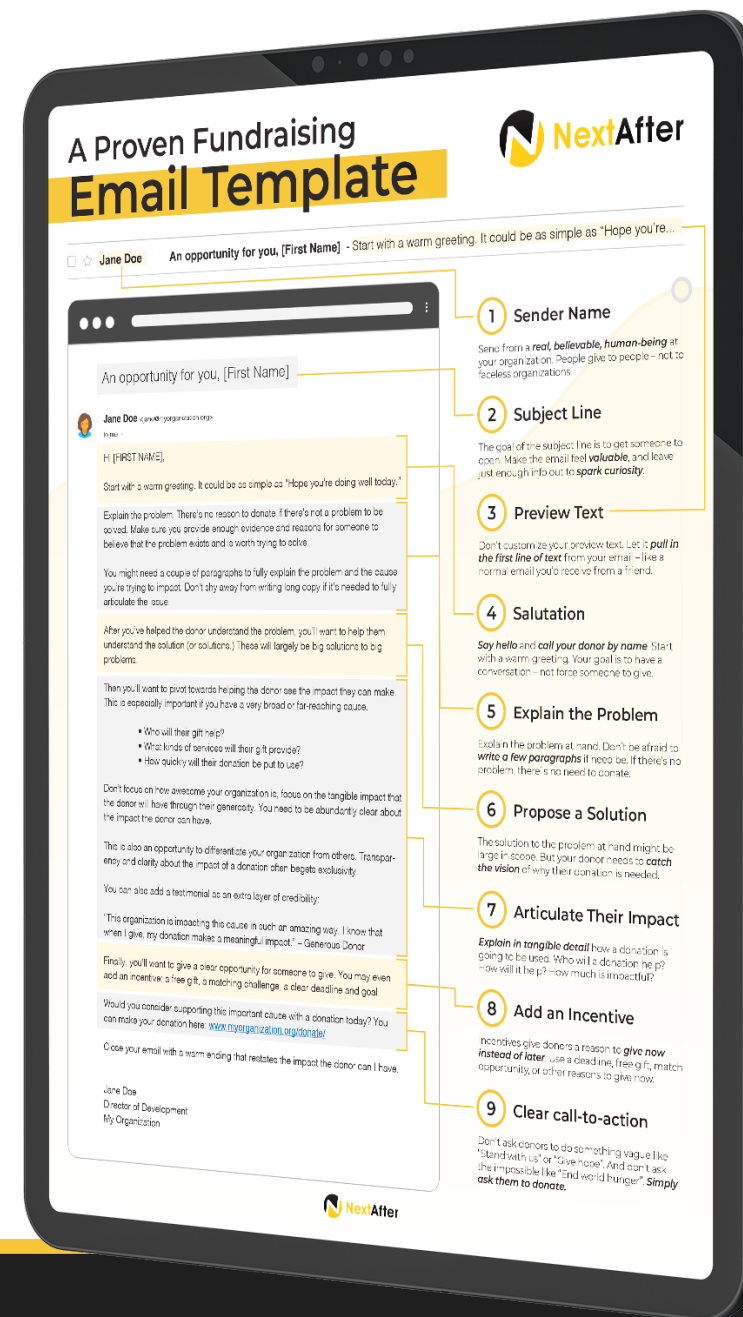
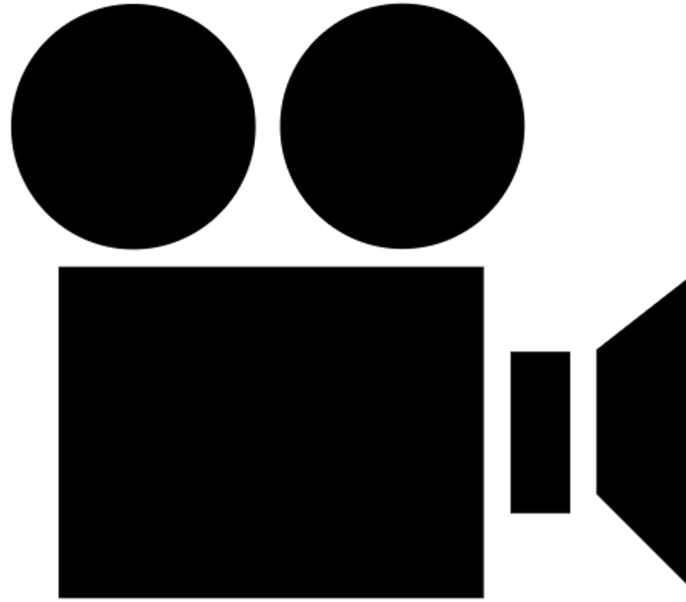


How to write an effective Email Appeal in 9 simple steps

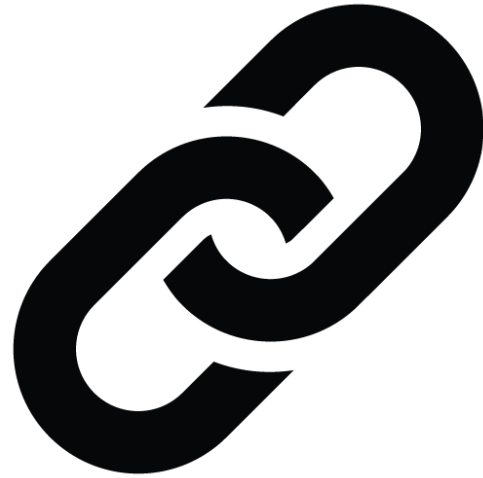


A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.

Today's Speakers



Nathan Hill

Vice President of Marketing,
NextAfter



A quick story



Add us to your Giving Equation this GivingTuesday

External



Nonprofit Organization

Tue, Nov 9, 8:48 AM (2 days ago)



View this email in your browser This GivingTuesday, add our organization to your Giving Equation! Hi Nathan, We're only three weeks away from GivingTuesday! Su



What is my "giving equation?"

Add us to your Giving Equation this GivingTuesday

External



Nonprofit Organization

Tue, Nov 9, 8:48 AM (2 days ago)



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Isn't that still like 3 weeks away?

Add us to your Giving Equation **this GivingTuesday** External



Nonprofit Organization

Tue, Nov 9, 8:48 AM (2 days ago)



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A "please" would
be nice.

Add us to your Giving Equation this GivingTuesday External



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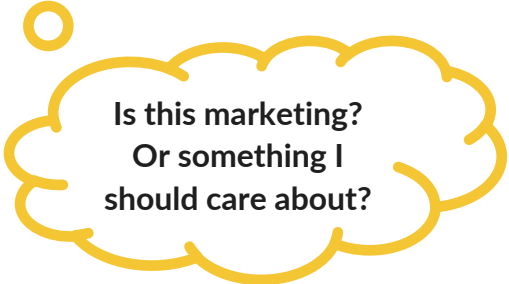


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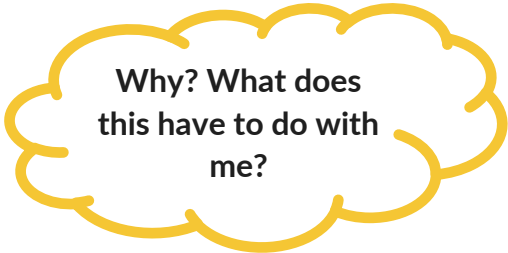
Nonprofit Organization

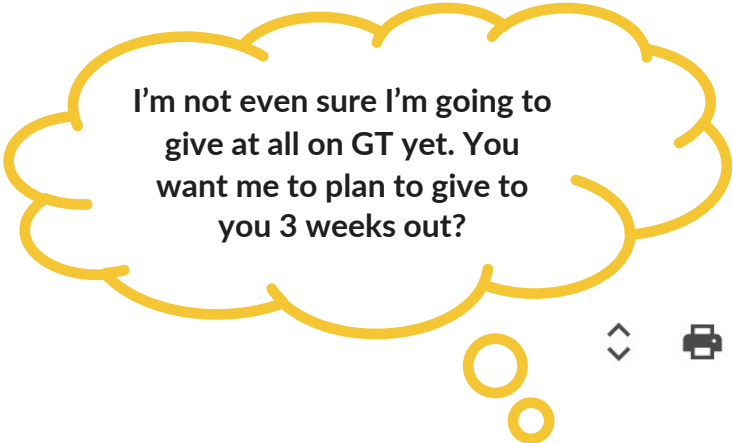
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add our organization to your Giving Equation!





Add us to your Giving Equation this GivingTuesday

External



Nonprofit Organization

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Tue, Nov 9, 8:48 AM (2 days ago)

We're only three weeks away from GivingTuesday! Su



What do you think the **call-to-action** was of this email?





This GivingTuesday,
add [redacted] to your Giving Equation!

Hi Nathan,

We're only three weeks away from GivingTuesday! Supporting the causes closest to your heart can be challenging. But it doesn't need to be when you add [redacted] to your Giving Equation. [This giving season, use our tools and resources to guide your giving.](#) With nearly 200,000 ratings, you can give confidently, knowing you're donating to trustworthy, impactful nonprofits.



Making a
Difference



Explore thousands of rated
nonprofits and find trustworthy
organizations to support.

Learn More

Oh, you're not asking me for a
donation? So what are you
asking?

There's the donation ask. But
is that really what you want
me to do?

As you utilize our tools and resources, please consider supporting [redacted]
[redacted] Every donation helps us increase the depth and breadth of our
ratings.

