



NEWPORT
CREATIVE
COMMUNICATIONS

Ten Copy Points that Work

1. **Make “you” (the donor) the hero**

Think of your letter as a conversation. Talk about “me! me! me!” and it’s boring. Talk about you – how much we know about you – how vital you are to our work – how we couldn’t do it without you – and it becomes more compelling. Consider the first line of a letter your “headline.”

2. **Design an “Annual Fund”**

Test an Annual Fund as a theme in both Acquisition and Renewal.

3. **Create Urgency**

Test “rubber stamp” graphics with the word, “Urgent” or “Important.” Try a deadline to increase the sense of urgency. Use a P.S. to add an urgent tone, or simply to restate the offer.

4. **Act Locally**

Use copy like “Our Annual Fund is underway in (DONOR’S CITY OR TOWN) and your help is urgently needed ... or ... we help 1,247 people in (DONOR’S STATE) who are facing this devastating disease.”

5. **Personalize the ask**

Mr. Sample, your last gift of \$XX came at crucial time. Your gift was vital to our (mention specific areas of mission the gift was used for).

6. **Nurture the relationship by inviting feedback**

Thank you so much for your ongoing kindness and support. Please use the check off box on the reply slip to indicate which areas of mission you would most like to support. Your feedback is important to us!

7. **Invite major donors to “Join the Club”**

Mr. Sample, you’ve been a loyal friend to ALS since (YEAR OF FIRST GIFT.) And you’ve been there for us (NUMBER) times in the past year when we reached out for help. That’s why it is my pleasure to invite you to join (NAME of MAJOR DONOR SOCIETY) and gain official recognition for your outstanding leadership and support.

8. **Test membership**

Test a paper member card in renewal. Include “Member since 19XX” copy on the card.

9. **Test a circled gift amount on reply slip**

Circle the upgrade amount in “blue pen” and include handwritten text that says, “this amount would really help.”

10. **Ask and then ask again**

Include a soft ask in the beginning of the letter and a hard ask at the close. Test a lift note that includes an ask from a third party endorser. The reply slip should also contain another ask as a call to action. The reply slip should stand alone – just in case it gets separated from the letter.