've saved your payment information, y
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	American Red Cross, Laur.	Tonight we need you, Friend - Dear Friend, There are just hours left to make your 2015 tax-deductible gift to the Red
<input checked="" type="checkbox"/> <input checked="" type="star"/> <input checked="" type="checkbox"/>	Margaret at Amnesty Inte.	Match increased: Offer ends tonight - Match increased: Offer ends tonight Dear Ian, A generous group of donors ha
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Brent Wright & Emily Hec.	Only a few hours left - If you are unable to view the message below, click here to view this message on our website.
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Barack Obama	Hey - This isn't the first time I've written to you before a deadline like the one we're facing
<input checked="" type="checkbox"/> <input checked="" type="star"/> <input checked="" type="checkbox"/>	Joan Baez with Amnesty I.	Before you ring in the new year... - Before you ring in the new year... Dear Ian, It's almost time to ring in 2016. You've
<input checked="" type="checkbox"/> <input checked="" type="star"/> <input checked="" type="checkbox"/>	Maddy deLone, Innocence .	Deadline Tonight! Support Freedom and Justice in the New Year - Ian, The Innocence Project has much to celebra
<input type="checkbox"/> <input type="star"/> <input type="checkbox"/>	Catholic Charities USA	It's Not Too Late to Donate in 2015! - Give by Dec. 31 to help our neighbors in need.. Catholic Charities USA Give by

# 2



## Give subject line extra attention

@rachelmuir

[www.rachelmuir.com](http://www.rachelmuir.com)



# Subject line tips

## Tips

---

- Do NOT end with a period
- 15-50 characters or 5-7 words
- Write conversationally
- Spark curiosity
- Create a sense of urgency
- Personalize
- Remove any spam triggers
- Test, test, test!
- 47% decide to open based on subject line

## Examples

---

- “This can’t keep happening to dogs!”
- “This doesn't happen often...”
- “[48 hours left] Make TWICE the difference”
- “She never thought it could happen to her”

Pro-tip: Make a google doc of subject lines

# Free tool: [www.subjectline.com](http://www.subjectline.com)

Last updated on:  
Thursday, October 17, 2019

*Subject***Line**.com



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Over 7 Million Subject Lines Tested. #1 Free Subject Line Rating Tool.

## Top Email Service Providers



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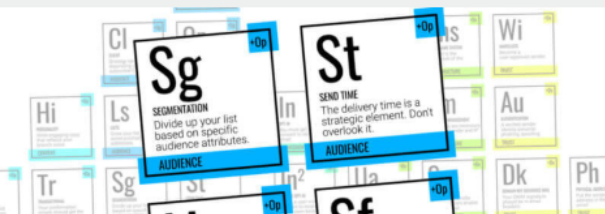
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## The 4 Humanized Elements of Deliverability on the Periodic Table of Email

Deliverability is both an art and science.

[READ MORE](#)



Use our **FREE RATING TOOL** to Evaluate your Subject Line.

Enter Your Subject Line Here...

[EVALUATE](#)

## Top Data Hygiene Service Providers



[synapp.io](#)

[Visit Site »](#)



[FreshAddress](#)  
THE EMAIL ADDRESS EXPERTS

[Visit Site »](#)

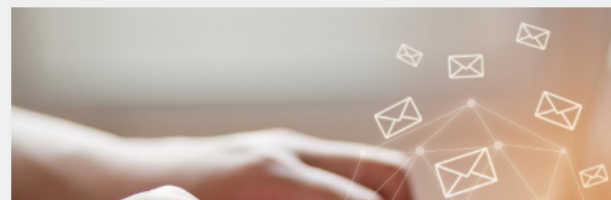


[BriteVerify](#)

[Visit Site »](#)



[Visit Site »](#)



## The Reinvention of Modern Email Marketing

In 2019, email marketing still gets less-than-appreciated street cred from many marketing practitioners despite being recognized as a top-performing marketing channel

[READ MORE](#)