Support [redacted]



A **clear** framework...

Based on data, testing, and real results.





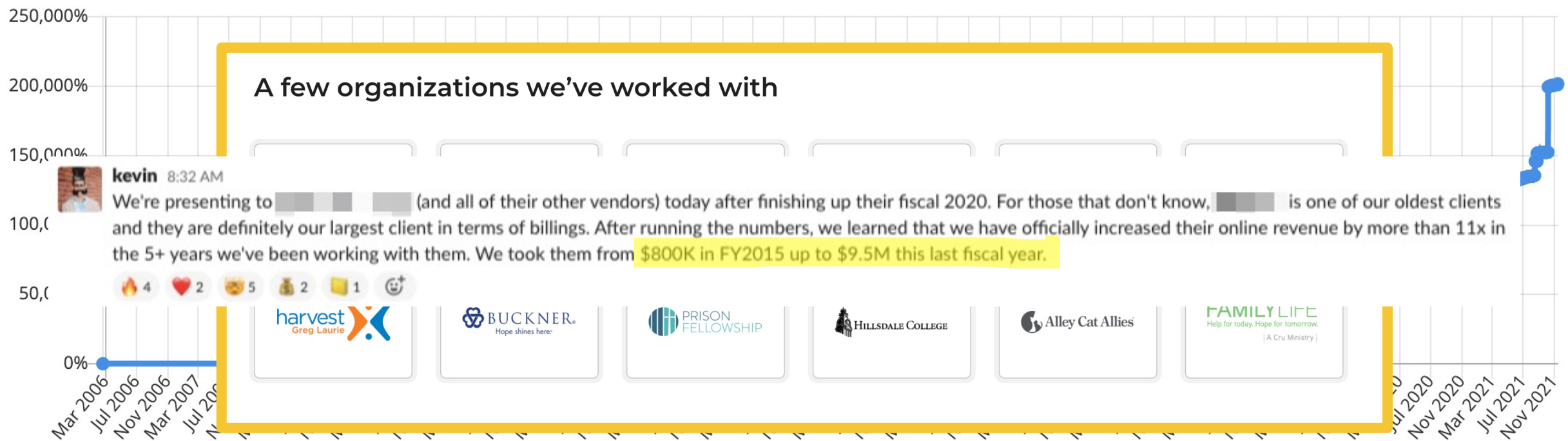
We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



Cumulative Net Impact

- 1 WK
- 1 MO
- 3 MO
- 6 MO
- 1 YR
- ALL



TOTAL SAMPLES	TOTAL CONVERSIONS	TOTAL RECORDED	CUMULATIVE NET IMPACT
419,242,982	9,754,815	3,167	201,931.0%



How to write an effective Email Appeal in 9 simple steps



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

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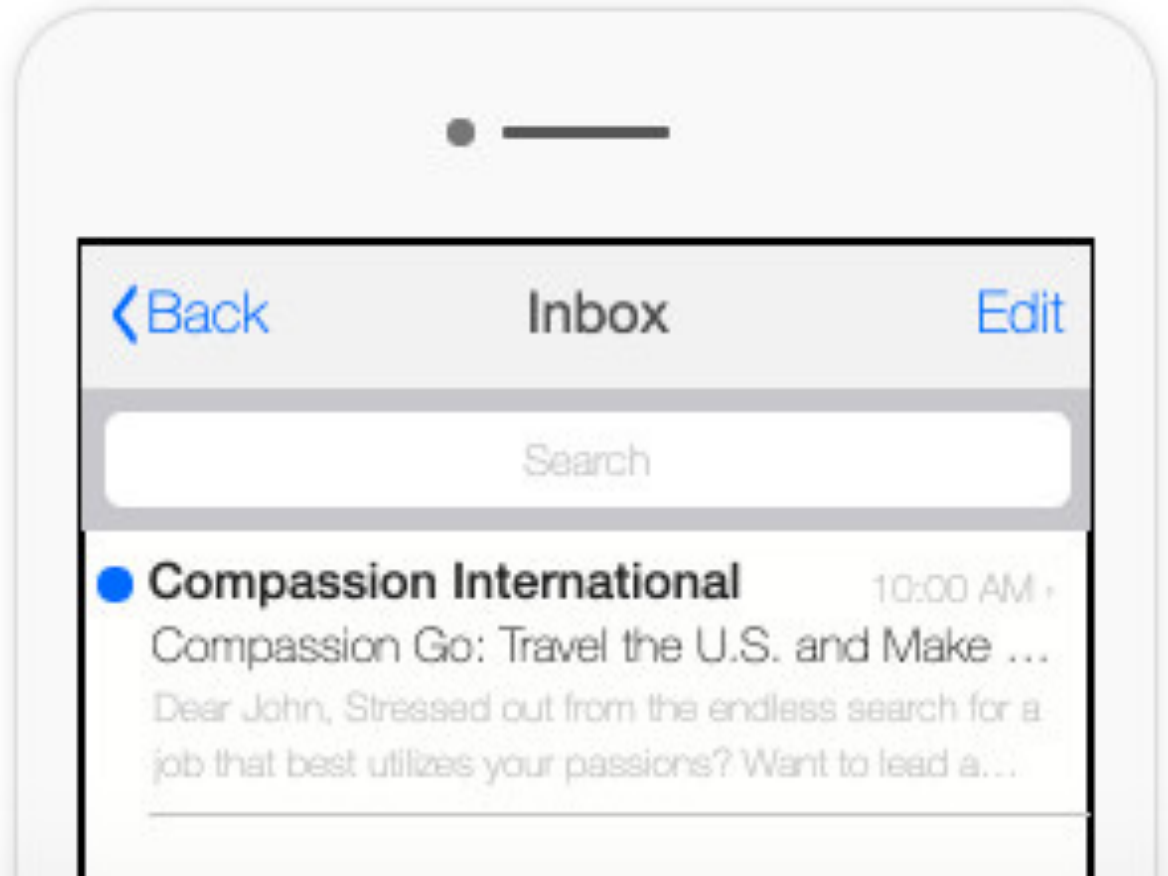
1

Sender Name

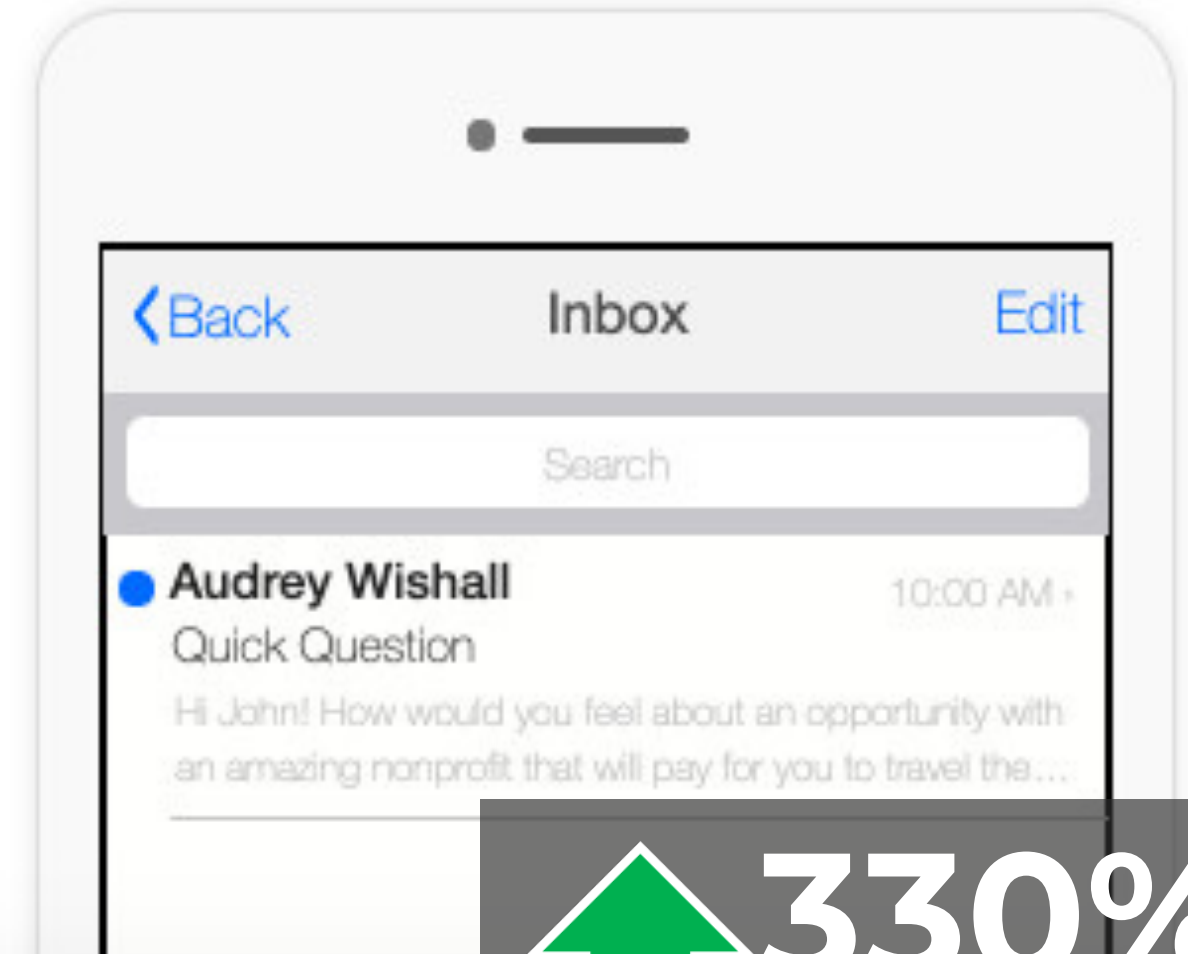
Send from a ***real, believable, human-being*** at your organization. People give to people – not to faceless organizations.



