**Is Your FUNDRAISING Appeal Hitting the Mark?**

Answer the questions below to assess the effectiveness of your fundraising appeal. Being able to answer “YES!” to each is critical to the success of your appeal!

**The Story**

* Does the first sentence make you want to keep reading? YES / NO
* Does the letter include a compelling personal story? YES / NO
* Is the problem clear? YES / NO
* Does the letter offer hope? YES / NO
* Is the message repeated several times throughout the letter? YES / NO
* Is the call to action obvious? YES / NO

**The Ask**

* Is the impact of giving (and ***not*** giving) stated directly? YES / NO
* Does the letter outline the benefits of giving? YES / NO
* Is the request urgent with a need to act now? YES / NO
* Is it clear the donor can make a difference by giving? YES / NO
* Are you asking many times, starting on the first page? YES / NO
* Does the letter ask the donor for an appropriate gift amount? YES / NO

**The Tone**

* Is the letter casual, conversational, and framed as one person writing to another person (vs. writing to a group of people)? YES / NO
* Does the word “you” appear frequently? YES / NO
* Is the letter free of insider talk, abbreviations, and other jargon? YES / NO
* Are the sentences and paragraphs short? YES / NO
* Is the reading level of the letter 6th grade or lower? (Check using a tool like *Hemingway* or *Flesch-Kincaid.)*  YES / NO

**The Format**

* Is there a P.S. that reinforces the ask? YES / NO
* Does the letter have at least one-inch margins? YES / NO
* Is there ample white space between lines and paragraphs? YES / NO
* Are you using bold, underlines, and italics strategically? YES / NO
* Are lists formatted with bullets? YES / NO
* Will there be a reply card, specific to this appeal and personalized with the donor’s information, included as part of the package? YES / NO
* Are you including a return envelope? YES / NO
* Does the mailing envelope make you curious what’s inside? YES / NO