

WHY WE DESIGN THE WAY WE DO

What to expect from with Five Maples design

Because we know direct response fundraising, we design direct mail and email campaigns that **BRING IN MORE DONATIONS**. Here are some examples of the strategic ways we develop compelling and easy-to-digest design for your fundraising project:

WE ADD PHOTOS related directly to the story you are telling; it increases the emotional engagement. We don't want to add photos just to add color to the design.



For appeals, the best photos are of one or two people looking directly into the camera. People who need my help. People I want to help. People who are grateful for my help. People who will do good things with my help. Or animals. Or the farm or forest that makes my world better.

PHOTO CAPTIONS are one of the top 3 most read pieces of an appeal letter, along with salutations and the P.S. This is an opportunity to get your case for support and/ or call to action in front of the donors in case they don't read the whole letter.

WE RECOMMEND MINIMAL TO NO COPY OVERLAY over any photo or image. It reduces the readability. Although it can look nice, we can't forget who our audience is.

WE USE LARGE POINT SIZE AND INTER-LINE SPACING.

Easy-to-read text is essential. Your letter must be laid out for maximum readability. That means large point-size text, short paragraphs, plenty of white space, highlights (**bold** or underlined text), and a PS.



WE KEEP IT SIMPLE. Appeals that look like a marketing piece **ALWAYS** raise less money than old-fashioned, lovely letters.

A HIGH-QUALITY DIGITALIZED SIGNATURE or message will create even more of a personalized feel. Using blue "ink" adds to the feel.