# Need storytelling inspiration?

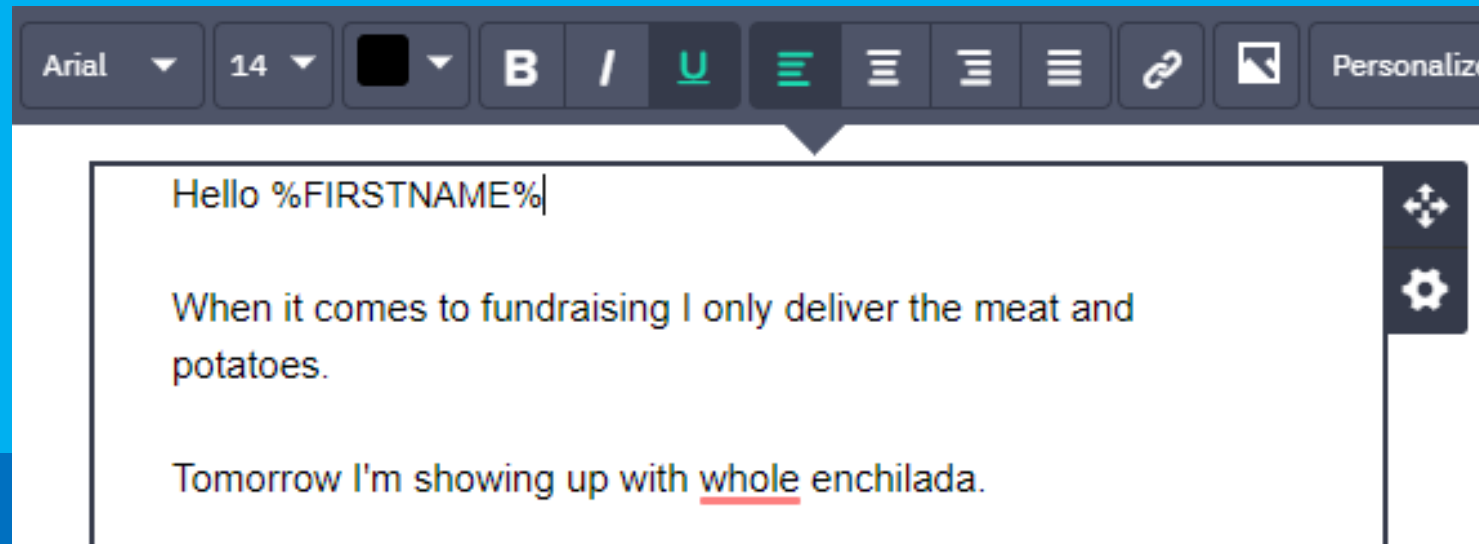


Also great for dramatic openers!

# HUMANS OF NEW YORK



# 3





## Personalize if you know their name

@rachelmuir

@ SarahKMasterson

# Real autoresponder I got

Thank You for Your Lifesaving Gift!  




3:53 PM (31 minutes ago)



to me 

Dear 

Thank you for your thoughtful gift of \$25.00! We are thankful to have you as a partner to help homeless pets and animals in need. With your gift, we can help animals like Naveen. An Australian Shepherd mix transferred to  from Espanola, New Mexico, Naveen arrived scared and shut down. In fact, she was so frightened, it took multiple staff members to coax her out of our Rescue Rover transfer vehicle.

Our shelter staff immediately recognized the need for Naveen to participate in our Behavior Modification program. This program provides extra care and support for dogs and cats to be more confident, happy pets. Through this program, we learned that Naveen was especially fearful of men, cowering whenever they came near. Our behaviorist developed a specific plan to help her overcome her phobias.

Over the next 3 weeks, Naveen participated in training and socialization with our staff and volunteers. Our dedicated team worked with Naveen daily, walking her through the shelter and introducing her to new, unfamiliar people. Eventually, Naveen became more relaxed and even took treats from strangers! With her new skills, including walking nicely on a leash and sitting politely for treats, Naveen was ready for her new home.

As you can see from her photo, Naveen is feeling much more confident and is always smiling! Her transformation was only possible with your help. Thank you for helping pets like Naveen who need a little extra care!



# 4

With warmest thanks,

A handwritten signature in black ink that reads "Julie".

Julie Weismann  
Chief Executive Officer

P.S. Please make your gift by December 31st to meet our goal of 500 year-end donors!

P.S. Please don't wait. Every gift you make will be matched dollar-for-dollar — doubling your impact to protect human rights. Thank you.

## Use the postscript (P.S.)

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www.rachelmuir.com



“

In direct mail (and sometimes email), the PS is the most important thing you write. It's one of the most-read parts of your message.

