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The Fundraising Letter P.S.

*100 and 1 Ways
to Make Yours
More Powerful.*

Alan Sharpe

*Attract gifts and motivate
donors by improving one of
the most important sections
of your donor appeal letters.*



Handbook Number 14

H A N D S - O N F U N D R A I S I N G S E R I E S

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Don't Treat Your Postscript as a Postscript

By Alan Sharpe

Your postscript is one of the most important parts of your fundraising letter. It usually stresses the point of your letter and asks for action. Some donors read it first. Some professional writers write it first.

According to direct mail consultant Allyn Kramer, there are five “hot spots” in your direct mail package where readers look first. Here they are, in order:

1. Outside envelope
2. Brochure headline
3. Inside address (who the letter is going to)
4. Signature line (who the letter is from)
5. Postscript

Since the P.S. is one part of your letter that you can be confident your donors will read, you need to write something there that will motivate your donor to send you a gift or take your desired action. A donor reading a P.S. is a donor looking for information. And that's your opportunity.

So don't treat your postscript as an afterthought. Here are one-hundred and one ideas to get you started on finishing your letter.

Show what a donation “buys”

1. And remember, it only takes \$250 to pay for a child's entire year here at Sundown Ranch for Boys and Girls. Thanks again.
2. It takes just \$53 to bring Scouting to a boy in New York City. Please give \$53, \$106, \$159 or whatever you can afford now. On behalf of all our boys, thank you.
3. I'd like to hear from you this year. Your renewed support helps us bring back dignity and mental well being to our patients in war zones and disaster areas worldwide. Your gift helps us provide the medical and mental health services that are needed right now to restore these lives. Please give to MindCare today.
4. Please remember that, because of our challenge gift that matches your gift dollar-for-dollar, your gift today will be worth twice as much as you give—but only if you give. Thank you in advance for caring!

5. Remember, your gift of just \$25.18 will provide a hot supper every day for a week. Please give today.
6. As a token of our appreciation for your gift, this summer we will send you snapshots of the children at camp, showing you all the fun they are having thanks to your generosity.
7. Every dollar you send to CARE is matched by at least \$9, totalling \$10 in goods and services. This is made possible by grants from the U.S. Government and other agencies cooperating with CARE. So your gift of \$100 actually provides \$1,000 worth of food, technical assistance, health services and training to people in need.

Show the benefits the donor receives from giving

8. Every Bible you sponsor will carry your name on the inside cover. Your child you've helped will always remember your generosity.

Invite donors to join your monthly giving program

9. To continue our medical work around the world, respond to emergencies, and continue with our long-term projects, we need ongoing support. Please consider making an automatic donation every month through our *Partners Without Borders* program.
10. Hopebuilders are special supporters who provide a strong base of ongoing support for us. With a small gift each month, you help Habitat for Humanity build affordable housing for a family in need of simple, decent and affordable shelter. Please see the enclosed reply form for details.

Stress where the money comes from—and goes

11. Every single penny that you send us goes directly to the work of planting churches in Asia. We cover our administrative costs ourselves in other ways. So won't you please give today?
12. We receive not a single cent from the government. That's why your gift today is so important right now.
13. We rely entirely on the free-will offerings of caring individuals like you. Please give generously today.

Mention your front-end premium

14. I've enclosed a handy little ruler for you to use around the house. May it remind you that Habitat for Humanity builds dreams. We aim to build 1,000 homes by 2005. We are already at 750. Help us reach our dream by sending your gift today in the enclosed return envelope.

15. Please use the enclosed miniature Persian rug in your Bible as a bookmark and reminder to pray for the people of Central Asia. They need your prayers, and so do we.
16. The enclosed “Hemo Card” is our small gift for you. Please have your physician complete it and then place it in your purse or wallet. It might save your life one day.
17. This is the week I start writing my Christmas cards. Please use the cards I’ve enclosed to bless those close to you this Christmas.
18. The enclosed 2006 calendar is a gift of thanks for your support this year, and your continued support next year.

Mention your back-end premium

19. Even if you decide to send a partial gift now and then pledge the balance of your gift, I will gladly send you your lapel pin and certificate as soon as I hear from you.
20. If you can possibly send your renewal gift in the amount I have suggested, I will send you the exclusive new World Wildlife Fund gold panda pin, your emblem of your special support. This world-renowned symbol will distinguish you as someone who is dedicated to preserving the earth’s wildlife.
21. If you add \$10 to your 1-year membership renewal, I’ll send you our exclusive canvas shopping bag. It’s environmentally friendly, and shows that you are, too. To receive yours, simply check the box on the enclosed reply card and return the card with your contribution.
22. Renew your membership today and I’ll send you a free copy of our popular report, *25 Healthy Alternatives to Lawn Pesticides*.

Mention your deadline

23. If I hear from you before December 31st, your gift qualifies for an income tax deduction on this year’s return.
24. In the next 30 days we urgently need to hear from you and 999 other people like you who are willing to give disabled people, not charity, but a chance to help themselves.
25. I hope I can count on receiving your gift within the next 10 days.
26. We must have your responses to the enclosed National Survey in our hands within 10 days. Please complete and return it to us in the enclosed postpaid envelope provided. If you’d like to join the