



The 28th International
Fundraising Congress
NH Leeuwenhorst Hotel
The Netherlands
14-17 October 2008

The copywriter's clinic:
Crafting brilliant letters, emails, and
telemarketing scripts for breakthrough
fundraising results (Session 2)

A master class with Mal Warwick

The copywriter's clinic, Session 2:

**Crafting brilliant letters, emails, and telemarketing scripts
for breakthrough fundraising results**

A master class with Mal Warwick

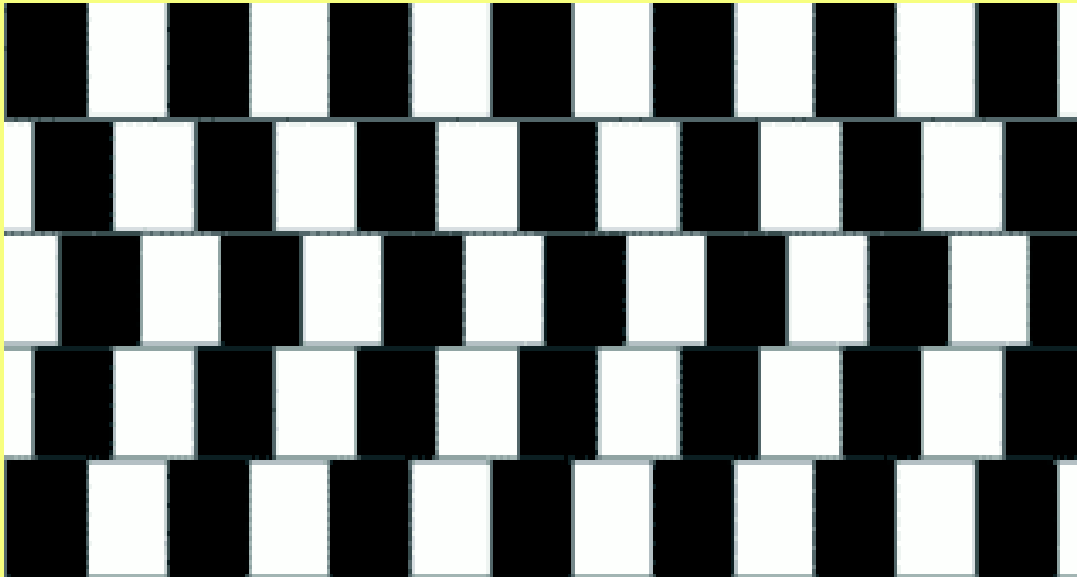
The 28th International Fundraising Congress

Noordwijkerhout, The Netherlands, 14-15 October 2008

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Are the sideways lines horizontal?



IFC 10-08

Writing successful fundraising appeals

- 1) The basic components of an appeal
- 2) What to do before you write a letter
- 3) Eight steps to successful fundraising appeals
- 4) The do's and don'ts of fundraising letters
- 5) How to evaluate an online appeal
- 6) How to evaluate a fundraising letter
- 7) Case studies for discussion

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1) The basic components of an appeal

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The four basic elements of a letter

- Outer (or carrier) envelope
- Letter
- Response device
- Reply envelope

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Other potential enclosures

- Brochure
- Flyer
- Lift note or lift letter
- Involvement device
- Front-end premium
- Buckslip

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The basic elements of a telephone script

- | | |
|-------------------------|----------------------------|
| a) Opening | g) Reinforcing the case |
| b) Stating the case | h) Ask 3 |
| c) Ask 1 | i) Restating the urgency |
| d) Reinforcing the case | j) Thank-you |
| e) Ask 2 | k) Confirmation of details |

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The essentials of an email appeal

- a) "From" line
- b) Subject line
- c) Lead
- d) 1st link
- e) Stating the case
- f) 2nd link
- g) Reinforcing the case
- h) Close
- i) Signature
- j) Postscript: 3rd link
- k) Sidebar with graphic

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2) What to do before you write a fundraising appeal

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The Marketing Concept

- Creative Concept
- Unique Selling Proposition
- Value Proposition
- Copy Platform
- “Executive Summary?”
- Who, What, When, Where, Why, How

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The 6 W's

Who?	Who will sign the letter?
	Who will receive the letter?
What?	What is it you want the reader to do?
	What will the reader receive in return?
When?	When do you want the reader to respond?
Where?	Where will the proposed action take place?
Why?	Why should the reader take this step?
hoW?	How will the proposed action make a difference?

