**Components of Tweaking Messaging for Direct Mail/Asks**

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| **Header/Salutation** | Date, Address, Logo/Letterhead | **Specific:** Dear Mr., Mrs., Pastor, Missions Chair, Outreach Director, etc.**General:** Manager, Friend, Brothers/Sisters in Christ |
| **State the Purpose** | Keep this to one sentence. | We are reaching out today to request… |
| **Share the Story** | Craft a personalized message that encourage readers to identify with your mission and the people you serve.  | 1. Invite them to “Imagine” a particular situation and/or “Walk in the shoes of your clients”
2. Share a specific success story
3. Tie story into the greater need with phrases like “Every day “people like \_\_\_ come through the doors of [name of org.] seeking assistance, help, support, resources, hope, a new beginning, a brighter future, a warm bed,
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| **Clarify the Need** | Include current, relevant, and/or shocking community data, dollar or in-kind support needed and date you need contributions in hand.Share how your organization is addressing the need (vision, mission, impact data, etc.) | 1. General heart-felt observation and/or reality check: Life is a struggle, the sad truth is, the reality is, many of our neighbors struggle to…
2. Our dedicated team of staff and community volunteers has accomplished the following: number of clients served, miles traveled, volunteer hours logged, nights of shelter provided, meals served, jobs secured, etc.
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| **Invitation to Engage** | Specific call to action.  | 1. We invite you to “become part of the solution, partner with us to do x, transform lives, save a life, etc.
2. We need your help to….
3. It’s a big job to take care of our community’s neighbors and we need YOUR help.
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| **Power of the Contribution** | Break down small to large donation amounts; focus on the specific impact the donor will have if they respond positively to your request. | Your contribution of $25:1. has the power to
2. allows our ministry to
3. enables a child to
4. empowers a woman to
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| **Status Update** | One sentence to assure donors you have community support/buy in. | We are excited to report we have already raised 50%, secured 20 sponsors, generated x support towards goal. |
| **Final Call to Action** | Specific ask or appeal | 1. Donate, enclose your gift, pledge your commitment, etc…
2. Please confirm your support/pledge/etc.
3. Scriptural reminder/encouragement
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| **Closing** | Closing and signature | 1. Warm Regards
2. Sincerely
3. Peace and Grace
4. Your partners in ministry
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