Direct Mail Templates

Implementing a multi-channel fundraising appeal is the most effective way to reach your fundraising goals. A multi-channel approach takes advantage of a variety of communication tools rather than relying on only one communication tool for the entire campaign. To do so, we recommend including a mix of print and digital communications. With the effectiveness of online fundraising tools, it is sometimes tempting to dismiss a direct postal mail appeal because of the expense and time it takes. However, postal mail appeals are still a very effective tool to reach your donor and prospective donor audience – and if you have missing, unsubscribed, or bounced email addresses, direct postal mail may be the only means for engaging some of your supporters.

**Network for Good recommends that the direct mail appeal be sent early in the campaign cycle, such as mid-November, for several reasons:**

1. The delivery and turnaround time on direct mail is unpredictable.
2. Mail correspondence increases during the holiday season and your direct appeal could get delayed.
3. If you send the first one early, this allows time for you to send a second, follow-up appeal in mid-December to the smaller group of donors who gave last year but did not yet respond to your first appeal.
4. By sending out your direct mail appeal first, you can be sure that you are not inadvertently asking anyone who has already made a gift to your year-end campaign.

*Important Reminders:*

1. Two or more pages printed front and back are appropriate for a direct mail appeal.
2. Serif fonts (like Times New Roman or Garamond) are recommended for print.
3. 14-font is more effective than smaller fonts. A larger font is also more accessible for any vision impaired contacts.
4. Help your envelope stand-out with photos, color paper, larger size, an intriguing question or invitation.
5. A return envelope with a buck slip (a reply card to insert) is recommended – rather than a remittance envelope with the donor reply information pre-printed on the flap.

**NOTE: In the templates, the words highlighted in green indicate the need to use “Merge Tags” in the donor management system. Words highlighted in yellow indicate the sections where you provide information specific to your organization.**

Direct Mail Templates:

**Direct Mail #1**

**(*to be sent mid-to-late November*)**

Dear \*|First Name|\*,

I hope that this letter finds you and your loved ones staying safe and well.

I’m writing today because I know you care about {mission area or beneficiaries being served}. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

But I do know that your generosity makes it possible to {mission impact} for people like {Beneficiary Name}.

**[And thanks to a generous donor,** **all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**]

Will you make a gift today so that {Beneficiary Name} can {find a solution}?

{Beneficiary Name} {verb describing connection joined/reached out/came to us} {timeframe}.

{Share more of this specific beneficiary’s story. Why did they reach out? What were they feeling? What were they hoping for?}

**{Beneficiary} needs {solution}.**

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time – with a gift today.

Your gift today will {describe the solution to the problem beneficiary faces}.

**You can help {beneficiary}!**

Your gift right now will {describe the solution to the problem ‘beneficiary’ faces}.

**Remember, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support {mission impact} through a gift to \*|Organization Name|\*.

*With just {$}, you will {impact of gift}.*

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**Can {Beneficiary} count on your {$} gift today?**

Thanks in advance for your contribution.

With gratitude,

{Name}

{Title}

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at {website address}.

**Sample Direct Mail #1 Letter**

Dear Jane,

I hope that this letter finds you and your loved ones staying safe and well.

I’m writing today because I know you care about the health and well-being of our community. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

But I do know that your generosity makes it possible to provide medical services to those in need, like Maria.

**And thanks to a generous donor, all contributions made before December 31 will be matched—that means your gift and your impact will be doubled!**

Will you make a gift today so that Maria can get the medical services she needs?

Maria first arrived at the clinic with swollen hands and feet, but otherwise sorely underweight. Something was desperately wrong.

She hadn’t felt well in some time, but after losing her job because of COVID-19 layoffs, she had no insurance and no money to see a doctor. Her unemployment benefits barely covered rent and food. Not to mention the added expense of having her three children home in the sweltering heat and on the internet all day. Her electric bill had more than doubled since May.

When I heard the stress she was under, I knew that she always put herself last. She’d come to the clinic as a last resort. She needed medical attention right away. But her health concerns won’t be managed easily. Maria is receiving the attention she needs, but with the cost of lab work, medication, and follow-up doctor visits, she’ll need ongoing support.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time – with a gift today.

**Your gift today will provide crucial healthcare**

**services to neighbors in Clover County.**

Together we can raise awareness of the systems of oppression and neglect that leave too many behind—and demand that our work continues.

**And thanks to a generous donor, all contributions made before December 31 will be matched—that means your gift will be doubled!**

**Maria and her neighbors need affordable and accessible healthcare.**

But with mounting job loss and the continued surge in COVID-19 cases in the community, maintaining the necessary safety protocols and the medical and administrative staff to provide services is overwhelming.

**You can help Maria manage her medical needs!**

Your gift of $32 right now will cover the cost of one month of subscription medicine.

**Remember, all contributions made before December 31 will be matched—that means your gift will be doubled!**

As you consider your giving plans for year-end, I hope you will keep healthcare affordable and accessible to our Clover County neighbors through a gift to Clover County Clinic.

*With just $32, you will provide lifesaving medicine to a neighbor in need.*

Your generous gift will give peace of mind to neighbors like Maria who have been laid off and are balancing the pressures of taking care of their health, providing for their children and the need to put food on the table and a roof over their heads. You can give them one less thing to worry about.

**Can Maria count on your $32 gift today?**

Thanks in advance for your contribution.

With gratitude,

Glen Stevens

Executive Director

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at clovercc.org.

**Direct Mail #2**

**(*to be sent mid-December to LYBUNTS*)**

Dear \*|First Name|\*,

I’m writing today because I know you care about {mission area or beneficiaries being served}.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time.

**[And thanks to a generous donor, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!]**

Will you make a gift today so that {describe beneficiaries} can {find a solution}?

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**You can help {beneficiaries}!**

**Remember, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support {mission impact} through a gift to \*|Organization Name|\*.

*With just {$}, you will {impact of gift}.*

**Can {Beneficiaries} count on your gift today?**

Thanks in advance for your contribution.

With gratitude,

{Name}

{Title}

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at {website address}.

**Sample Direct Mail #2 Letter**

Dear Jane,

I’m writing today because I know you care about the health and well-being of our community. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time.

**And thanks to a generous donor, all contributions made before December 31, will be matched—that means your gift and your impact will be doubled!**

Will you make a gift today so that our uninsured neighbors can get the medical services they need?

Your generous gift will give peace of mind to neighbors who have been laid off and are balancing the pressures of taking care of their health, providing for their children and the need to put food on the table and a roof over their heads. You can give them one less thing to worry about.

**Remember, all contributions made before December 31 will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support the health and well-being of Clover County through a gift to the Clover County Clinic.

*With just $32, you will provide a month of medicine for a neighbor.*

**Can your neighbor count on your gift today?**

Thanks in advance for your contribution.

With gratitude,

Glen Stevens

Executive Director

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at clovercc.org.