

# A Check List for Your Appeal Letter

- Is there a problem to solve?
- Is there a solution?
- Is there a sense of urgency?
- Is the call to action clear?
- Did you tell an emotional story?
- Do you pass the YOU test?
- Is the letter easy to read?
  - 14 – 15-point serif font
  - 1.5 line spacing
  - Short sentences and paragraphs
  - Vary line length
  - Paragraph indents
  - Strategic bold face, underline or italics
  - No reverse text (light text on dark background except for headlines or bits of copy)
- Are you asking often and clearly enough?
- Does the reader know how to make a gift?
- Did you avoid jargon?
- Is it personalized?
- Is it conversational in tone?
- Is there a P.S.?
- Did you proofread it?