Control



Personal Style



 **330%**
In Opens



Albert Reyes

Providing help ➤

Albert Reyes albert.reyes@buckner.org Jan 22, 2019, 8:33 AM (3 days ago) ☆ ↶ ⋮
to me

Dear Kevin,

Alone. It's a feeling I'm sure you've had, but it was probably temporary because you were surrounded by loved ones who were there for you.

Imagine a girl turning 18 after spending most of her life in foster care. But her birthday present is she's "aged out" of the system – the system that has been her only home. She has no family and the only support system she's ever known tells her it's time to leave.

Where does she go? Who is there to support her now?

Actually, this is not an imaginary situation. It's very real. I am talking about a young lady who is about to turn 18 and is looking for a place to go. For her privacy, I'll call her Marcy. The good news is there is a program to help her (NextStep) but there is a catch.

NextStep is a supervised independent living program that provides former foster children the housing and support they need to meet their educational, career, and spiritual goals as they move to self-sufficiency.

If you're like me, you made plenty of mistakes when you were 18. But thankfully, I had a built-in support system to help me and teach me life lessons I still use today. Marcy doesn't have that, but she does have you. Through your support, we can help Marcy become self-sufficient.

It doesn't cost a great deal to help Marcy through the NextStep program. It takes the support Marcy needs to move forward.

Would you be willing to help?

And what's even more exciting is the generosity of a friend, [we](#) can help. We'll match whatever you give.

You can make your gift here.

Please prayerfully consider this for her life.

God bless,

Albert Reyes
President and CEO
Buckner International

God bless,

Albert Reyes
President and CEO
Buckner International

JoAnne Cole

Providing help ➤

JoAnn Cole joann.cole@buckner.org Tue, Jan 22, 8:33 AM (3 days ago) ☆ ↶ ⋮
to me

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God bless,

JoAnn Cole
Vice President
Buckner Children and Family Services

JoAnn Cole
Vice President
Buckner Children and Family Services

150%

In Donations



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

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1

Sender Name

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2

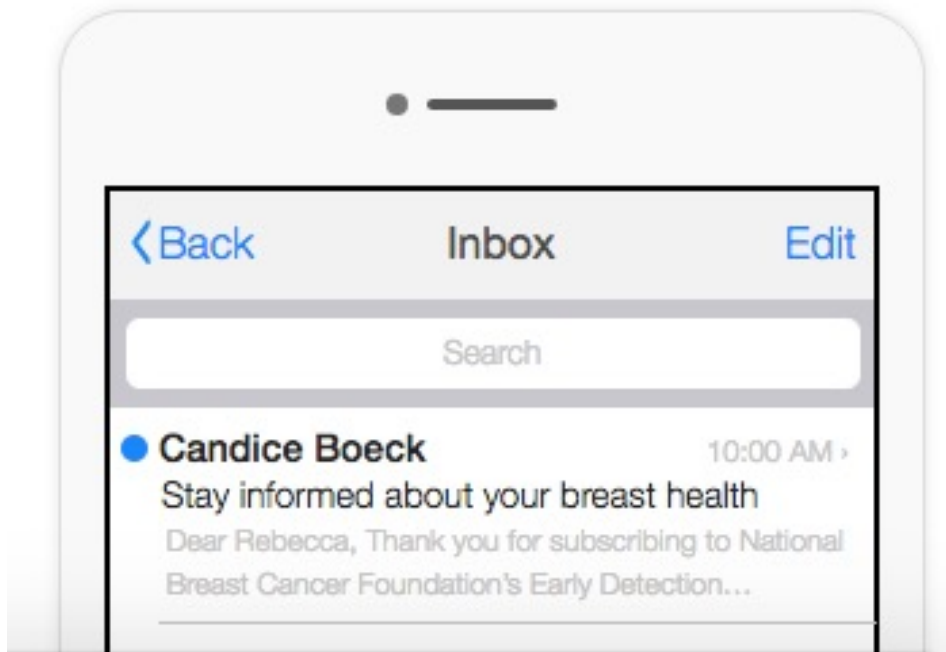
Subject Line

The goal of the subject line is to get someone to open. Make the email feel **valuable**, and leave just enough info out to **spark curiosity**.

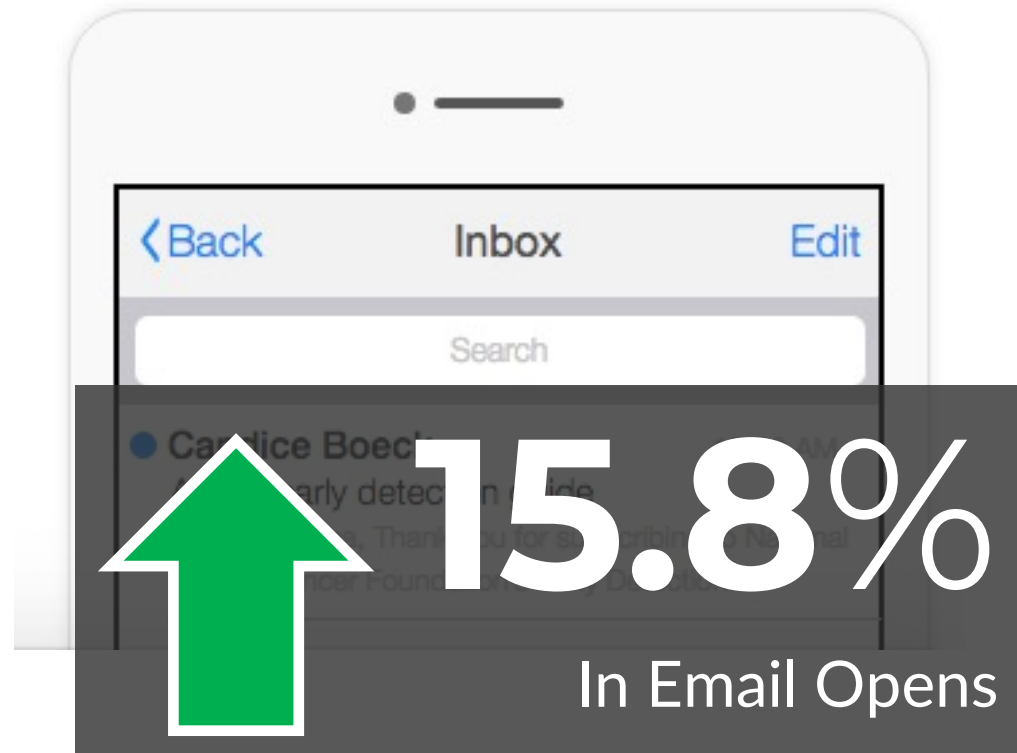


Adding Value

VERSION A



VERSION B



Adding Mystery

VERSION A

☐ ☆ Mark L. Bailey

Study the Gospel of John with DTS - For more than 92 years, Dallas Theological Sem

VERSION B

☐ ☆ Mark L. Bailey

A Special Gift from Dallas Theological Seminary - For more than 92 years, Dallas



37.3%

In Email Opens



Get the free Subject Line Worksheet

nextafter.com/subject-line-worksheet



SUBJECT LINES

5 Mental Levers

that Anyone Can Use to Get More Opens and Donations



#1 Write out your subject line focusing primarily on the value to the reader. (*utility*)

CONTENT THAT PROVIDES VALUE:

- An ebook
- A course
- A guide
- An opportunity
- An idea
- A free gift

#2 Re-write your subject line to not completely give away the topic. (*mystery*)

PHRASES TO INVOKE MYSTERY:

Did you hear about _____?

Something you need to know

Is this what you were looking for?