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3) Eight steps to successful fundraising appeals

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First, develop the marketing concept

- a) Think
- b) Read
- c) Ask questions
- d) Think
- e) Draft
- f) Think again
- g) Revise

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“As chief executive of XYZ since 1994, I have written you many times before to ask for your help—and you have responded generously. I’m writing you again now to propose that you join me and a handful of our most loyal and generous supporters as a Charter Sponsor of XYZ’s historic new media campaign to spotlight the prevalence of childhood hunger in our society. As a Charter Sponsor, your generosity will be recognized at our annual convention and in XYZ publications—but, more significantly, you will have the satisfaction of knowing that once again you have taken action against the scourge of hunger in our nation.”

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Second, determine package contents







- **Budget**
- **Technology**
- **Format**
- **Size & shape**
- **Components**
- **Graphics**
- **Length of copy**




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Third, draft the reply device

- Restates the marketing concept
- Affirms the donor's decision
- Details the benefits
- Guides gift processing

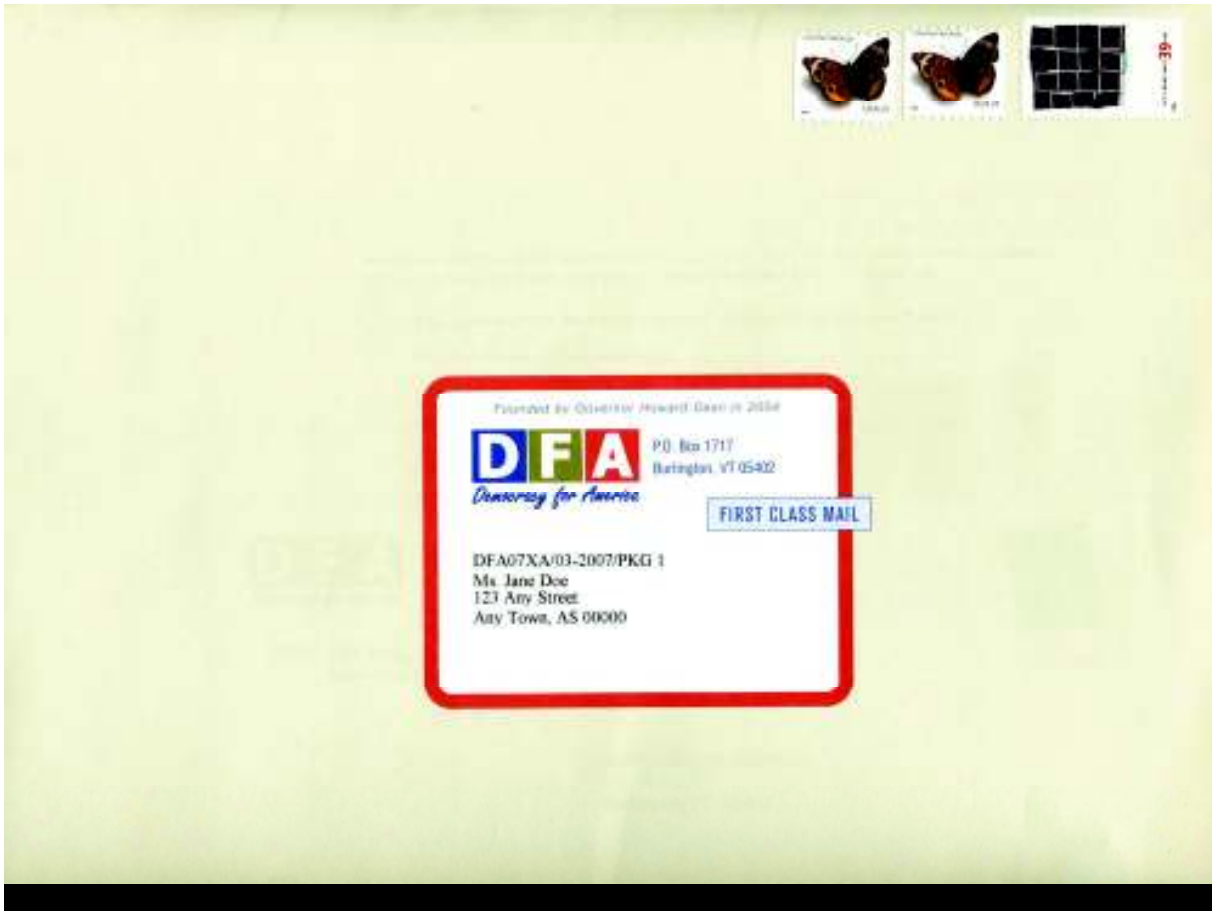
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ACCIÓN		CONTRIBUTION FORM	
56 Roland Street, Suite 300 Boston, Massachusetts 02129 USA www.accion.org		Yes! I want to help ACCION International provide small loans for hardworking families so they can work their way out of poverty. I have checked off one of the boxes below and enclosed this entire form with my gift of:	
<input type="checkbox"/> \$25		<input type="checkbox"/> \$50	<input type="checkbox"/> \$75
<input type="checkbox"/> \$100		<input type="checkbox"/> \$160	<input type="checkbox"/> \$250
<input type="checkbox"/> Other \$ _____			
If you would like to make a gift by credit card, please see the reverse side of this form.			
Mal Warwick & Associates, Inc. 2700 9th St., Ste. 100 Berkeley, CA 94710-2001		A84MDIE	
ACCION was rated 4 Stars by Charity Navigator, an independent evaluator of America's charities.		Printed on recycled paper using soy-based ink.	
Please make your check payable to ACCION International and return it with this entire form in the enclosed envelope. Your gift is 100% tax deductible.			
WITH A SMALL LOAN AN ACCION CLIENT COULD BUY...			
<input type="checkbox"/> \$25 Laying hens for eggs to sell at the market.		<input type="checkbox"/> \$100 A used sewing machine to enable a seamstress to make clothing to sell.	
<input type="checkbox"/> \$50 Bags of rice or beans in bulk to sell at the market.		<input type="checkbox"/> \$160 A used refrigerator to stock perishables including milk and cheese.	
<input type="checkbox"/> \$75 Bushels of fruit in bulk to get better pricing.		<input type="checkbox"/> \$250 A wooden cart to take goods to the market.	

