

# Email Appeal Cheat Sheet

## **Is my subject line compelling?**

The subject line is the most important part of your email appeal. Keep it short and relevant. Good subject lines pique curiosity and compel readers to open your message.

## **Does my email seem like it's from a real person?**

Your appeal should come from a real person or the full name of your organization. Acronyms and "do not reply" email addresses will make your message more likely to be deleted.

## **Is there an emotional, interesting opening?**

Open your appeal with a vivid, emotional image that illustrates the need or the impact a gift could have. Focus on an individual story rather than overwhelming the reader with statistics.

## **Is there an early and clear call to action?**

Include a short call to action that allows readers to quickly click to make an online donation. Vague calls to action like "support us" are more likely to confuse than to motivate.

## **Is there a way for supporters to help?**

Include information on the specific impact a donation will have, but be sure not to mislead your reader if donations will go into a general fund instead of being earmarked for a specific project.

## **Is there a second call to action?**

Provide a clear second call to action that tells the donor exactly what you want them to do and how they can do it. For example "Click here to make your tax-deductible donation now."

## **Is there a strong closing?**

Thank the reader for their attention and sign a real person's name.

## **P.S. Did I remember a postscript?**

Many readers jump straight to the "P.S." so include a special message that reinforces urgency.

## **Is it mobile friendly?**

Many readers may first open your message on their smartphone, so make sure your email is easy to read on the small screen.