An idea for you

The secret to _____

#3 Add a recency cue. (*recency*)

WORDS TO INVOKE RECENCY:

- Today
- Monday-Sunday
- Tomorrow
- This week
- Yesterday
- Last week
- Good morning
- Tonight

#4 Add a "made for you" cue or phrase. (*you*)

WORDS/PHRASES TO IMPLY "YOU":

- You
- Yours
- Your
- [First Name]
- You'll

make sure it doesn't sound
istic or self-centered. (*authenticity*)

UNAUTHENTIC EXAMPLES:

- Jane Doe, Organization Name (Sender Line)
- Act now to claim your free offer (Subject Line)
- Don't miss this great opportunity (Subject Line)
- Dear friend (Preview Text)
- Dear valued donor (Preview Text)

we deeper? Check out the email fundraising
n course at courses.nextafter.com

NextAfter Institute

An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

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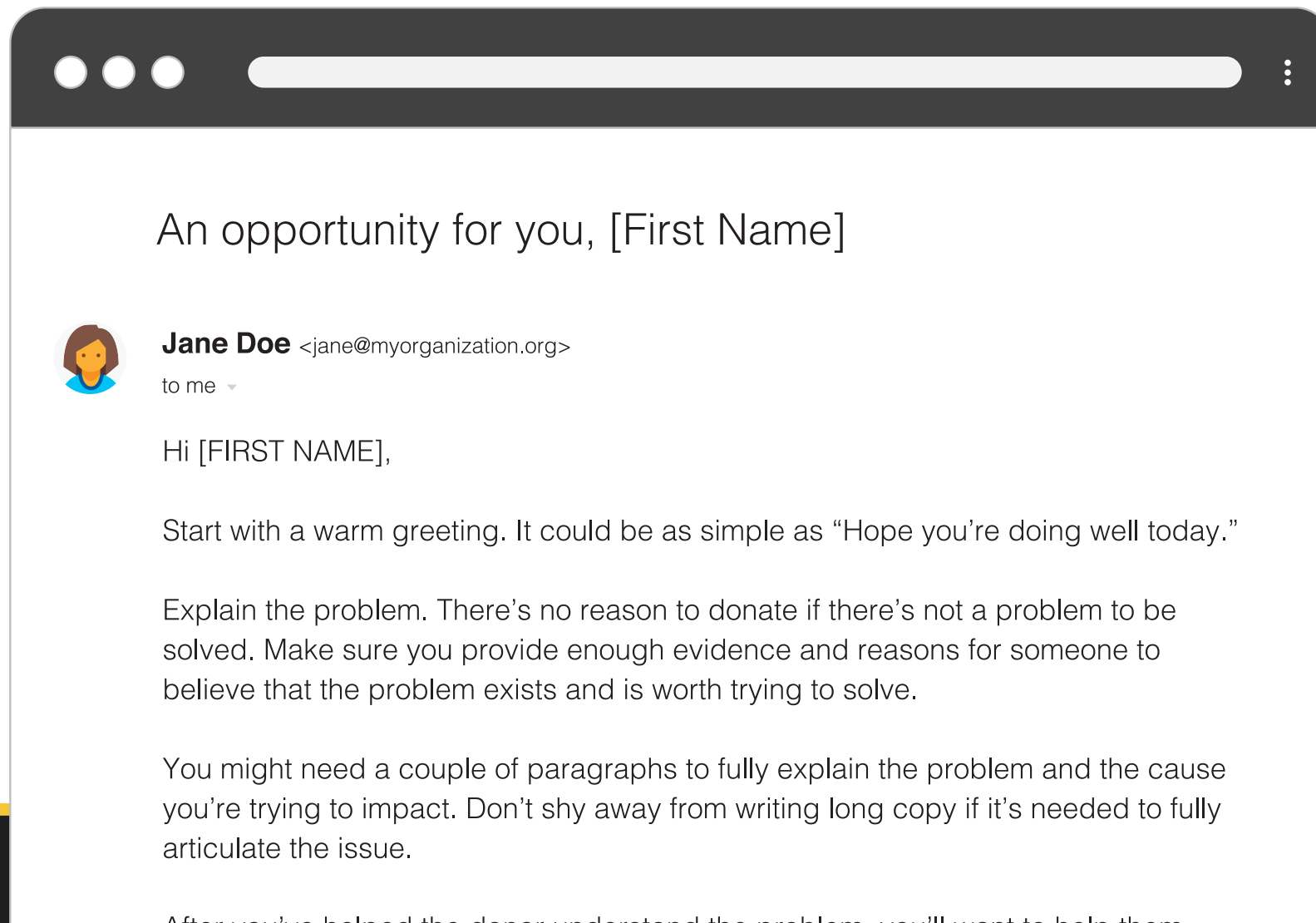
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☐ ☆ Jane Doe An opportunity for you, [First Name]

- Start with a warm greeting. It could be as simple as “Hope you’re...



3

Preview Text

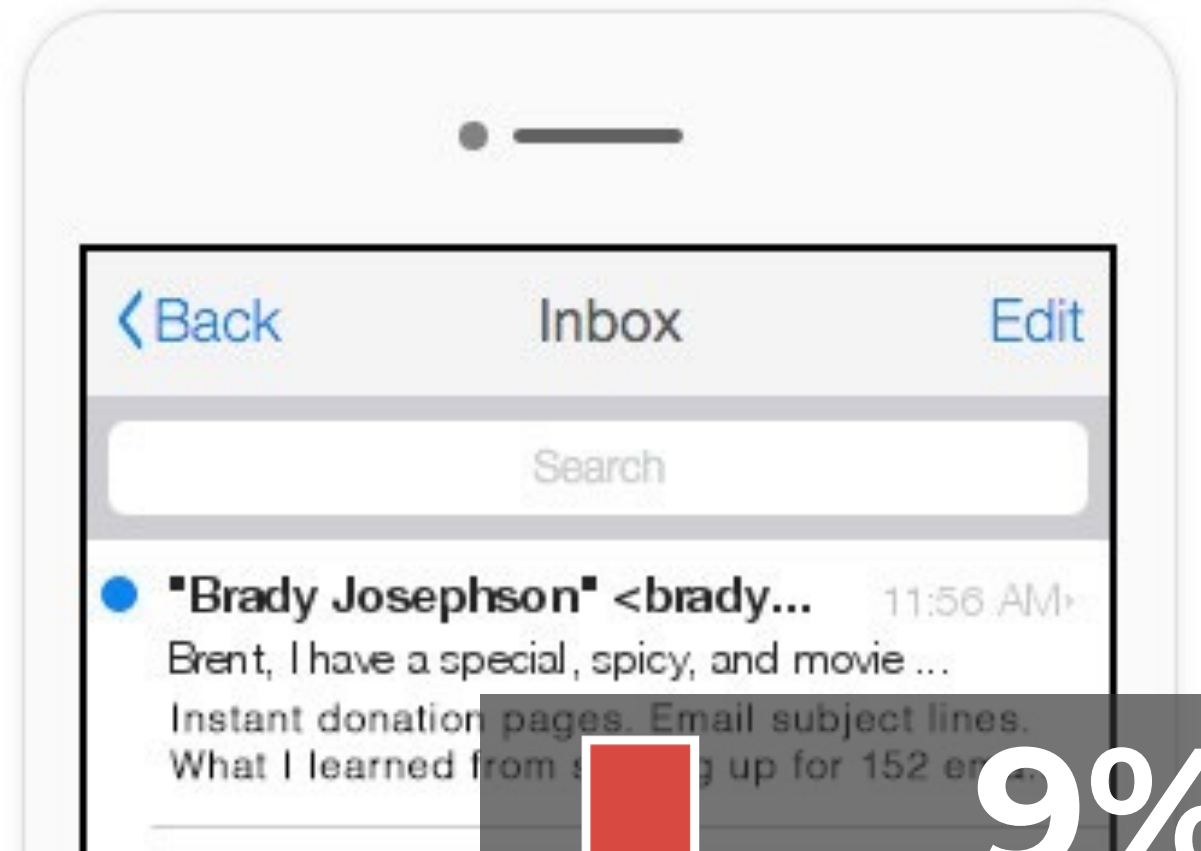
Don’t customize your preview text. Let it **pull in the first line of text** from your email – like a normal email you’d receive from a friend.