<p>I would like to make a one-time gift of \$ _____ to ACCION.</p> <p>Please charge the amount written above to my:</p> <p><input type="checkbox"/> VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover</p> <p>Card Number: _____</p> <p>Expiration Date: _____</p> <p>Signature: _____</p> <p>Date: _____</p>	<p>I would like to join ACCION's monthly giving program with a monthly gift of \$ _____.</p> <p>Please charge the amount written above each month to my:</p> <p><input type="checkbox"/> VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover</p> <p>Card Number: _____</p> <p>Expiration Date: _____</p> <p>Signature: _____ Date: _____</p> <p>I authorize ACCION International to charge my debit or credit card each month for the amount stated above until I notify ACCION of any changes and they have had a reasonable time to act on it. A record of each payment in my monthly bank or credit card statement will serve as my receipt and ACCION will provide me with a statement of my annual gifts.</p>			
<table border="1"> <tr> <td data-bbox="349 598 446 703"> <p>Mary Mejia, client of ACCION's program in Colombia</p> </td> <td data-bbox="462 598 706 903">  </td> <td data-bbox="771 630 1218 871"> <p>Fleeing violence in rural Colombia, Mary and her family were forced to leave their home with nothing. Starting over in a new city, Mary applied for and received a small loan from ACCION's program in Colombia. She was able to buy the ingredients and equipment she needed to open a bakery. Now, the profits from her small business enable her to provide food and shelter for her family.</p> </td> </tr> </table>		<p>Mary Mejia, client of ACCION's program in Colombia</p>		<p>Fleeing violence in rural Colombia, Mary and her family were forced to leave their home with nothing. Starting over in a new city, Mary applied for and received a small loan from ACCION's program in Colombia. She was able to buy the ingredients and equipment she needed to open a bakery. Now, the profits from her small business enable her to provide food and shelter for her family.</p>
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Fourth, write the outer envelope

- Postage format?
- Logo, name, and address?
- Closed-face or window?
- Teaser?
- Graphic images?
- Front & back copy?



