

TEASER:

Helps engage recipient and builds anticipation.



Window Envelope

ENVELOPE:

Use a window envelope to reduce costs.

CALLOUT:

Reinforces message and engages the reader.

BODY:

Use data to communicate how donations make an impact.

CLOSING:

End your message with the action you'd like your reader to take.

PS:

Your final appeal or reinforcement of your message. Many recipients read this first!

THANKS:

Can be used for a final "thank you."



Reply Envelope

ADDRESSING:

Convenience for recipient.

PHOTOS:

Pictures help to enhance the message and create emotional connections.

GREETING:

Creates familiarity and sets the tone of letter.



Letter

PERSONALIZED:

Reduced effort for recipient to fill out and helps tracking by accounting.



Reply Mechanism

ASK AMOUNTS:

Helps the recipient make a donation amount choice.

DESIGN IT. WRITE IT. PRINT IT. PERSONALIZE IT. MAIL IT. DEVELOP IT. AUTOMATE IT.

Marketing Tech DOES IT!