





Writing Better Fundraising Emails

3 Strategies To Make Your Writing More Compelling





Ready to learn?

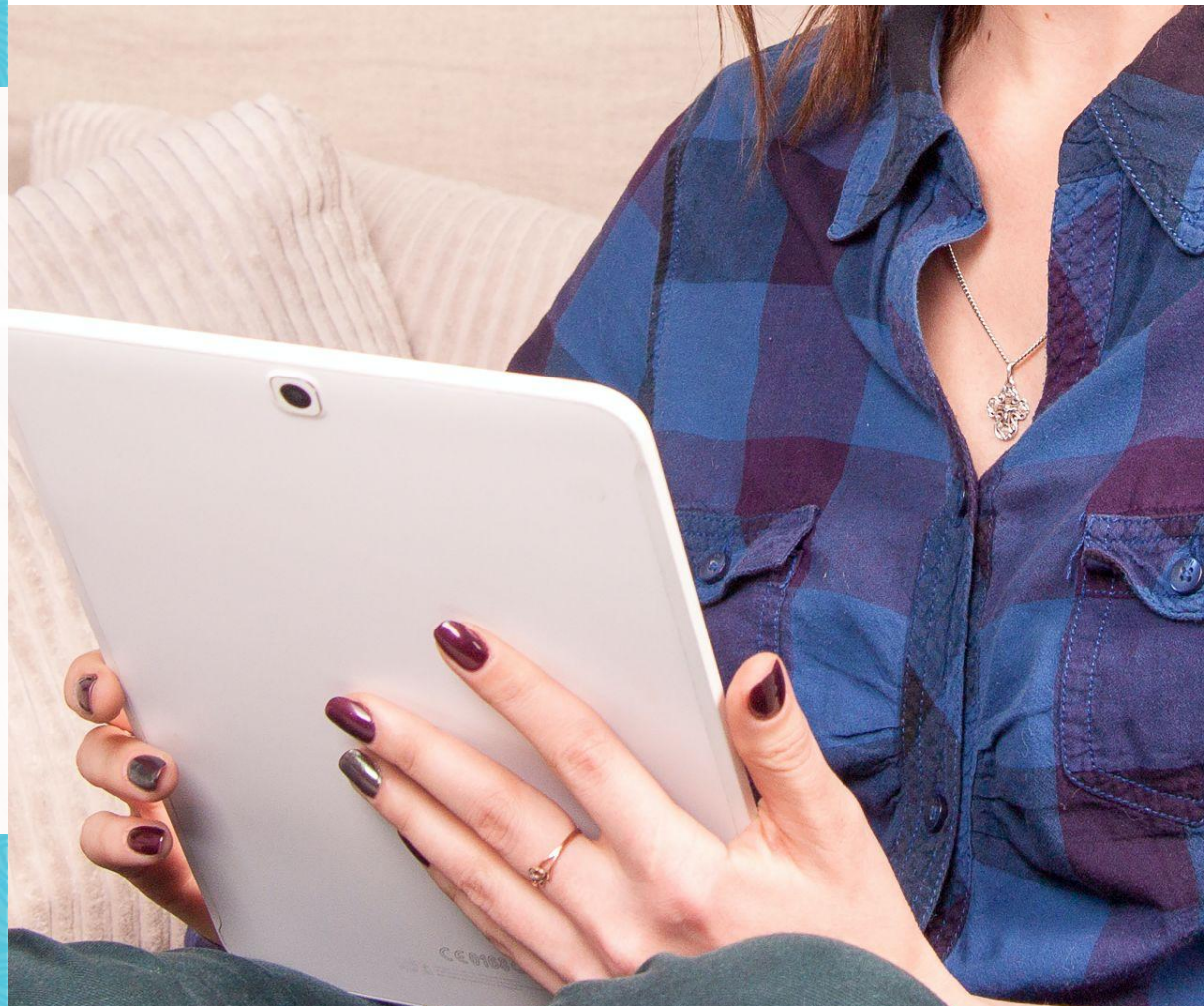
- ▶ 3 strategies to write better fundraising emails
 - ▶ Tips to optimize your email layout
 - ▶ How to write a stronger call to action in your next fundraising email
- 
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Tip #1