Fifth, write the lead

- Tell a story
- Continue the teaser
- Ask a question
- Challenge the reader
- Make the offer
- Establish relationship with the signer



Dear Caring Friend,

I hope you're the kind of person I think you are.

Because I have enclosed **two** things that can make a difference in the life of a child with a life-threatening illness.

First, I want you to have some free, personalized Make-A-Wish name and address labels that will tell your friends you believe in making wishes come true.

Second, I have enclosed a special "Puppy Card" that you can send to a sick child who needs some encouragement.

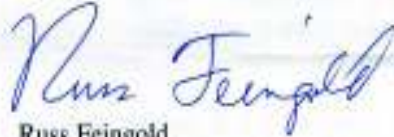
Sixth, write the postscript

- Prof. Vögele says . . .
- 90% read the P.S. first
- The effective lead
- Don't waste it!
- Involve the reader

To bring about these changes, I need your help.

If you agree with me on redeploying our troops—and using Congress’s power of the purse to restrict funding for the Iraq war—please help me reach out to other Americans by sending a contribution of \$25, \$50, \$100, or even more today.

With high hopes,



Russ Feingold
United States Senator

P.S. Just one more thing: please know that even though my letters often end with a request for support, I understand that you can’t respond to every appeal. If you’re able to send an occasional contribution, I’ll greatly appreciate it. We need your continued support—and your involvement—to advance our progressive agenda in 2007. Thank you.

Authorized and paid for by Feingold Senate Committee, Daniel D. Hannula, Superior, WI,
Treasurer. Not printed or mailed at taxpayer expense. PRINTED ON RECYCLED PAPER WITH SOY INK

Seventh, consider highlighting text

- Prof. Vögele’s “Short Dialogue”
- Answer readers’ “unspoken questions”
- Highlight benefits
- Show the key points of the story
- Guide the casual reader
- Pass the “skim test”



Union of Concerned Scientists

Citizens and Scientists for Environmental Solutions
One Health Square Cambridge, MA 02142-9902
www.ucsusa.org

Kevin Knutik, President

"Why don't you folks work together?"

Dear Friend of the Environment,

If there's one question I'm asked a lot, that's it.

Many people, maybe you, think the environmental movement consists of hundreds of organizations working for the same objectives, but not working together to achieve them. In some cases, that may be true. But here at the Union of Concerned Scientists, collaboration is a guiding principle.

That's why I'm writing you with this personal invitation.

The Union of Concerned Scientists is a partnership of many of the nation's leading scientists with tens of thousands of people like you and me. We combine robust scientific research with citizen action to protect the world you live in. And we've been engaged in advocacy around the environment and national security for the past 37 years—under seven different Presidents.

We share our findings with other environmental groups, decision makers in government, and local citizens' groups to achieve our common goal—a cleaner, healthier environment and a safer world. This work is essential and we'll make progress regardless of who's in the White House.

It's time you heard the untold story about the Union of Concerned Scientists—and it's a good time to join us. You can become a member of UCS for as little as \$25.

But it's not just your financial support we want. We want you to get involved. You can do that by joining our Action Network. We'll send you action alerts by e-mail about important environmental issues—and you can take effective action for change.

I've enclosed two environmental health petitions. Please sign and return them to us, and you'll help curb three of the biggest threats to our health and environment today—global warming, air pollution, and the increase of antibiotics in livestock production. And if you join UCS as a member, you'll enjoy many other membership programs that will keep you informed and involved.

Our corporate adversaries and their political allies who oppose the environmental movement continue to think they can divide and conquer us—that they can confuse the American public with their paid-for "scientific experts." We won't back down to such intimidation. But for 37 years, UCS has been preventing them from winning the argument by...

