

## 10 things that will help you raise more money with your next appeal

1. **Your envelope.** The more it looks like a designer designed it, the more it blends in with everything else. The more it looks like a human sent it to me, the more effective it will be.
2. **Postage.** Testing has shown us that a lots of stamps > commemorative stamp > first class generic stamp > visual indicia > standard indicia > meter postage.
3. **Your letter** should look personal with indents, lots of white space, hardly any 'design', a large font and lots of 'you'. 'You' is glue. Read it out loud to someone.
4. **Make it skimable.** Only add emphasis to things your donor makes possible by giving, keeps them engaged or moves them to give.
5. Your appeal should have a **clear ask** and only ask one thing.
6. Include a **photo of the letter signer** by their signature so donors can envision who is talking to them in the appeal.
7. A full size **A4, personalized reply** form usually 'wins' in testing.
8. **Make it easy** to fill out, give online or talk to someone by phone.
9. Adding **lift notes** of almost any type tend to do just that – lift response. Try adding something that rounds out the case or adds a little more detail to the appeal in some way.
10. Include a **business reply envelope**, postage paid, for the donor to send their gift back.

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## A♥G

**What we're missing is YOU.** We know you are a caring and hardworking fundraiser who believes generosity is deeply human. And we help values-driven teams like yours design marketing, fundraising and moments that feel deeply personal - and perform. Are you a curious fundraiser like us? **We should talk about how we can help you grow revenue across your IG program.**

## A♥G Campaigns

What problem can your donor solve today? Who or what is right voice for your story? We build fundraising experiences (annual, mid-level and legacy) where donors are inspired, engaged and energized by your case, give with enthusiasm to your appeals, online and offline!  
**We got this!**



## A♥G Coaching

A 'chose your own adventure' of coaching and guidance for your fundraising program.

Strategic and creative audits, empathetic storytelling, marketing fundamentals, direct response programs, decision science, direct mail, legacy fundraising and workshops for staff and boards. **You got this!**



## A♥G Creatives

You know what needs to be said and shared with your donors. But it all looks and sounds a bit — meh. It's totally fine. Our creatives are here to help make your next annual report, newsletter, appeal, email shine! With your donor in mind! Top drawer graphic design and copy writing and editing are at hand!  
**We can help!**



**Your Agents are standing by!**  
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