Use Vivid And Gripping Language



We want language
that's powerful and
draws readers in



How to make language vivid and gripping

- It doesn't beat around the bush and says the thing that needs to be said



How to make language vivid and gripping

- It doesn't beat around the bush and says the thing that needs to be said
- It often evokes an image



How to make language vivid and gripping

- It doesn't beat around the bush and says the thing that needs to be said
- It often evokes an image
- Use idioms or metaphors to describe something



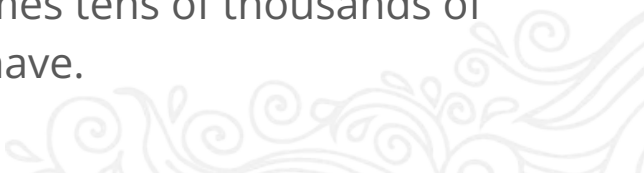


What language in this example jumps out at you?

I was shocked when I learned that a power wheelchair costs more than what I paid for my car.

Yet for a child with mobility issues, a power wheelchair can give them and their parents the gift of mobility. This is just one example of a bigger problem.

All too often what special needs children need to thrive isn't covered by health insurance, leaving their families scrambling to figure out how to come up with thousands (sometimes tens of thousands of dollars) they don't have.



Let's Apply This To Your Writing

1. Pick 1 sentence in your draft to work with. Ideally, it's a sentence where you want to make a strong point about the need.
2. Consider what adjectives or verbs you could swap out.
3. Are there any images you can evoke to make your point stronger?

Tip #2

Use A Pivot Sentence



Writing needs to flow
seamlessly, especially
into the ask



How to write a great pivot sentence

- Often starts with “and,” “but” or “yet”



How to write a great pivot sentence

- Often starts with “and,” “but” or “yet”
- Rationalizes why you are about to make an ask



How to write a great pivot sentence

- Often starts with “and,” “but” or “yet”
- Rationalizes why you are about to make an ask
- Shows the reader where they come in to make a difference

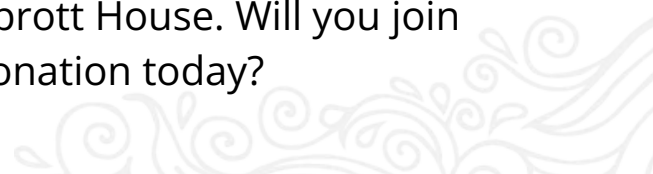




Can you identify the pivot in this fundraising email?

I spent years precariously housed and struggling to cope. I've lived the shelter experience that many of our residents have had prior to coming to YMCA Sprott House. I've experienced the fear and anxiety that comes with having to sleep outside, worrying about my physical safety and whether my belongings will be okay if I close my eyes. I know the difference secure housing like we provide at Sprott House can make, and that's why I'm asking you to support our community now.

During Pride Month, we've set a goal of raising enough money to help 25 2SLGBTQIA+ residents at YMCA Sprott House. Will you join us and make your donation today?



Let's Write Your Pivot Sentence

1. Identify that sentence right before your ask. Read that sentence and the sentence after aloud.
2. How smooth is the transition into the ask?
3. Draft a sentence that starts with “and,” “but” or “yet” to pivot into the ask

Tip #3

Write The Best Call To Action



**What you say in your
ask will make or break
your click throughs**





How to write the best call to action

- It's clear and specific



How to write the best call to action

- It's clear and specific
- It incorporates a sense of urgency



How to write the best call to action


- It's clear and specific
- It incorporates a sense of urgency
- Reiterates the difference donating makes



What elements of a good CTA do you see here?

This holiday season, we are asking our community to come together to reduce the wait time for trauma counselling to get survivors the support they deserve as quickly as possible.

Your support ensures that we have the resources, staff, and services necessary to support survivors in our area. [A gift of \\$100 provides an hour of counseling and allows us to expand our counselling hours to serve more women on a weekly basis. Make your Giving Tuesday donation today.](#)



Let's Make Your CTA Even Better

1. Read your current CTA.
2. What elements of a strong CTA are there? What could be added?
3. Write a new draft of your CTA sentence to incorporate 1 element of a strong CTA.

Email Example: YMCA of Greater Toronto

As we look forward to the warmth of family gatherings and the aroma of festive feasts during the holiday season, many young people battling homelessness are grappling with the harsh reality of freezing temperatures, loneliness, and the constant ache of hunger.