... giving other environmental activists and our friends in Washington and across the nation the independent scientific evidence they need to make the case and win the day.

Over the years, the Union of Concerned Scientists' non-partisan research has been the scientific expertise we bring to bear to protect our country from conditions that have succeeded in protecting the environment—often against overwhelming odds.

Member of Environmental Protection Action Network

UCS's long list of collaborative achievements reads like a history of the environmental movement itself:

- Remember Three Mile Island in 1979? In the wake of the worst nuclear disaster in U.S. history, UCS provided critical technical leadership to local citizens' groups pressing for tougher safety standards for nuclear power plants. Twenty-six years later, millions of Americans are safer because our work led to comprehensive regulatory change throughout the nuclear industry.
- Remember the original fight over Ronald Reagan's "Star Wars" in the 1980s? UCS scientists led the drive to scale back this insane proposal to put weapons in space. It was a bad idea that would have upset the world's nuclear balance, cost billions, and increased the danger of the greatest environmental catastrophe in human history. In the 1990s, we prevailed again, persuading the Clinton Administration to halt a later-day version of the project.
- At the beginning of the 1990s, UCS navigated the drive for solar, wind, and other renewable energy—by providing information, technical support, and training to dozens of local and state environmental groups in the Midwest, New England, and the far West. Today, 31 states and Washington, DC, have implemented minimum renewable energy standards, and our national study, *Clean Energy Blueprint*, has provided important benchmark data that many environmental groups are using.

But about now, you're probably wondering, "What have you done for me lately?" And the answer is a lot. Here are just three examples of what I'm talking about.

(1) The air you breathe

Whether you live on a farm or down on the farm (or somewhere in between), you are likely to be exposed to unhealthy levels of diesel pollution. UCS is working to clean up America's trucks and buses, and we're making progress.

On the national level, we put the issue of dirty school buses on the map. Our state-by-state analysis of school bus pollution was a key factor in the Environmental Protection Agency's (EPA) decision to launch their Clean School Bus, USA program, helping school districts clean up their bus fleets.

We created a unique environmental and industry coalition, that pushed legislation through Congress to grant millions of dollars to school districts to replace their oldest, dirtiest buses with cleaner alternatives. To build support for clean school bus funding, UCS engaged some 300 different groups across the country, including the American Lung Association and state environmental, education, and public health groups. The recent energy legislation signed into law by President Bush contains provisions for a federal Clean School Bus Program.

We worked with many organizations, including the U.S. Public Interest Research Group and the Natural Resources Defense Council, to promote tough emissions standards for highway trucks and buses. This work paid off in stricter regulations, and starting in 2007, most will be reduced 90% in new trucks and buses.

Another vehicle pollution problem is that of non-road vehicles such as construction and farm equipment. A UCS report showed for the first time that non-road diesel vehicles are a major source of pollution both in rural areas and in every major city in America. Again, UCS and a broad coalition of organizations worked together to build support for cleaning up this high-polluting equipment. This led to another EPA rule that will result in substantial reductions in diesel pollution from new non-road diesel vehicles starting in 2007.

(1) The food you eat

You're probably not taking antibiotics right now. But their overuse in farm animals may mean that the next time you need to take antibiotics, they just might not work.

The problem comes from American agribusiness' use of antibiotics as dietary supplements to speed the growth of chickens, pigs, and other animals. UCS scientists have concluded that the misuse of these drugs, vital to combat human and animal disease, is producing increasingly resistant bacteria that threaten the health of the American public.

So UCS helped to found Keep Antibiotics Working: The Coalition to End Antibiotic Overuse (KAW), which now consists of 13 groups working together to curtail the use of antibiotics in animals. And we're succeeding. After KAW began pressuring poultry manufacturers, some of the nation's largest producers, including Tyson Foods and Perdue, issued statements that they are cutting back on the use of medically important antibiotics.

Recently, the Food and Drug Administration withdrew approval for use of Cephalosporin antibiotics in poultry. This is the first time an agricultural antibiotic has been withdrawn from the market because of concerns about antibiotic resistance affecting human health. Legislation limiting the use of most medically important antibiotics in food animals was reintroduced in the current session of Congress with bipartisan support in both the House and Senate.

