

Annual Appeals / Annual Funds/ Direct Mail Campaigns

The most well-known campaign is the Annual Appeal, also called Annual Fund or Direct Mail Campaign. Usually sent out around the Winter Holidays, many non-profits follow up with a Spring Appeal to provide campaign updates and ask for support from those that previously did not give during the Holidays.

Appeals can run for several weeks or can go throughout a season, or year. Appeals often have follow-up letters to non-donors listing program contributions to date to encourage further giving.

Annual appeals generally start out small and grow over time, ***so yearly consistency is very important in building a strong campaign.***

Annual appeals usually consist of the following pieces:

- Letter on letterhead** - standard 8.5 x 11 size.
- #10 Envelope** - for mailing everything to the donor.
- Remittance Envelope – for donors to complete with personal information, gift information, and then mail or hand back to your organization.
 - **#6 ¾ Standard Remittance**
 - **#6 ¾ Tear Off Flap Style Remittance**
 - **#9 Standard Remittance**

Once you've received a donation, ALWAYS send a thank you letter.

A standard size personalized letter in a #10 envelope is best. Make sure to personalize the letter to let your donor know how much you appreciate their support.

WHY DO YOU NEED TO SEND A THANK-YOU LETTER?

Focus group research constantly turns up comments like the following:

"I sent them some money, but I never even got a thank-you"

"The thing that burns me up is getting a thank-you about two months after I send a check - after they've already asked for more money."

The average response time for a donor to receive a thank-you - *if they do at all* - is **FIVE TO SEVEN WEEKS**. This is not an acceptable way to thank those that keep your organization running - *no matter how small the contribution.*



DISCOUNTED PRINTING FOR NON-PROFIT ORGANIZATIONS

Charities that cut costs by refraining from mailing thank-you letters - or by sending form emails or preprinted postcards that are not personalized - are missing the boat.

It's not simply enough to send a thank-you, it must be sent quickly and it must be personalized.

Here is a list of why you need to send thank-you letters.

- It reassures donors that it was a good idea to send a contribution.
- It welcomes them to your "family"
- It lets them know that they have joined with other supporters.
- It shows them they have an impact on your work.
- It gives them a reason to continue to support your organization.

SAMPLE DONOR THANK YOU LETTER *(to be printed on your letterhead)*

Date

Donor Name

Address

City, State, Zip

Dear Mr. and Mrs. Dogooder,

Thank you for your generous donation of \$100.00 in support of our annual "Get Up And Go" charity event.

The money received from your donation will enable us to provide needed services to adults within our community with mental illness and disabling emotional problems. Your support makes it possible for our clients to receive educational and vocational classes, enjoy social and recreational outings, and build self-esteem in a positive, loving environment. Our programs could not exist without your generosity.

As a way to personally thank you for your generous donation, I invite you to join us at our next Open House, on Monday, January 15, 2050, from 1:00 p.m. – 3:00 p.m. where you will have an opportunity to tour our facility and meet our Board of Directors. I look forward to meet you then (seeing you there, etc).

On behalf of our clients and our entire community, I thank you for your generosity.

Sincerely,

Ima Happy,
Executive Director