Natural Preview



Custom Preview



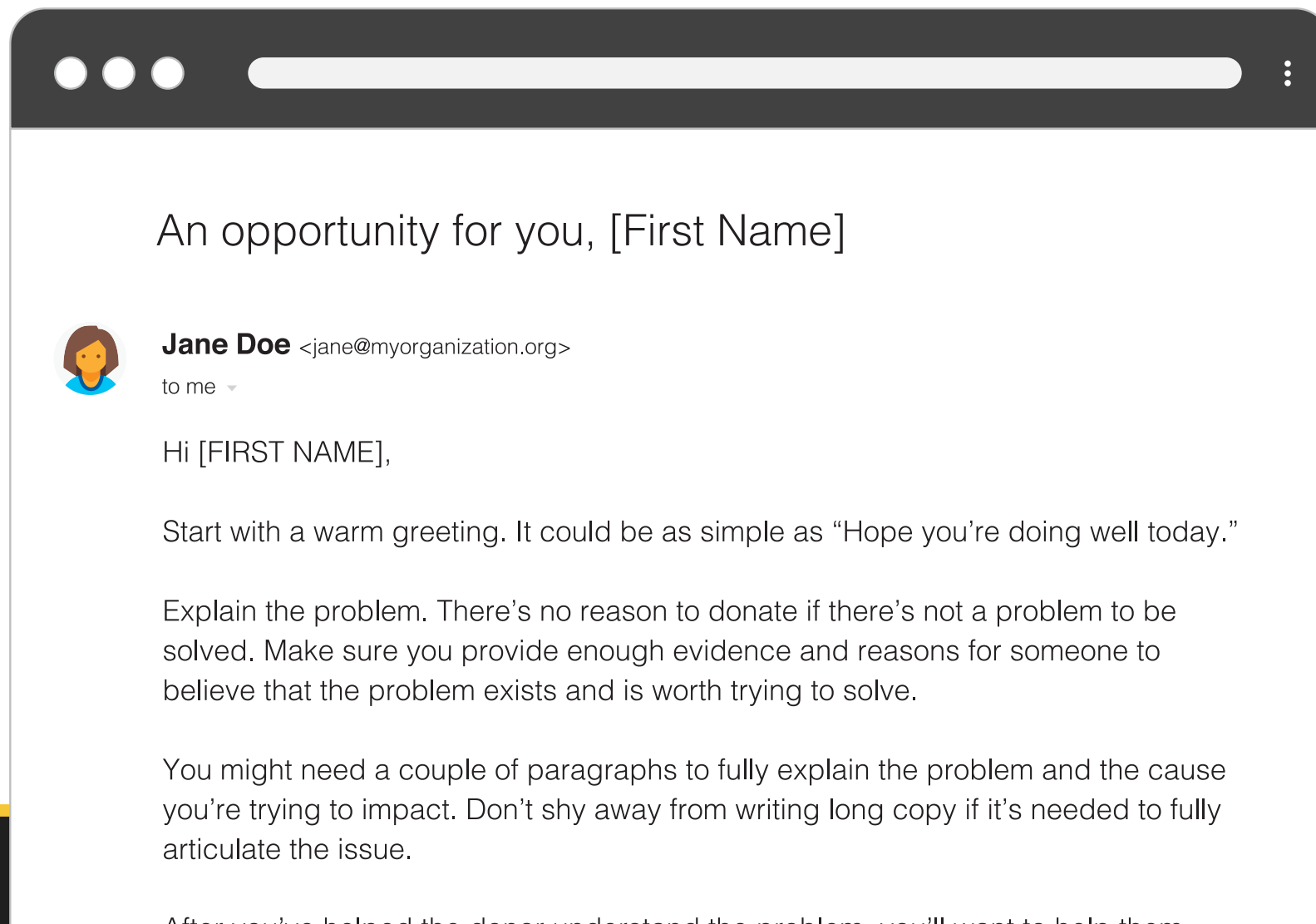
9%

In Opens



☐ ☆ Jane Doe An opportunity for you, [First Name]

- Start with a warm greeting. It could be as simple as “Hope you’re...



3 Preview Text

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An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

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4

Salutation

Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation – not force someone to give.



No Personalization

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

With Personalization

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

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Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation



270%
In Clicks



Control

Hi Friend,

If I had to describe the purpose of Dallas Theological Seminary in one phrase, it would be this:

Teach Truth. Love Well.

This phrase is the motto of DTS and is rooted in 1 Timothy 1:5: "But the goal of our instruction is love from a pure heart and a good conscience and a sincere faith." It's our motto because we believe it is what the world needs—to be taught truth and loved well.

If we are to be Christ's ambassadors to this world, then we must teach God's truth to every part of our culture. And we must love well by engaging with our culture in all types of venues—not only in churches but in businesses, art studios, and government offices, as well as homeless shelters, thrift stores, and community schools.

At DTS, we are engaging with our culture and teaching our students to do the same. Through programs such as *The Table* podcast, our Faith and Work initiative, and our free online courses, we engage the world outside of our campus.

It is because of the support of friends like you that DTS is able to equip men and women for ministry and then send these faithful witnesses into the culture where they will be an influence for renewal, restoration, and reconciliation to God.

Will you invest in the next generation of godly servant-leaders who will *teach truth* and *love well*? [Click here to make your secure online donation before December 31.](#)

With gratitude,



Mark L. Bailey



Warm Tone

Hi Friend,

My office affords me a fantastic view of the DTS campus, where I can see students engaged in study, theological conversations, and walking (sometimes quickly) to and from class.

But when I leave the office, I'm only driving through our campus for a few hundred feet before I make a left turn to drive through the city of Dallas. I pass many tall buildings full of people working non-ministry careers—lawyers, marketers, financial professionals, and many others.

I'm constantly reminded that our main campus exists inside of a larger city. And most people in this city *don't work in formal ministry*. That's why our motto "Teach Truth. Love Well." doesn't just extend to the students who respond to the call for formal ministry. If DTS is truly going to have an impact, we have to train people who work in these professions to be "saltier" than ever before (to reference Matthew 5:13).

That's why we've launched three strategic initiatives to help believers grow strong in their knowledge of the Bible and learn to boldly share truth with their friends, coworkers, and peers.

- First, we offer **The Table podcast**, which breaks down complex issues of our world through a biblical worldview. We don't back away from the toughest issues; we press into them from a biblical perspective: sexuality, politics, culture, theology, and much more.
- Second, our **Faith and Work Initiative** helps people understand how to proclaim their faith and use their God-given gifts at work for His glory.
- Finally, we now offer seven (and soon to be eight) absolutely **free online courses** for anyone to take at their own pace, on their own time. More than 150,000 students have enrolled to study *Genesis*, the *Gospel of John*, and other biblical books and theological topics—and I'm overjoyed to see them take the initiative.

Imagine what could happen if every believer woke up tomorrow and was equipped to boldly proclaim Christ to the world? (1 Corinthians 10:31 says) "for the glory of God"? It's a tremendous opportunity to impact the kingdom.

Will you invest in these initiatives to help us reach the world with the truth and love well?

Your financial support could give an additional teacher, or a doctor the training they need to proclaim Christ to their workplace.

[Click here to invest in these initiatives before December 31.](#)

With gratitude,



277%
In Clicks



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

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Explain the Problem



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- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even

6

Propose a Solution



After you've helped the donor understand the problem, you'll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

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Finally, you'll want to give a clear opportunity for someone to give. You may even add an incentive: a free gift, a matching challenge, a clear deadline and goal.

Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/



Articulate their Impact



5

6

7

The Core Value Proposition

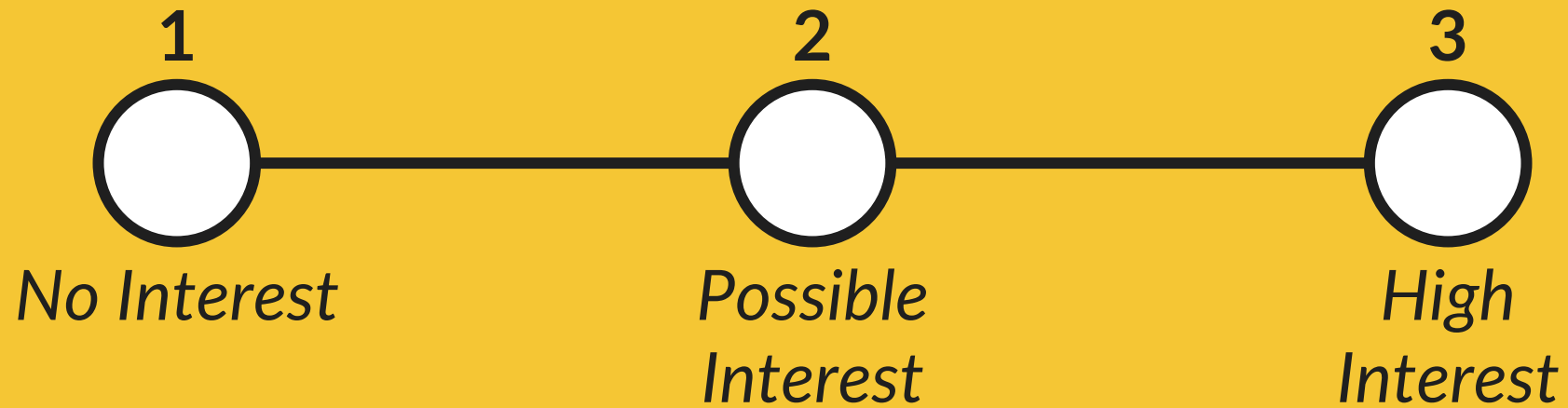
Why should I give to you rather than to some other organization, or at all?



#1

Appeal

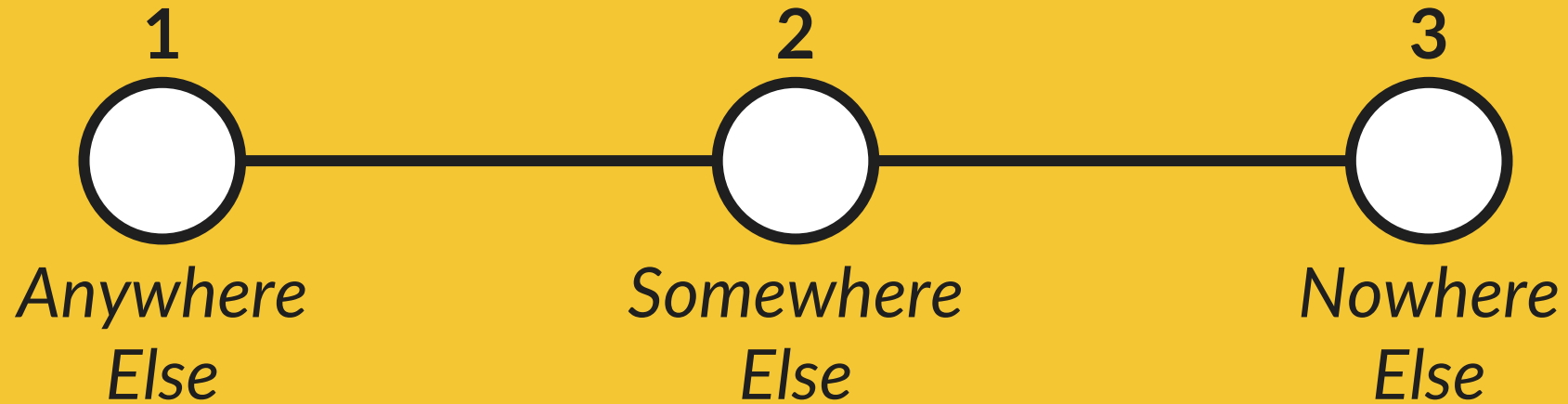
How badly do I want it?



