

FOCUS	READING ASSIGNMENTS	WRITING ASSIGNMENTS
Oct. 19 - 25 Non-Profit Project: Fundraising Letters	In D2L <ul style="list-style-type: none">• Klein, "The Fundraising Letter"• "Why People Respond to Fundraising Letters"• Past Student Examples of Effective Fundraising letters• My comments about your proposal in NPD #2 (which will be ready by Thursday)	Non-Profit Group Project Drafting: In your groups, please draft a one-page fundraising letter. Follow the specific directions in Assignment Sheet #6. NOTE: <i>You won't share this letter with peers until the end of Week #11, when you post all documents NPD #3. Nothing is officially due this week.</i>

Everyone's proposal should be uploaded to [Non-Profit Discussion Board #2](#). Thanks Team Leaders! I will provide each group feedback about structure and content this week so you can polish if for the Week 12 deadline (11/8).

This week, your group will craft an effective fundraising letter. In this one-page full-block letter, every word counts. So please, don't skip the brainstorming process, during which you should discover answers to the following questions:

- Who is the most likely **audience** for your letter? What information do you need to know about them to reach them effectively?
- Since you have to ask for money (though you can ask for other things in addition to monetary donations), what is a **reasonable/realistic dollar amount** to request?
- Look at fundraising letters you've received in the mail: which ones **compel you do donate** to a cause? Why? Practice those techniques.
- What is an appropriate **tone**?
- How much **background** (context) will readers need in the letter itself? Will it be helpful to focus funding requests on specific projects or general funds (like overhead)?

Gather with your group--either virtually or in person--and think through these concerns. Draft a letter. Let it sit a while. Return to it to revise. You will present this letter, along with two design documents (drafted during Week 11), to your peers at the end of next week for feedback. So, the stronger your make your document now, the more pointed their feedback will be.

Keep in mind Klein's main points:

- Understand your readers so you can connect to them.
- Catch readers' attention quickly--or you're likely not to catch them at all.
- Consider leading with a story--one that illustrates your cause and its importance.
- Statistics are powerful. Quotes are compelling. Pack your letter with reasons to *not* throw it away.
- Get clear on your purpose and request a specific action--and then articulate that clearly, ideally toward the end.
- Consider a P.S. (post script)

Also, from [Why People Respond to Fundraising Letters](#), understand that people give money because you

- Ask them.
- Ask for reasonable amounts.
- Give them something--tangible gifts, information, good feelings, confidence, etc.
- Enable them "to do something" via a donation.
- Appeal to their emotions.
- Remind them of the tax benefits of doing so.

I can't wait to see what you come up!