

## Letter writing guide and word count

All word counts are based off of Times New Roman 13 pt font, with an average approximation of photo size based off of past work. Word counts may fluctuate due to customer style guides, size of photos, size of the address block, or other factors. Any variable fields should have [brackets] surrounding them. Word counts are approximate maximum per piece.

Letter Type	Word Count (Salutation only)	Word Count (Full Address)
8.5 x 11 or 8.5 x 14, one side, no photos	320	240
8.5 x 11 or 8.5 x 14, one side, 1 photo	235	190
8.5 x 11 or 8.5 x 14, two sides, no photos	810	695
8.5 x 11 or 8.5 x 14, two sides, 1 photo	718	620
8.5 x 11 or 8.5 x 14, side bar, one side, no photos	270	210
8.5 x 11 or 8.5 x 14, side bar, two sides, no photos	700	645
8.5 x 11 or 8.5 x 14, side bar, two sides, 1 photo	610	570
6.5 x 10, one side, no photos	280	195

## Donor Impact Report guide

- Between 3-5 images, most without a caption, but some with a caption up to 50 words.
- Usually 2 pull quotes, between 20 and 55 words.
- 1 information or statistics box, between 20 and 30 words.
- Depending on the size and shape of the photos, 4 to 8 Stories, with headlines. Total word count for all stories and headlines combined range from 450 to 650 words, with 550 being the average.
- Overall layout designed using a loose 3 column grid system.
- Counts are for one 8.5 x 11 two sided DIR. Counts should be multiplied for any additional pages.

It is always easier to remove content than to realize we are short and need more written. Most recent DIR had an extra 3 stories totaling 150 words which were unused. Stories with different lengths gives the designer more options when trying to figure out how they fill the page.