Jeff Brooks,  
How to Turn Your Words into Money



@rachelmuir

Slides: [rachelmuir.com/handouts](http://rachelmuir.com/handouts)

# A good P.S. can offer:

- A sense of urgency, *“Thousands of baby seals are at risk right now of starving to death. Please save these animals and rush your gift right now.”*
- Appreciation
- A tangible way to take action: *“If a loved one or friend is struggling with depression, please call 1 800 459 222. Because of your generous gifts, we will be here to offer help to those in need.”*
- A specific amount of money to give or upgrade for monthly giving
- A limited time opportunity or deadline
- A question, *“Did you know half our students are here on scholarship?”*
- A suggestion for a larger gift, *“Your last gift was \$250. If you could match it again (or even increase it a little), I’d be mighty grateful to you.”*


# 5


Coronavirus Consequence: Emergency Funds Needed

Morningside Ministries (steve.herlich@mmsink.org) Tue, Mar 31, 2020 9:08 am

To: you Details

View this email in your browser

  
Morningside Ministries  
SENIOR LIVING COMMUNITIES

  
Donate Now  
to provide emergency social support through technology

Dear Tom,

1. I don't normally send you emails like this, but these are urgent times.
2. The coronavirus is already taking a toll on the elderly through social isolation.
3. **Will you please make an urgent gift of \$32 to keep seniors connected during quarantine?**  
  
We are doing everything we can to protect our residents from coronavirus, but . . .  
  
We need your help to protect them from fear and feeling forgotten.
4. Here's what's going on: Last week I spoke to Edith, an anxious 79-year-old resident in assisted living. She doesn't have a smartphone. She has a TV but the news adds to her growing list of worries. Every day is more stressful than the last.  
  
The precautions keeping her safe are cutting off the connections that give her life meaning. How can Edith not feel lonely?

She can't. But you can help her.

**5. Your gift will provide social and emotional support by turning Edith's in-room TV into an info hub. She'll be able to tune in to community announcements, virtual classes, daily dining menus, photos, video chats and a lot more right from her room.**


**6.** Edith isn't the only resident who feels a sense of loss. For those with Alzheimer's, change is confusing. This is no time for the elderly to feel alone.


It will cost \$22,000 to equip both Morningside locations with easy-to-use, voice-assisted technology. That's about \$32 per resident for tons of creative ways to stay in touch and informed. Now, and when life is normal again.

**7.** There are no extra funds in our budget to meet this unexpected need. But your gift of \$32 today will help one resident feel connected when they can't leave their room.

**8. Your action is needed now.** Please make your gift to provide seniors with social support. You'll give a resident like Edith the sense of belonging she needs every day. And every day counts right now.

For those we serve, thank you.

  
Steve Herlich  
Vice President of Development

  
Donate Now  
to provide emergency social support through technology

The Better Fundraising Co. 8-point e-appeal formula, April 2020

# Keep it skimmable (300 words)

@rachelmuir

www.rachelmuir.com



Fight the  
urge to tell  
the reader  
everything  
you do.



@rachelmuir

# 6



## Tie the ask to something tangible

@rachelmuir

[www.sarahmasterson.com](http://www.sarahmasterson.com)

Dear ,

Every night dozens of our neighbors have nowhere to call home. With your support, the XXXXXXXXXXXXXXXX Center helps our neighbors manage homelessness by offering temporary, emergency shelter. Our facility provides beds, showers, bathrooms, laundry, and a gathering place where people are shielded from the elements, day and night. This year, more than 500 men and women will find a place of refuge in our shelter.

**However, offering emergency shelter is only the first step.** With your help, we actively support our neighbors as they work to exit homelessness and return to permanent housing. With your help, we are not only keeping people safe, but also offering them a true second chance to reshape their lives and make homelessness a detour rather than the start of a downward spiral.

*Juana (54) and her mother, Dalmasia (75), came to XXXXXXXX when they could not find a family member. Juana says, "We are blessed we got into the shelter; XXXXXX like you are family." With assistance from our dedicated Help Center staff, the mother and daughter team are finding hope. The staff has given Juana employment assistance to help her to find a job, and the respite center gives Dalmasia a quiet place to rest and have her health issues addressed. They are on a path to permanent housing, a pathway made possible by donors.*

Staff and volunteers welcome all, including those struggling with substance use disorders and mental health challenges, always seeing people as individuals, learning their names, hearing their stories, and responding effectively to help them fulfill their hopes. **This personal attention and a small financial investment change the trajectories of peoples' lives and allow them to draw on their natural resilience.** While we cannot reverse the immense weight that poverty places on many of our neighbors, every day we witness how a small investment can prevent the misfortune of homelessness from destroying lives.