That's where you and the Y can step in to help.

At the YMCA Wagner Green, we help young people experiencing homelessness find a sense of family and community during this time of year. And for many, coming through our doors during December is the first step they'll take towards getting their life back on track.

Help us reach our goal of raising \$10,000 for unhoused youth on Giving Tuesday.

This Giving Tuesday, you can show the young people at YMCA Wager Green that they aren't alone during the holidays. [**Together, we can ensure they experience the warmth of the holidays and the kindness of our community. Make your donation today.**](#)

Your generous donation will provide:

- A safe place for young people to sleep, providing reprieve from the cold weather
- A culturally appropriate holiday meal, bringing warmth and comfort to their hearts
- A warm jacket and sturdy boots to shield them from the unforgiving winter months
- A food gift card, ensuring they don't go to bed hungry

During these cold winter months, unhoused young people urgently need our help. [**With your Giving Tuesday donation today, we can provide a helping hand to more young people coming through our doors. Please make your donation today.**](#)



We're experiencing an unprecedented surge in the number of grant requests we are receiving from families. **Two years ago, we were receiving 10 grant applications for funding a week from families across BC. Today we are receiving 10 applications a day.**

Whether families continue to be impacted by the financial effects of the pandemic, fires or recent severe weather or have recently received an unexpected diagnosis for their child, many families are dealing with unrelenting financial stress.

During these challenging times, we would like families to know that they will always have somewhere to turn for support. And with more and more families learning that they can turn to Variety for help, today we're turning to you for support so that we can continue to help as many families as possible.

[Today is Giving Tuesday and with the support of a generous matching donor, Vivian Geyer, all donations will be matched up to \\$10,000 to double your impact. Make your gift today so that we can say "Yes!" to even more families turning to us for help this holiday season.](#)

One of the biggest drivers of the jump in grant requests is related to autism. In June we announced that we would start funding private autism assessments. We knew there was a need for this kind of support and it has contributed to the surge of grant requests we are receiving.

Having an autism assessment is crucial for families in BC who have a child with suspected autism. **Without an autism assessment resulting in a diagnosis, families are unable to access additional government funding to support therapies.** By funding autism assessments for BC families, we can help them get access to this government funding sooner to help their child thrive.

Months later we continue to have many families applying for this grant in the hopes that they can get their child an assessment faster than the current public wait times.

Jorell is one of the kids who has received a private autism assessment from Variety. At almost 3 years old, Jorell loves listening to music and playing with his big brother. As a toddler, he has experienced some global developmental delays causing his family worry.

Jorell's mom, Honey discovered that they would have to wait 5 years to get Jorell's assessment. "Without help from Variety, we wouldn't have been able to get his assessment done," she shares. "I am really thankful for them because now we get to do the therapies that Jorell needs!"

Having the right resources, therapies and equipment not only changes a child's life, it changes families' lives. [And this holiday season, we can ensure more kids what they need to thrive. Please make your Giving Tuesday gift today and your gift will be matched dollar-for-dollar.](#)

What kind of subject lines make you want to open an email?