#2

Exclusivity

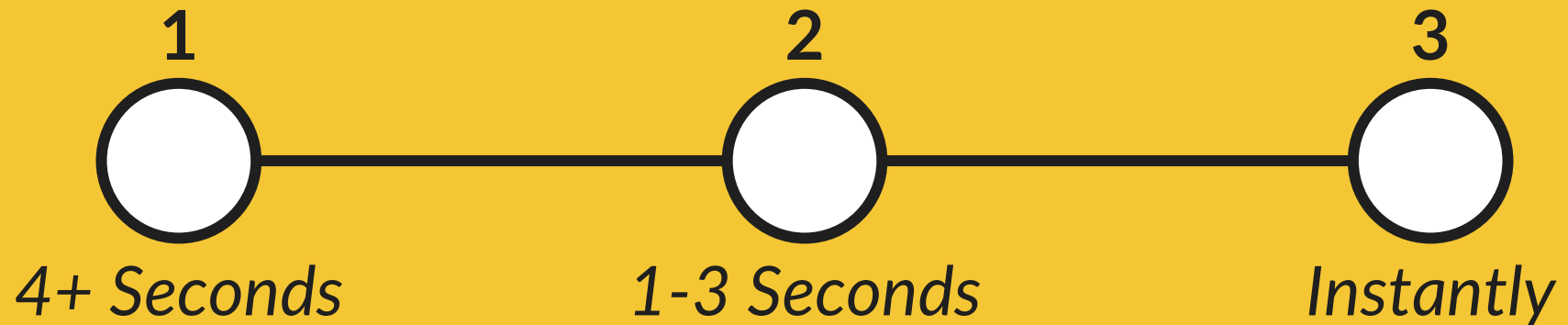
Can I get this somewhere (or anywhere) else?



#3

Clarity

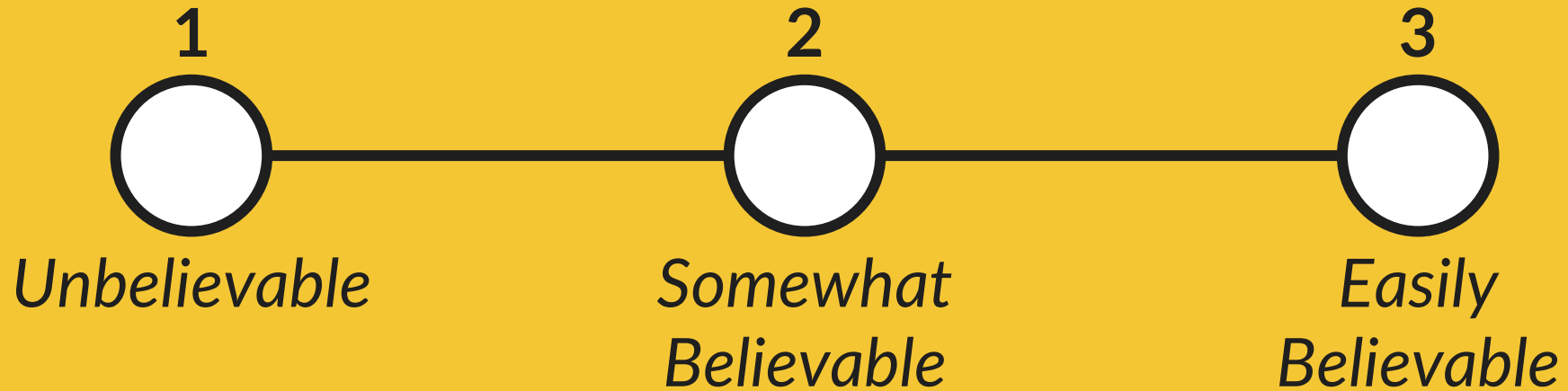
How quickly and easily do I understand it?



#4

Credibility

Do I believe what you're claiming is true?



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

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Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

5

Explain the Problem

Explain the problem at hand. Don’t be afraid to **write a few paragraphs** if need be. If there’s no problem, there’s no need to donate.



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Then you'll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even



Propose a Solution

The solution to the problem at hand might be large in scope. But your donor needs to **catch the vision** of why their donation is needed.



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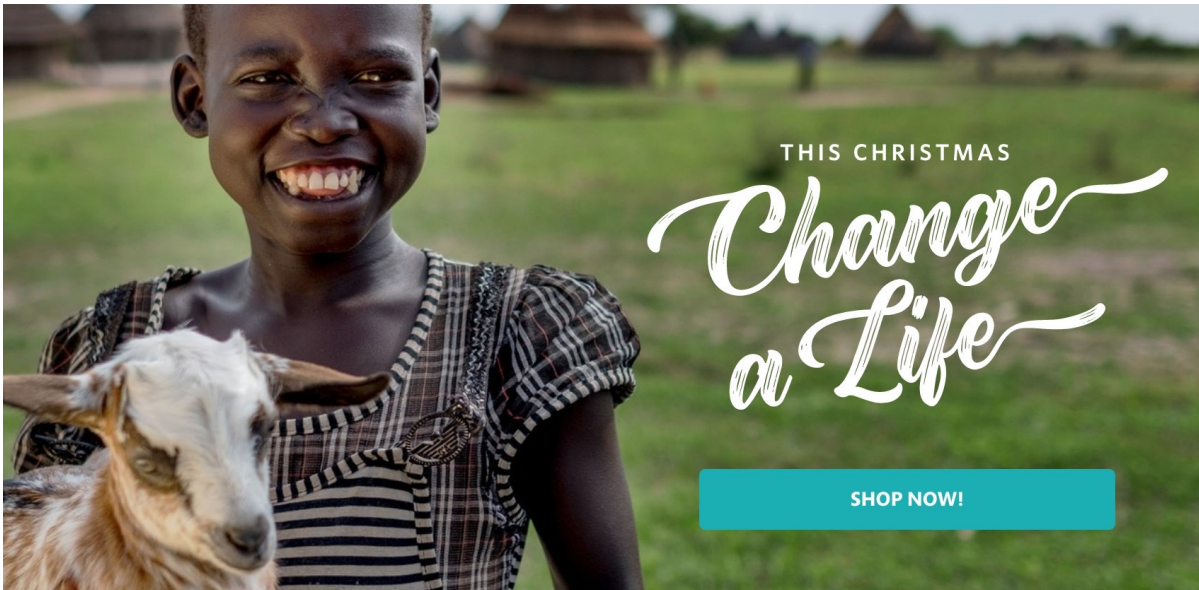
Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/

7 Articulate their Impact

Explain in tangible detail how a donation is going to be used. **Who** will a donation help? **How** will it help? **How much** is impactful?



No Value Prop




Clear Value Prop




35%
In Donations



Generic Appeal





Dear Joel (test),

Thank you for deeply caring for children in poverty. Before we ask anything of you, we want to say that we're praying for you. In this season of uncertainty, know that we are lifting up all of our Compassion family to the Lord.

Did you know there are still nearly 385 million children living in extreme poverty — on less than \$1.90 per day? And did you know that most of those children do not have access to essential resources like basic nutrition, health care or educational support?

Today we would like to give you the opportunity to shine the light of hope in a new way for those children. Would you consider [donating to Compassion's Where Most Needed Fund?](#)

\$100

\$250

\$500

\$1000

OTHER


When you give to the Where Most Needed Fund, your donation is put into a general fund that will be used to provide the essential needs faced by children in poverty. Through this fund, children receive healthy food to fight malnutrition, vaccinations to prevent disease, school supplies and much, much more. Your tax-deductible donation will be used to meet children's greatest, most immediate needs.


Thank you again for being a light in the world. You are helping to release children from poverty in Jesus' name!

Rick Davis
Vice President, USA
Compassion International

P.S. Thank you for your continued ministry to children in poverty. If there's any way we can pray for you during this time, please let us know by emailing clinfo@us.ci.org or sharing your prayer requests on [Compassion's Prayer Wall](#).

One-to-One Impact





Hi Joel (test),

I wanted to take a minute and thank you for being a Compassion sponsor. Your monthly donation brings the hope of Christ to Wayne, and I'm grateful that you faithfully give.

Before we ask anything of you, we want to say we're praying for you. In this season of uncertainty, know that we are lifting up all of our Compassion family to the Lord.

Here's something you might not know, though: Sponsorship doesn't cover every need that Wayne and his family and friends encounter. As we work in 25 countries around the world, each day brings a new host of issues — from unplanned medical needs to disaster relief when a hurricane or earthquake strikes.

We know that these unplanned needs will occur — which is why we ask our sponsors to give a little extra each year to help cover these costs. I'm looking for 17 more sponsors to contribute to the Where Most Needed Fund this month, and I wanted to reach out to you, Joel (test), to see if you'd be able.

Would you consider giving a gift to help cover additional needs for Wayne and our other sponsored children around the world? By doing so, you'll help meet critical needs both today and tomorrow.

If you'd be willing to help me close out this goal of 17 sponsor gifts, I'd be so appreciative. Just select an amount below.

\$100

\$250

\$500

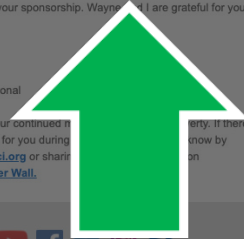
\$1000

OTHER

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Vice President, USA
Compassion International

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101%

In Donations





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Close your email with a warm ending that restates the impact the donor can have.

