

The key to your digital appeal's success is effective placement in your larger fundraising strategy and timely follow-up.

STEP ONE:

Determine how you will share your appeal for support across multiple platforms including:

- E-mail
- Social Media (Facebook, Twitter, Instagram, LinkedIn, etc.)
- Blog
- E-Newsletter
- Website

Since the digital world thrives on interactive behavior, you can also better target your content, answer questions in real time, and thank supporters almost instantaneously.

STEP TWO:

Create content to e-mail to your list of individual prospects.

- Use a catchy subject line.
- Keep the body of the appeal captivating and concise.
- Incorporate user-friendly online giving options.
- Place your ask as close to the beginning of the message as possible.
- Use photos, videos, testimonials, etc. to leverage engaging text.
- Integrate a clear and repeated call to action.
- Use the “two clicks or less” rule to get to the online contribution page.
- No online contribution page? Use a digital pledge form.
- Be sure all contact info of the donor is captured.

STEP THREE:

Review and edit. Double-check the salutation, grammar, spelling, and word choice. This is one chance to make a great impression. Do not allow poor editing to stand in the way of your digital appeal.

STEP FOUR:

Follow up with a second version of the appeal. Give the prospect a reason to read it again and remember to give. traffic to the online campaign.

STEP FIVE:

Be sure to thank your donors!