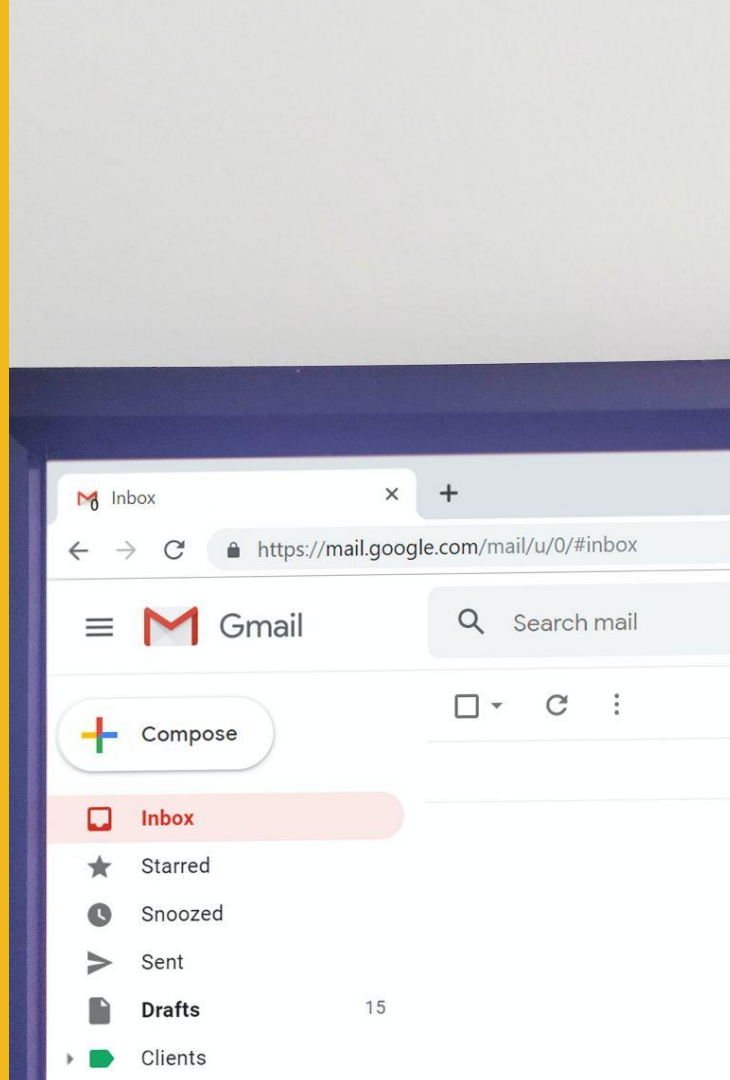
Subject Lines

- Avoid the words “Giving Tuesday”
- Write like a person. People open emails from people.
- Be just vague enough to be interesting
- Allude to a problem or impact



Some subject lines I love

- Parents can't keep up with these costs
- The difference you can make right now
- New moms shouldn't have to go through this
- Vanessa, you can help us cross the finish line
- 1 wonderful thing you can do today



What's 1 Tip You'll Implement From This Webinar?

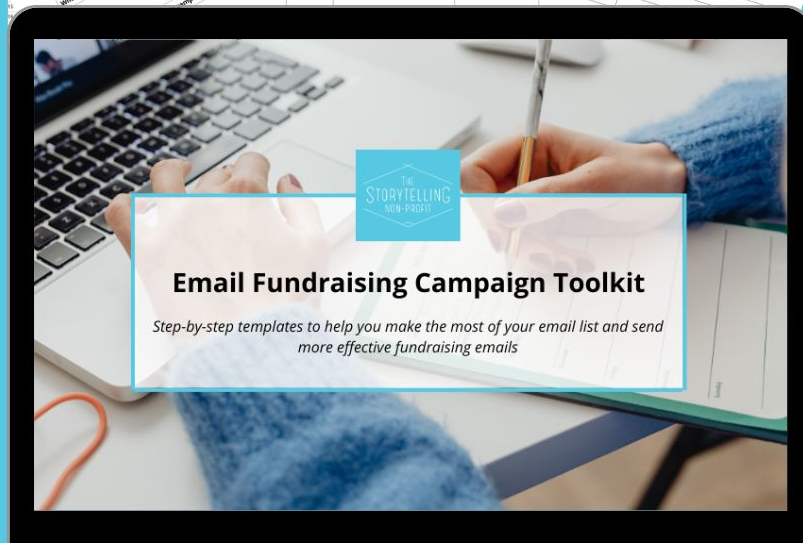
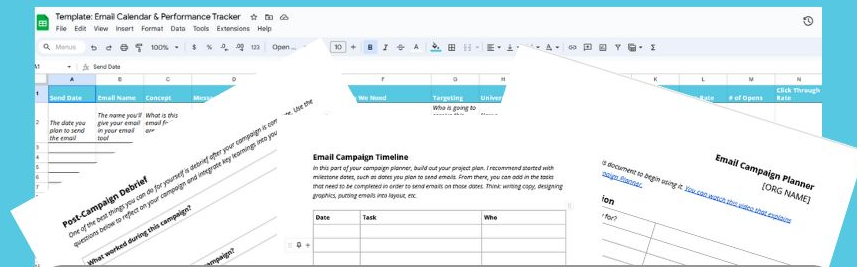


Grab the FREE templates inside the Email Fundraising Campaign Toolkit!

Get the **Email Campaign Planner** to map out your next campaign

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Go Write Amazing Appeals :)



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