Jane Doe
Director of Development
My Organization

8

Add an Incentive

Incentives give donors a reason to **give now instead of later**. Use a deadline, free gift, match opportunity, or other reasons to give now.



Thermometer

Today's Goal



CaringBridge has received a \$100,000 challenge gift from the Richard M. Schulze Family Foundation—but only if we raise \$100,000 before midnight. Would you help?



[Donate now »](#)

Power Hour

It's CaringBridge Power Hour! Your donations keep CaringBridge going strong, and we only need two more donations this hour to reach our goal.



Will you make your donation now?

[Donate now »](#)



25%
In Clicks



No Match

“Your donation” Matched

“All donations” Matched

CARING BRIDGE.org

You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here. Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

(minimum \$10.00)

Your Tribute in Honor of Kelly

What would you like your tribute message to say?

Reminder: The family of Cathy Bluey will match your donation today, up to \$25,000.

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Donation Amount

(minimum \$10.00)

Your Tribute in Honor of Kelly



24%
In Donations



4%
In Donations*

* Based on a 34% statistical level of confidence



Control



HELP & INFORMATION

Congratulations!

You will start receiving your weekly Bible reading plan in your inbox shortly.

- Before you get started, you must know...
- Those who memorize and read Scripture are more likely to face life's challenges with a sense of hope and strength and are more likely to share their faith with others because of the power and promises in His Word.
 - We are so encouraged you have chosen to get the Bible reading plan so that you can have spiritual life transformation and live out your faith as God calls you to.
 - We are completely donor-funded. Because of generous donors, Back to the Bible is able to provide helpful and life-changing tools like this Bible reading plan. We are committed to meet people, like you, at their own spiritual level and walk with you daily into a living, growing, and passionate relationship with Jesus Christ. We do this by equipping and motivating you to engage Scripture daily.
 - But the reality is there are thousands of other people who need resources like this, but haven't heard about it, or don't have access to it.

So what does all of this mean?

It means that you play a vital role in helping others to get into God's Word through Back to the Bible's Bible Reading Plans.

The Bible is essential for knowing God and His will for our lives. With a world that is in such desperation for hope and answers, biblical truth is needed now more than ever.

Would you consider making a gift to Back to the Bible today to help us reach more people with practical resources like the one you are receiving? Your gift will allow others to get into God's Word and form a deeper relationship with Him.

Use the secure form below to make your gift.

YOUR DONATION

\$35\$75\$150\$350\$ Other Amount

Make this a monthly donation.

PAYMENT DETAILS

Card Number *

Expiration *

Security Code

YOUR INFORMATION

Name *

Email *

Phone

Country *

Address *

City *

State *

Zip Code *

Make my GIFT!

Back to the Bible

http://www.backtothebible.org

info@backtothebible.org

402-446-7200

8000 Cornerstone Way

Lincoln, Nebraska 68507

US

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Premium



HELP & INFORMATION

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When you give a gift today, we'll also like to send you the book, *Growing in Christ*. This book is our thank you to you for your investment in Back to the Bible. Through 40 story-driven devotionals, the rights, sounds, and drama of our Savior's story come alive before your eyes in this book, and you will experience the radical, thriving faith God wants for you.

Don't delay. Use the secure form below to make your gift.

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\$35\$75\$150\$350\$ Other Amount

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Expiration *

Security Code

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Name *

Email *

Phone

Country *

Address *

City *

State *

Zip Code *

Make my GIFT!

Back to the Bible

http://www.backtothebible.org

info@backtothebible.org

402-446-7200

8000 Cornerstone Way

Lincoln, Nebraska 68507

US



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92%
In Donations



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Jane Doe
Director of Development
My Organization



Give a clear call-to-action

Don't ask donors to do something vague like "Stand with us" or "Give hope". And don't ask the impossible like "End world hunger". **Simply ask them to donate.**



YEAR-END (#583)

Make Your Gift

[Please, make your year-end gift to \[REDACTED\] today.](#)

Stand With Us

[Please, stand with \[REDACTED\] today.](#)



91%

In Clicks



50%

In Donations



Button to opt-in

Hi Friend,

I was going through my records, and I noticed something about you that I wanted to bring to your attention.

You're actually not subscribed to our newsfeed.

You can fix that right now by clicking here and I'll add you to the list right away.

Add me to the list now »

When you add yourself to this exclusive shortlist of folks that I send emails to when certain types of news breaks.

Specifically:

- **Key Vote Alerts:** When an upcoming piece of legislation is about to be voted on, how it impacts you, and reasons why we should oppose (or promote) it.
- **Policy Analysis & Research:** When our policy team produces research or policy analysis that definitively shows exactly how certain legislation could or has impacted you specifically, I will send it to you before anyone else gets it.
- **Top Headlines:** As our newsroom produces new articles, I'll be sure to send you only the top headlines as they're available.
- **New Resources:** As new resources are published that we use to teach volunteer activists all across the country when it comes to how to talk to people in your family or community about why you're for (or against) a particular policy, or how to make your voice heard by your elected officials — I'll send them to you before anyone else gets them.
- **Exclusive Invitations:** As events online or in your local community are available, I'll be sure to send your invitation before anyone else gets them.

I try my best not to flood your inbox, and only email when something is important.

You can join this exclusive insider list right now by clicking this button right now

Add me to the list now »

All you need to do is click the button and I'll have my team do the rest to get you on the list right away. Once you're added, you'll start receiving emails the next time news is breaking.

I hope this is a service that helps you to make your voice heard, hold your lawmakers accountable to you, and keeps you in the know.

Thank you and have a great rest of your day.

For Freedom,
—Tim

Tim Phillips
President
Americans for Prosperity



Americans for Prosperity 1310 N Courthouse Road Suite 700 Arlington Virginia 22201 United States
This email was sent by Americans for Prosperity.
We respect your right to privacy - [view our policy](#)
[Manage your subscription preferences](#)

Text link to opt-in

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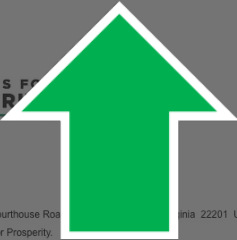
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—Tim

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We respect your right to privacy - [view our policy](#)
[Manage your subscription preferences](#)



65%
In Clicks



Putting it into Practice



Problem/Solution Appeal



I hope this finds you well.

You've probably heard our politicians talk repeatedly about taxes – namely, raising them. Again and again.

In the past month, they've proposed to increase your income taxes and payroll taxes, add a sales tax on services, and even tax your sugary drinks.

But you and I know the truth: The way out of our state's fiscal mess is through spending cuts, not tax increases.

But Illinois politicians don't want to hear that. They want you to sit at home, right where you are, and accept the tax increases they impose on you. And they want you to think that there's nothing you can do.

But there is something you can do to stop this, right now.

Our policy experts have put together a plan to balance the state budget without a tax increase. Politicians don't want to see it or hear it, because they don't want to change.

That's where you become a critical part of this effort.

Your generous donation will help get this plan in front of every lawmaker, so they can face the facts: Illinois doesn't need new taxes.

Here's a secure link to make your donation today and support this effort.

<https://www.illinoispolicy.org/illinois-comeback>



John Tillman
CEO
Illinois Policy Institute



The Problem

The Solution

Your Impact

Incentive

Call-to-Action

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Your generous donation will help get this plan in front of every lawmaker, so they can face the facts: Illinois doesn't need any new taxes.

Here's a secure link to make your donation today and support this effort.

<https://www.illinoispolicy.org/illinois-comeback>



John Tillman
CEO
Illinois Policy Institute



Find Out How to Help

I hope this finds you well.

If you've been watching the news lately, you know it seems as if all Illinois politicians can talk about is raising taxes.

The General Assembly has proposed an increase in the income tax rate, a sales tax on services, a payroll tax, a tax on sugary drinks, and more – all within the past month. Based on the discussion, you would think politicians have done all they can to reform spending.

You and I know that's not true.

The Illinois Policy Institute is leading the charge for responsible spending reform. Our experts have developed a complete, detailed plan to balance the state budget without a tax increase.

But special interests and status quo politicians are fighting us tooth and nail. They don't want to change their tax-and-spend-and-tax-some-more ways.

That's why we need your help. **Find out how you can help advance responsible spending and other essential reforms – instead of more tax hikes.**

Your support will help put a stop to business as usual in Springfield – and help make Illinois a state that offers opportunity for all.



John Tillman
CEO
Illinois Policy Institute

Become a Critical Part of the Effort

I hope this finds you well.

You've probably heard our politicians talk repeatedly about taxes – namely, raising them. Again and again.

In the past month, they've proposed to increase your income taxes and payroll taxes, add a sales tax on services, and even tax your sugary drinks.

But you and I know the truth: The way out of our state's fiscal mess is through spending cuts, not tax increases.

But Illinois politicians don't want to hear that. They want you to sit at home, right where you are, and accept the tax increases they impose on you. And they want you to think that there's nothing you can do.

But there is something you can do to stop this, right now.

Our policy experts have put together a plan to balance the state budget without a tax increase. Politicians don't want to see it or hear it, because they don't want to change.

That's where you become a critical part of this effort.

