

# HOW TO HAVE SUCCESSFUL COPYWRITING PLANNING

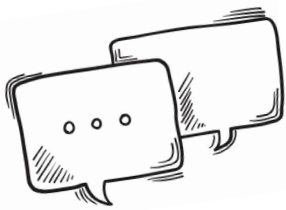
*Preparing for the Appeal Planning Call*

Appeal letters are your way to communicate a **CALL FOR HELP**, a need for a *hero*. And you are trying to convince the donor they are your hero. When we write letters, we are *creating a conversation* between the signer and the individual reading the letter.



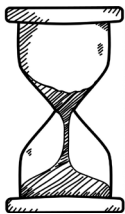
## THINK ABOUT CONTENT:

- What is the problem you need help with?
- What is the donor benefit? Why should they give to you?



## THINK ABOUT MESSAGING:

- Will it be a story, testimonial or more general, mission-based?
- Will there be challenge or match opportunity for the donor or a special deadline you need gifts by?
- Whose voice will this be from (the signer)? (Client, Donor, ED, CEO, Client, Staff, etc.)?
- What people want to receive this, and should we differentiate messaging?



## DELIVERABLES / TURNAROUND CONSIDERATIONS:

- Will testimonials need to be signed off on? Will we need to get a head start? Testimonials should be incorporated during the initial draft if possible, to better streamline the content.
- Is there any reference material you need to send to the copywriter to assist with the tone and content accuracy? Your copywriter won't be able to start without resources!
- Will there need to be any interviews the copywriter will need to conduct? If so, time to coordinate this will need to be considered.