**The need is great, and I hope you will give generously.** I look forward to continuing our collective effort to make XXXXXXXXXXXXXXXX a place of compassion, community, and hope ... a place where our neighbors facing homelessness feel our support and encouragement.

Sincerely,

What will my gift do?





**WITHOUT PROBLEMS TO SOLVE DONORS HAVE NOTHING TO DO**

7



Clear, emphasized call to action

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# Which call to action works best?

1. "Please, make your year-end gift to Save the Penguins today."

2. Please, stand with penguins today.

3. Please, stand up for your values today.





8



Donor is hero (not you!)

@rachelmuir

[www.sarahmasterson.com](http://www.sarahmasterson.com)



“

I pay attention to what interests me  
and what interests me most is me.  
Ask anyone.”

Tom Ahern



@rachelmuir

[rachelmuir.com/guides](http://rachelmuir.com/guides)

Your communications = my mirror.







The University of Texas at Austin

P.O. Box 7458  
Austin, Texas 78713-7458  
T: 866.875.9651  
[giving.utexas.edu](http://giving.utexas.edu)

September 24, 2018

Mr. Mark A. Gronquist  
4905 West Frances Place  
Austin, TX 78731-5529

Dear Mr. Gronquist,

You are among UT's greatest and most dedicated ambassadors. Your loyalty makes daily academic excellence and outstanding student experiences a reality on the Forty Acres. Today I ask that you further your support by making a leadership-level annual gift of \$2,500 or more to ensure a strong future for UT.

The university's goals are clear and transformative. UT provides access to a first-class education, recruits top faculty, creates healthier communities and solves global problems. Friends like you are crucial to helping us achieve these goals. Your philanthropic investment means that you're committed to partnering with us to fulfill our responsibility to transform the lives of our students and make an impact on communities around the world.

Donors want to be the hero of their own story



“

Donors don't give because you're excellent.

They give because *they* are excellent and  
*you help them realize their awesome selves.*

Jeff Brooks,  
How to Turn Your Words into Money



@rachelmuir

# “When you see...”

A homeless person sitting on a park bench, or sleeping under a bridge, you wonder what you should do. That’s the kind of person you are.”

Source: Jeff Brooks, [How to Turn Your Words into Money](#)





# Give the donor a role in the story

Page 2

## She needs your protection

Years of neglect weigh heavy on a young face. Memories of abuse live in every cringing fear. Without love and protection, her entire childhood was nearly destroyed.

Many families are torn between the fear of a young girl who has been sexually abused and the fear of a young girl who has been sexually abused. The girl's life is in danger. Without your help, her life is in danger. Without your help, her life is in danger.

Without you... vulnerable little ones remain endangered.

## Their lives depend on you

When local hospitals cannot save critically malnourished children in rural Guatemala, they look to Sister Rosa Rodriguez — and Sister Rosa looks to you.

Without YOU... Innocent lives are lost.

Without you, the lives of these children are in danger. Without you, the lives of these children are in danger. Without you, the lives of these children are in danger.

Source: Tom Ahern

# Fundraising is quest for empathy



9



Be ready to thank them!

@rachelmuir

[www.rachelmuir.com](http://www.rachelmuir.com)

# The Do's and Don'ts of Thanking Donors



*Rachel*  
**MUIR**

Download at  
[RachelMuir.com/  
Thankyou](https://RachelMuir.com/Thankyou)





**What happens to your donors after they give?**




# EMAIL AUTORESPONDER

Wow! Thank you



Inbox x



 **Christopher Aaby** <lgforms-submissions@littlegreenlight.com>

Sep 22 (5 days ago) ☆



to rachel ▾

Dear Rachel,

Thank you for your generous support of Catamount Institute. Your recent contribution of \$25.00 helps to ensure that students like Kelsey(pictured) have access to high-quality outdoor education experiences.

It is only through the continued generosity of good friends like you, we are able to achieve our mission. Because of your generosity and thoughtfulness, underserved children in our community will have the opportunity to connect with nature

Thank you!

