**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, |
| **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. |
| **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. |
| **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 |
| **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 |
| **Closing** | Closing and signature | 1. Warm Regards 2. Sincerely 3. Peace and Grace 4. Your partners in ministry |