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How to Write an eAppeal

1. Keep it short. Studies show that longer direct mail pieces actually perform better than shorter ones. But not so in the world of eAppeals. Keep the appeal to under 500 words – close to 300 is even better.
2. Use bullet points. This accommodates the tendency to “scan” when reading from a computer screen.
3. Use a conversational tone throughout. eCommunications are less formal than paper mail, so an overly serious tone comes across as awkward and insincere.
4. Appeal to your donors’ emotions. Studies have shown that on Election Day most Americans vote with their hearts. They choose the candidate who “feels right.” Most Americans give for the same reasons. Make your cause “feel right.”
5. Make sure the “From” address will be recognized by the recipients. Usually, it’s best to use your organization’s name in this field. Spend time on the “Subject” line. Together with the “From” address, this is the most important factor in determining whether or not the donor will even open the email.
6. Include calls to action, with links, throughout the appeal. This encourages donors to click through to the landing page.
7. Invest in good graphic design. This lets your donors know that you are professional and trustworthy.
8. Don’t be afraid to get help. Professionals are here for a reason. At Turnbull Marketing Group, we’d be delighted to coach you through an eAppeal, or even do it for you if you’d like. After all, we don’t just help you raise more money – *we help you help others.*