Warm Regards,

Christopher Aaby  
Executive Director  
[719-471-0910 x106](tel:719-471-0910)



Thank you for being a valued supporter of Catamount Institute. Catamount Institute is a 501(c)3 nonprofit organization. Your contribution of \$25.00 is tax-deductible to the extent the law allows. No goods or services were received in return for this gift. Please retain this letter as a receipt of your charitable gift.

# Thank You landing pages



[DONATE](#) [HOST](#) [VOLUNTEER](#)

**Your donation is on its way to change lives.**

Dear Brian,

Thank you for giving blood with the American Red Cross on 4/17/2015. Your blood donation was sent to St. Joseph Mercy Ann Arbor in Ann Arbor, MI to help a patient in need. Your donation is on its way to change lives!



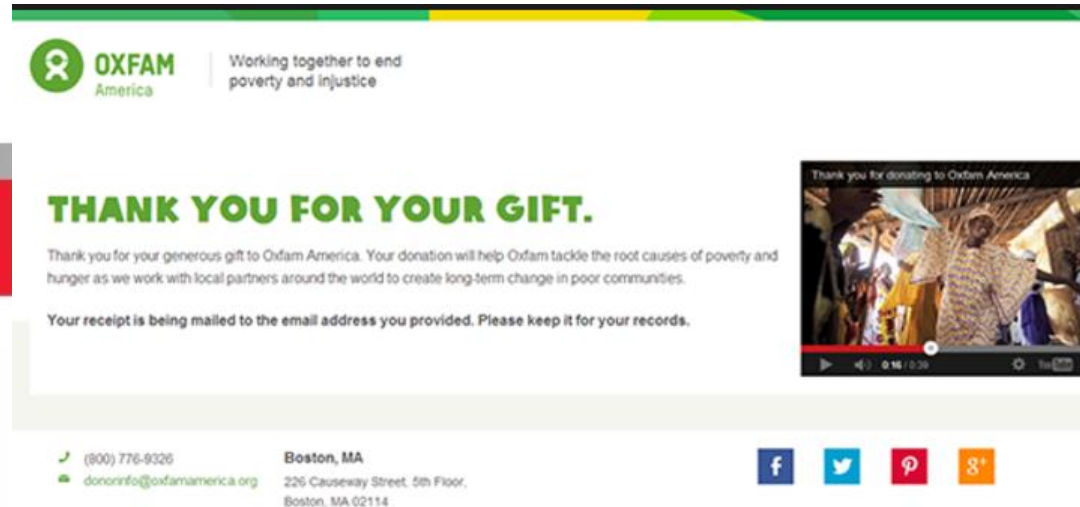
**#RedCrossOnTheWay**

## Share Your Impact

Tell others your blood is on the way to help save lives.



You may be able to help more patients with fewer appointments by [donating double red cells](#). Ask if you're eligible to give a double red cell donation when you make your next appointment.







# THE THREE BIGGEST EMAIL MISTAKES





**1. Not communicating consistently**

**2. Not writing donor centered copy**

**3. Doing it all yourself**

[bit.ly/appealmakeover](http://bit.ly/appealmakeover)



**ON AIR**

**BEFORE/AFTER EMAIL APPEAL**

**MAKEOVERS**



looks like a church flyer

no photos of beneficiaries

missing salutation  
just 'great wall of text'

no hook or dramatic opener - just 'pandemicsplaining'

scriptures distract, don't make case

reads like a newsletter update instead of giving donor a problem they can solve

# FAITH. EDUCATION. COMMUNITY.

While the COVID-19 pandemic has painted an unfamiliar scene for our community, one thing remains unchanged: the mission of St. Mary's Springs Academy. Our commitment to inspiring students to live a purpose-filled life through inclusion in the Catholic community, development of God-given strengths, and a commitment to individualized academic achievement remains unwavering.

*Faith* DOES NOT MAKE THINGS EASY,  
IT MAKES THEM  
*possible.*  
LUKE 1:37

We have embarked on the unexpected, but the entire SMSA team continues to strive forward with reverence and fortitude as we meet unanticipated challenges with fierce determination. SMSA has welcomed back students to the Ledge for in person learning for the 2020 -2021 academic year, while also providing the opportunity for virtual learning for families that choose or when warranted due to Covid-19 exposure and/or state, archdiocesan mandates.

