

Fundraising Letter Must-Haves:

- Letter addressed to specific name
(not “Dear Friend”)
- “You”
- Defined theme and emotional hook
- Direct “ask” near top of letter
- Short paragraphs
- White space
- 7th grade reading level
- 14 pt (minimum) font
- Cohesive package with letterhead, envelope, reply card, optional insert
- P.S. message with ask
- Proofreader



Fundraising Resources:

- Tom Ahern’s website and email newsletter: aherncomm.com
 - His books, including the short and helpful *How to Write Fundraising Materials That Raise More Money*
- Kim Klein, *Fundraising for Social Change* (and other books) and newsletter – sign up at kleinandroth.com
- Ann Green’s Nonprofit Blog: anngreennonprofit.com
- Simone Joyaux’s Learning Center: simonejoyaux.com/learning-center/