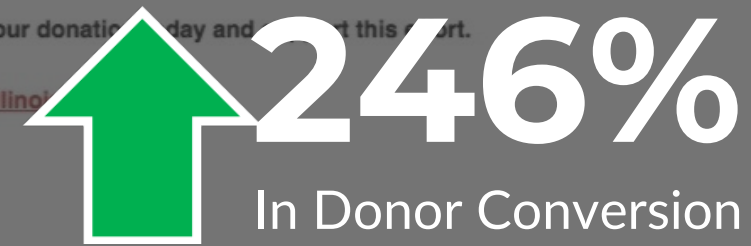
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John Tillman
CEO
Illinois Policy Institute



246%
In Donor Conversion



Recurring Donation Appeal



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Dallas Theological Seminary 3909 Swiss Avenue Dallas Texas 75204

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123%
In Donations



Testimonial-Driven Appeal



Hi Kelly,

As we both know the power of CaringBridge, I wanted to make sure you've heard that [donations to CaringBridge are being doubled today and tomorrow, up to \\$10,000, by an anonymous supporter.](#)

CaringBridge helped my husband Ben and me live in the whirlwind of 3 months in the NICU, after our twins were born at just 26 weeks. Watching our premature babies struggle to survive was a rollercoaster of emotions, to say the least.

Tate and Mila were born in August, and didn't come home from the hospital until November. I can tell you I dreamed of that day, as much as I dreamed of our 2-pound babies growing into healthy, happy kids.

The outcome of our story is better than we ever could have imagined. Our twins are now thriving preschoolers, turning 4 this year.

A few months ago, I looked back at our CaringBridge site. I thought, "I can't believe we went through all that." It was like it happened to someone else. You forget, and then the memories come flooding back.

I especially remember the hope and encouragement that came to my husband and me, through CaringBridge. If you can help make CaringBridge possible for the next family that needs support, please donate today. Here's a link below to make sure your gift gets matched.

[Double your donation now.](#)

Thank you, so very, very much.

Katie Ritter
Mom & CaringBridge Author

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Katie Ritter
Mom & CaringBridge Author



Appeal from CEO

Hi Kelly,

Hope your week is going well. I can't believe its March! I have high hopes of the first signs of Spring popping up shortly – as long as my daily plea of “no more snow” is met.

March also means that we celebrate CaringBridge supporters like you. To honor supporters like you, an anonymous donor has stepped up and volunteered to [double all donations to CaringBridge today and tomorrow, up to \\$10,000.](#)

If you're able to make a gift, I hope you will.

Your donation will power awareness and growth, so that everyone who needs CaringBridge knows it is available. You are helping spread the word, through outreach and partnerships, so families have a place to turn when their world turns upside down.

Your investment also makes it possible to keep pace with the ways that families use technology during health journeys. That means CaringBridge must always be easy to use on smartphones and tablets.

If you can help keep our nonprofit free and available for every family that needs support, please donate today. Here's a link below to make sure your gift gets matched.

[Double your donation now.](#)

Thank you hardly seems big enough to cover all you do for CaringBridge. But on behalf of the thousands of families who start websites each month, I am grateful for your generous spirit.

Sincerely,

Liwanag Ojala
CaringBridge CEO

Appeal from Personal Testimonial

Hi Kelly,

As we both know the power of CaringBridge, I wanted to make sure you've heard that [donations to CaringBridge are being doubled today and tomorrow, up to \\$10,000, by an anonymous supporter.](#)

CaringBridge helped my husband Ben and me live in the whirlwind of 3 months in the NICU, after our twins were born at just 26 weeks. Watching our premature babies struggle to survive was a rollercoaster of emotions, to say the least.

Tate and Mila were born in August, and didn't come home from the hospital until November. I can tell you I dreamed of that day, as much as I dreamed of our 2-pound babies growing into healthy, happy kids.

The outcome of our story is better than we ever could have imagined. Our twins are now thriving preschoolers, turning 4 this year.

A few months ago, I looked back at our CaringBridge site. I thought, “I can't believe we went through all that.” It was like it happened to someone else. You forget, and then the memories come flooding back.

I especially remember the hope and encouragement that came to my husband and me, through CaringBridge. If you can help make CaringBridge possible for the next family that needs support, please donate today. Here's a link below to make sure your gift gets matched.

[Double your donation now.](#)

Thank you, so very, very much.

Katie Ritter
Mom & CaringBridge Author



54%

In Donor Conversion



Story-Driven Appeal



Direct Appeal

Hello << Test First Name >>,

Since you have been such a good friend through your prayers and support of our Oblates in the field, I am coming to you today to ask if you can bless these missionaries with a gift that will help them do their work well into the coming year. Tomorrow is the last day of our fiscal year, and then we begin the new work that God has called us to do.

We need your help right now to ensure that our ministries can grow and expand. With your gift, you will help us feed the hungry, provide for children's education when their parents cannot, and bring the Light of Christ to those experiencing a dark night of the soul after this difficult last year.

As a co-missionary you will be ministering both near and far. In Texas you will be with us as we bring the Word of God to several new parishes in isolated communities. In Zambia, you will help us kick off new ministries at two additional parishes. And in Tijuana, B.C., Mexico you will help young people in our parishes reach their dream of attending college.

We have much to do. And we cannot do it without your prayers and support. Please join our missionaries in the field as they labor to do God's will for His people. You can make your gift here right now.

In Jesus Christ and Mary Immaculate,
Fr. David P. Uribe, O.M.I.
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Story-Based Appeal

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In New Orleans your gift will help us treat a homeless veteran like a human being made in the image of God, by giving him a warm meal and bright smiles at our soup kitchen.

In Turkmenistan you will help a grandmother be a Christian again. She was oppressed for decades and unable to worship. But your gift will help reopen her church that was closed by the Communists. There she can teach her grandchildren her faith and worship with them.

In Haiti you will lead a dying and lonely man to sainthood as Oblates minister to him in hospice and help prepare him to meet his Lord and Savior.

In fact, through your generosity, in Zambia, you will give young and old a place to worship — to find a faithful and loving community in two new parishes. Through these churches, you will teach them more and more about their worth in God's eyes and His love for them.

And later this summer, you will give a lonely rancher in Texas, a place to be ministered to and find community after so much spiritual isolation. For a long time, he has had no priest to minister to him and counsel him, something he needed desperately during the devastations of Covid. This summer, with your help, the Oblates will be sending a priest to his parish and he will have a real spiritual guide again.

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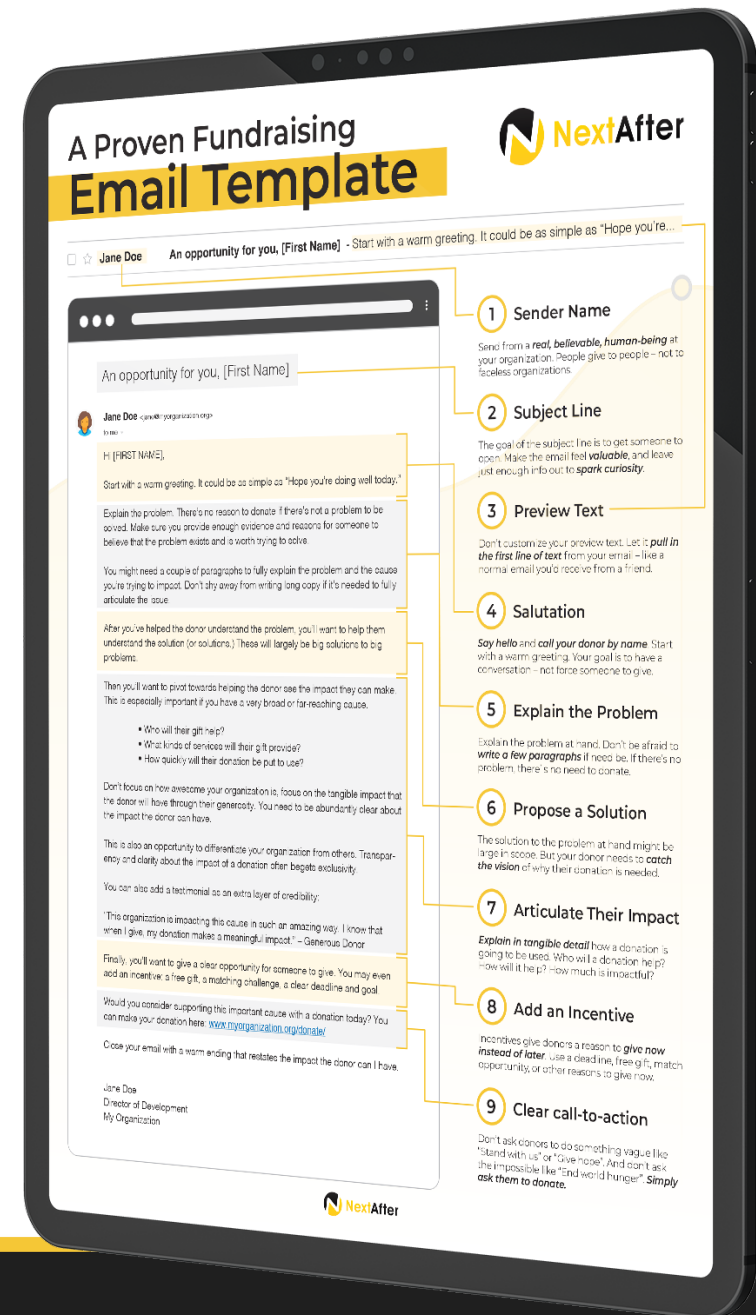
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1. There's no **one way** to craft an appeal.
2. You must communicate like a **human**.
3. "December 31st" is not a **reason to give**.



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Questions?