COVID-19 has not deflected from our mission or deterred from plans to.....We remain committed to that future. We remain committed to our students.

*Trust* in the Lord with all your heart; do not depend on your own understanding.

*Seek* his will in all you do, and he will show you which path to take.

PROVERBS 3:5-6

Many of you have asked how you can support SMSA. The immense outpouring of support continues to be both humbling and inspiring. Enclosed please find opportunities to renew your commitment to SMSA. Now more than ever, every dollar raised makes an immediate impact.

In your Service,

*Stacey Akey*

Stacey Akey  
System President



P.S. The only gift too small,  
is no gift at all.

hard to read cursive

makes me feel like you don't know me or need my help

sounds like you don't need my \$

'impact' is generic and vague - appeal never states why gift is needed or how it will be used

Overall appeal uses "you" as much as "we" (8 times) should use "you"

personalized  
salutation

Dear <<Name>>,

warm opener

If **you're** like me, the sound of squealing kids rushing to class before the bell rings, their sneakers squeaking down the hall, fills you with delight.

A few months ago, our hallways were dark and empty. No eager teachers waited outside their classroom door ready to inspire. No colorful artwork clung to lockers. No backpacks stuffed to the brim with crumpled paper and yesterday's lunch. No locker doors latching shut.

Because of **your** support <<Name>>, today there is muffled laughter and a megawatt smile behind every decorative mask **you** see.

**YOU** can ensure students continue to thrive, but we need **your** help today.

Did **you** get as excited as I did in school when you got to present on the overhead projector? Or tap away at the keyboard in typing class? Or play Oregon Trail? Technology that was once a privilege is now a necessity.

Imagine **you're** bingeing on your favorite Netflix show and the signal goes in and out. **You're** paying a bill online that's due today before **you** go to bed when all of the sudden **your** internet goes out. **You** finally connect over FaceTime with family **you** haven't seen in months and **your** screen freezes.

Students today are facing the same challenges because of outdated technology in the classroom. These distractions cost them the ability to learn.

**Your** support ensures each classroom is equipped with crucial technology. The kind that fully engages **you**, no matter **your** learning style. The kind that raises **your** test scores while having fun. The kind that connects **you**, whether at home or in the classroom. The kind that doesn't slow **you** down, and floods all your senses. Without **you**, students will not have hands on, immersive experiences.

<<Name>>, **your** generous gift speaks volumes about how much **you** value the role a Catholic education plays in shaping our nation's future leaders. In a world faced with division and uncertainty, we need strong leaders. **You are a valuable part of shaping who these students become.**

Please use the enclosed donation card to renew your commitment to St. Mary's Springs Academy.

These kids are counting on **you**. And I know **you** care about how they're doing. **Please give now, as generously as you can.**

For our kids,

*Stacey Akey*

Stacey Akey  
System President

photo w/eye  
contact



P.S. Hi, I'm Mary,\* and your donation today has an immediate impact on my ability to learn. Your last SMSA Fund gift was \$1145 gift! If you could match it again (or even increase it a little), I'd be mighty grateful! Thank you for believing in me and making your gift before December 31, 2020!

immersive  
storytelling

P.S.  
mentions  
my last  
gift,  
specific  
ask &  
deadline

#1  
more than  
twice as many  
"you"s than  
"we" words

tells me exactly  
what to do to  
give

mission infused  
closing

\*Names have been changed to protect the privacy of these students.



## Your End of Year Appeal Checklist



- ✓ Does it have a short, powerful opener?
- ✓ Is it conversational?
- ✓ Is it personalized?
- ✓ Is there a reason to give now or sense of urgency?
- ✓ Do you ask for a specific amount?
- ✓ Is there a clear offer? i.e. "Your \$100 gift will save chimpanzees from painful and lonely deaths"
- ✓ Are there at least 3 asks in the appeal, near the beginning, midway and in the PS?
- ✓ Have you given yourself the [ahern audit](#) to make sure you are writing at 6<sup>th</sup> - 8<sup>th</sup> grade reading level and are using twice as many "you" words as "we" words?
- ✓ Have you removed any jargon or acronyms?
- ✓ Is the same campaign theme/offer being used across all your channels (email, mail, social)?
- ✓ Does it make use of white space, underlines, bold, and indentation to guide the reader?
- ✓ If you used a photo are the subjects looking straight at the camera? Does the photo have a caption? Does the photo reinforce your story or amplify the need?
- ✓ Is the font at least 14 points?
- ✓ Do you use make good use of the P.S. with another call to give?
- ✓ Does your sign off include a signature?
- ✓ Does the email come from an actual person with an actual email address?
- ✓ Do you have a winning mobile friendly subject line?
- ✓ Have you tested your appeal multiple times (and run it through a grammar check)?
- ✓ Is there a live signature in a different color ink in a letter or a scanned signature for email?

