



## Nonprofit Fundraising Letter

[Introduction]

A nonprofit sends a fundraising letter to prior donors to support a community program. The purpose is to increase contributions within a limited campaign window. Through narrative focus, direct address, and structured calls to action, the letter builds connection and prompts response.

[Body Paragraph 1]

The letter opens with a short account of a single beneficiary. The narrative includes specific details about need and outcome, which makes the issue concrete. By focusing on one case, the text reduces abstraction and increases relevance. The reader encounters a clear situation rather than a broad category. This approach strengthens engagement early.

[Body Paragraph 2]

Direct address positions the reader as an agent. Phrases such as “your support provides access to services this month” link action to outcome. The sentence structure assigns responsibility and clarifies impact. The reader sees a direct path from contribution to result. This clarity supports decision making.

[Body Paragraph 3]

The call to action specifies amount and timing. Suggested contribution levels appear alongside brief descriptions of what each level supports. The inclusion of options reduces uncertainty. The placement of the request after the narrative and impact statements aligns emotion with action. The sequence increases response likelihood.

[Conclusion]

The letter persuades through focused narrative, direct address, and clear instruction. These strategies connect the reader to a specific outcome and guide a timely response.