

FAQ'S ABOUT APPEAL LETTERS

Q: Shall I send my appeal letter via email or hard copy?

A: Hard copy! You will get much better results. Studies show that hard copy appeal letters get more people giving larger gifts than via electronic appeals.

However, if your postal system for mail is not reliable, then send an email, but you will need to follow up with a reminder letter or phone call.

Q: Who should receive this appeal letter?

A: Many gospel-workers make the mistake of sending an appeal to their donors only. But this appeal should go to everyone on your mailing list—especially non-donors! This gives your non-giving friends an opportunity to easily join your team because they are not likely to jump into monthly support with their first gift. Include your non-believing friends too as it might give an opportunity for the gospel. And this is a good opportunity to add people to your mailing list—those who know of you but you have never added them officially.

Q: Will naming the total amount of money needed alienate readers?

A: Possibly. But not naming a specific amount makes readers suspicious and confuses them since they have no idea if you need \$1 or \$10 or \$10,000. Be more forthcoming rather than less. If we have to keep people in the dark, what does that say about our funding tactics and character?

Q: Shall I send a reminder if I do not hear from them after they have received my letter?

A: Yes, an update letter with your funding process so far should be sent by two weeks before your deadline. Tell people how much is still needed and remind them how to make a gift.

Q: Should I make phone call or text followups?

A: Yes, if your deadline is near, phone or text a few to see if they have decided on a gift. Reinvite them to support you.