Download at  
[www.RachelMuir.com](http://www.RachelMuir.com)  
checklist

# Bonus tool -> Ahern Audit 2x 'you's

Enter or paste text to analyze

Copy text

Analyze

Dear First Name,

When Maria, Diego and Kevin ask, Why can't I go to preschool today? the response comes with complicated words like: quarantine, coronavirus, and furlough. It's a complicated and uncertain time for everyone. And we know it is especially confusing for children who long for stability, familiarity, and routines of playing with friends.

Frankly, even we aren't absolutely sure when the Children's Learning Center will reopen, although we are aiming for mid-June -- a full three months since the coronavirus forced the Children's Learning Center, along with all schools and businesses in Vermont, to close for an undetermined length of time.

What we do know for sure is that we need your support now, like never before, to be able to give children a clean, sanitized and safe environment, in classrooms and on the playgrounds, where they can be virus-free from the moment they walk in the door to the moment they leave at the end of the day.

Before we can open the doors, we need to undertake some costly, thorough disinfecting of every room and every surface. And we'll need extra supplies to be able to do it again every day, several times a day.

It will require a new level of hyper vigilance and extra effort, on the part of teachers, parents, staff and even children. It will take a greater investment in extra safety materials like thermometers, plastic gloves, and gallons more soap and boxes more paper towels.

## Results

3230	Characters	2'22"	Reading Time
532	Words	25	Sentences

### The "You" Test

You used "you" words 4 times and "we" words 10 times. Ideally, you should use twice as many "you" words as "we" words. [Learn more](#)

Reading Level 11th grade

Your text is likely to be understood by a reader who has a least a 11th-grade reading level. The text should be between a 6th and 8th grade reading level and should be easy for most adults to read.

This is based on the Flesch-Kincaid reading levels. [Learn more](#)

Bookmark it

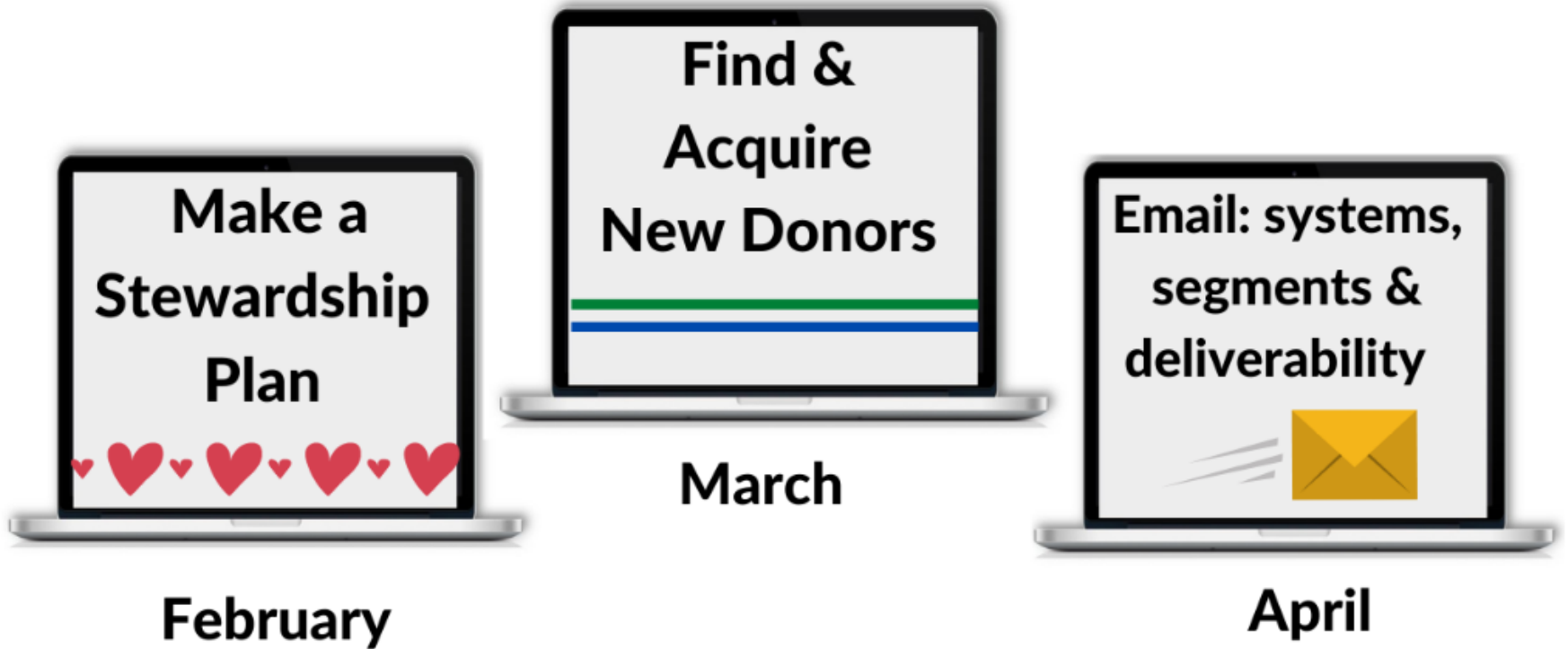
[www.bloomerang.co/ahernaudit](http://www.bloomerang.co/ahernaudit)





