

# HOW TO HAVE SUCCESSFUL DESIGN PLANNING

## *Preparing for the Appeal Planning Call*

Appeal designs should be **SIMPLE** and **EASY-TO-READ**. We do not want to distract from the call-to-action and messaging, but we do want to make it interesting to look at.



**Did you know?** The three most looked at parts of an appeal letter are the salutation (donors' name), photo captions, and PS.

## STYLE AND BRANDING GUIDES

We want to create the best packages and pieces to fit with your organization's style *and* grabs the donors' attention. The best and easiest way for us to do this is with your organization's **Branding or Style Guide**. This document will give us what we need when considering things like colors, fonts, photos, and logo layout.

Ahead of the first call, it is helpful to send your basic design materials for the Project Manager and designer to review. Other helpful materials to send ahead include:



- EPS/ vector files of your logo; it is helpful to have different layouts, styles, etc. to allow more design options
- Past design samples of appeals, envelopes, impact reports, etc. for reference

If your organization does not have a branding or style guide, we should talk about any preferred fonts and colors during the first call.

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## THINK ABOUT THE PACKAGE:

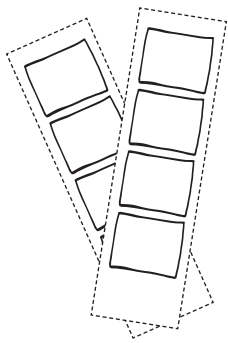


- Using a #10 envelope usually suffices for appeals, as it gives a personal; however, think about the audience and time of year. Are these major donors? Is it a holiday? Consider using an A7 envelope to set it apart.
- What size reply should you use? *Use the Reply Best Features document included in this section to see which features you may like to include on your reply device.* ✨
- We do not recommend using a tagline for appeal letters unless there is time-sensitivity, an urgent need, or a match opportunity.

## DIGITAL SIGNATURES AND MESSAGING:



- Use a felt-tip, fine-point marker for best results.
- Have the signer sign their name and/or message on a piece of paper a few times larger than you would normally sign or write.
- We have used digital messaging for P.S., an added message on top of P.S., on the outer envelope, and even on return envelopes.



## PHOTOS

- We recommend adding a headshot of the signer; our goal is to make it feel like one person is talking to another and adding a face helps strengthen that.
- Photos for appeals should enhance the need for support, not the outcome.
- The best photos for the body of the letter are of one or two people looking directly into the camera.
- If we are using a testimonial, we encourage adding a photo of the person who gave it. Or animals. Or the farm or forest that will stir emotion in your donors and influence those who have not yet given.