In the months to come, your membership support will enable the Union of Concerned Scientists to intensify its ongoing effort to make sure your food is safe.

(2) The world you live in

Right now the Union of Concerned Scientists is taking the heat in combating the most serious environmental problem threatening our planet—global warming.

Scientists know that as global temperatures rise, we'll experience more category 5 hurricanes and storms... rising numbers of heat-related deaths... water shortages... more post-horn disease... shrinking wetlands and the disappearance of the wildlife that depend on them... and the erosion of coastal areas where millions of Americans now live.

Thanks to our leadership role providing and translating critical information on global warming science and impacts to the media, policy makers, and business leaders, we're finally beginning to see progress in addressing this threat.

Despite the foot-dragging of the Bush administration, there is growing demand in this country for action on global warming. UCS is working overtime to accelerate that demand by providing scientific analysis that demonstrates the urgency of this issue, as well as a set of solutions that will slow and minimize the most dangerous effects of global warming. We're also collaborating with a powerful coalition of environmental organizations, conscientious business leaders, labor unions, and other environmental groups to build a national climate campaign.

UCS doesn't say things it can't back up with solid evidence.

That's why we're so respected.

The forces that oppose us often accuse people with scientific credentials to make their case. Like the "scientists" the tobacco industry paid to say smoking wasn't bad for your health.

In contrast, our arguments are based on the findings of respected professors, university researchers, and Nobel laureates, who wouldn't risk all their professional reputations to win an argument. These are men and women who have dedicated their lives to expanding scientific knowledge, who let the facts dictate their conclusions.

But to spread the growing scientific consensus about the environment, UCS doesn't limit itself to studies, media campaigns, and high-level meetings with powerful decision-makers. We cooperate with other organizations that can put our scientific knowledge directly to work.

For example, we're currently working at the grassroots level with community groups as a host of environmental issues. Recently, we organized California scientists to educate Governor Schwarzenegger and state legislators about climate change in the state, resulting in the governor signing an Executive Order committing California to strong and clear emission reduction targets.

We helped citizens' coalitions identify and correct nuclear power plant safety problems in Connecticut, New Jersey, New York, North Carolina and Illinois. We've also helped state coalitions in Maryland, Rhode Island, New York, Hawaii and New Jersey enact exciting new commitments to produce electricity with renewable energy sources such as wind and solar power. And we provided extensive technical analysis on the benefits of renewable energy and automobile fuel economy that was used by a wide range of environmental groups in the Congressional debate over national energy policy.

Which leads us back to the question that opened this letter, "Why don't you folks work together?" That question always makes me smile.

You probably know many of the organizations we collaborate with—the Sierra Club, Natural Resources Defense Council, World Wildlife Fund. There are scores of others, and UCS stands ready to work with them—combining our expertise and political muscle with the millions of concerned citizens who are collectively our members. We have one common goal...

... protecting the environment.

By joining the Union of Concerned Scientists and connecting with our online Action Network, you won't just be giving your moral and financial support to UCS's efforts...

You'll be strengthening the entire Environmental Movement.

The air you breathe. The food you eat. The world you live in. Each one of them. Life-sustaining essentials in safer, healthier, more sustainable, and more prosperous conditions. But in the coming year we'll have to work harder to make them even safer.

Your membership gift of \$25, \$35, \$50, or more will help determine how much we can accomplish. And the immediate action I'm asking you to take by signing the enclosed petition will help us reduce pollution nationwide and preserve the effectiveness of antibiotics for human use.

Please join UCS's efforts to protect the environment today. I look forward to hearing from you.

Sincerely,

Kevin Knobloch
President

P.S. You'll receive many valuable benefits when you join UCS with a gift of \$25 or more. We'll send you our informative magazine, *Coalition*. You'll receive our newsletters, forms, and more from our Action Network. As a member of the Union of Concerned Scientists you'll have the ability to help us do our part to protect the environment. The planet isn't new. The world can't wait!