Questions?

# Want coaching from Rachel?



[www.leagueofextraordinaryfundraisers.com](http://www.leagueofextraordinaryfundraisers.com)



# What's in a \$49 monthly membership?

- Live monthly workshop
- Access to all past workshops
- Workbooks, guides, templates & scripts
- 1.5 CFRE credits for EVERY workshop
- Members only Q&A (and Facebook group)

PLUS...

Upgrade anytime to get WEEKLY coaching calls with Rachel (\$149 a month)



# 2021 Monthly Workshops

## January

Launch a Monthly  
Giving Program

## February

How to Make a  
Stewardship Plan

## March

Finding & Acquiring  
New Donors

## April

Email: Systems,  
Segmenting &  
Deliverability

## May

How to Write a Case  
for Support

## June

How to Ask for  
Planned Gifts

## July

Change Your Board &  
Get them Fundraising

## August

Building a Major Gifts  
Program

## September

End of Year  
Fundraising

## October

Copywriting Clinic

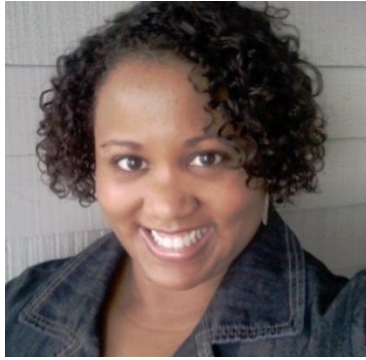
## November

How to Ask

## December

Facebook  
Fundraising

**MARCH WORKSHOP IS THURSDAY MARCH 25 AT 11 AM CST/12 EST  
LIVE MONTHLY WORKSHOPS ARE 90 MINUTES LONG**



“I love Rachel’s practical examples and this membership is a great value!”  
Stephanie Carroll,  
Discovery Green Conservancy



“The personal delivery is the topper! Everything feels customized and nothing is canned.”  
Kirsty Doig, SOL International Foundation



“I used her template and found a \$2,500 matching sponsor!” Dana Kelso, Community Literacy

## Enroll now at

# LeagueofExtraordinaryFundraisers.com

Questions? [Rachel@rachelmuir.com](mailto:Rachel@rachelmuir.com)

# Thank you!



 @rachelmuir



Facebook.com/RachelMuirFundraising

Today's slides:  
[www.RachelMuir.com/handouts](http://www.RachelMuir.com/handouts)

Handouts:  
[www.RachelMuir.com/thankyou](http://www.RachelMuir.com/thankyou)  
[www.RachelMuir.com/checklist](http://www.RachelMuir.com/checklist)

[LeagueofExtraordinaryFundraisers.com](http://LeagueofExtraordinaryFundraisers.com)



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