

*Write a Spring Appeal*  
**THAT GETS  
NOTICED**

Three simple steps to **RAISE MORE**,  
without more stress

**bloomerang**



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# INTRODUCTION



Spring cleaning gets all the attention.

Spring giving? That's where real momentum lives.

After a whirlwind of year-end fundraising, spring arrives with a sense of renewal. Your donors are no longer overwhelmed with full email inboxes and noisy holidays — they're ready to reconnect with the causes they care about.

That makes spring one of the most powerful (and most overlooked) fundraising moments of the year.

This guide is here to help you make the most of it.

You already do hard things every day for your mission. Writing a spring appeal doesn't have to be one of them.

**SPRING IS ONE  
OF THE MOST  
POWERFUL  
FUNDRAISING  
MOMENTS.**

# What to think about *before* **YOU WRITE YOUR APPEAL**

Before you open a blank document or draft a subject line, pause and ask yourself one important question: Have we shown donors the impact of their last gift?

Not just a receipt. Not just a polite thank-you. But a real story of change. It should be something human, specific, and true.

Because generosity doesn't start with an ask. It starts with connection.

Many nonprofits send tax receipts early in the year. That mailing or email is the perfect place to include a short impact story — closing the loop and setting the stage for your spring appeal.

In fundraising, this is often called the virtuous cycle: ask → thank → report back. When nonprofits complete that loop, donors don't just give again, they give with confidence, trust, and joy.

If the last thing your donors heard from you was an end-of-year appeal, you're not behind. You're right on time.

Spring is your opportunity to reconnect, remind supporters why they said yes, and invite them to be part of what's next.



## Spring Gratitude and Tax Receipt Time

While the IRS requires that donations of \$250 or more be acknowledged, it's a good practice to acknowledge gifts of all sizes. And while you're feeling the gratitude, remember that sending these year-end statements is a great opportunity to thank your donors for the impact they've had on your organization.

# THE THREE SIMPLE INGREDIENTS of any great appeal

Every effective appeal — no matter the cause — shares three essential elements:

- There's a real problem.
- Your organization is part of the solution.
- The donor's gift makes the solution possible.

|                                      |   |
|--------------------------------------|---|
| <b>PROBLEM</b>                       | Children with cleft palate in low-income countries can't access care. |
| <b>SOLUTION</b>                      | A simple, life-changing medical procedure can make a difference.      |
| <b>DONOR'S ROLE</b>                  | A \$100 gift provides surgery and a future filled with possibilities. |
| <b>CLEAR. HUMAN. DONOR-CENTERED.</b> |   |



## STEP 1:

### Show gratitude for their impact and present the problem

Your spring appeal works best when it doesn't feel like a cold open. Before you ask, reconnect and share a story that shows what their last gift made possible:

- A life changed
- A family supported
- A moment of hope created

When donors can *see* their impact, giving again feels natural — not transactional.

## STEP 2:

### Choose the story that carries the appeal and how your organization is part of the solution

Strong appeals are built around one clear, compelling story.

As you brainstorm, ask yourself:

- Which client story stayed with you the longest? And why?
- What would have happened if your organization hadn't stepped in?
- Who should tell the story? (A client, a parent, a frontline staff member, or even an unexpected narrator.)
- Is there a photo (original or stock) that brings the moment to life?

Great stories don't start with background. They drop readers into the middle of the moment. They also include tension. Something is at stake. The ending isn't finished yet. That's where the donor comes in.

### **STEP 3:**

#### **Create an offer and clearly share how their gift matters**

Your offer is the problem you're inviting donors to help solve.

The strongest offers are:

- Tangible (easy to picture)
- Believable (grounded in reality)
- Simple (no decoding required)
- Timely (why now matters)

#### **MATCHING GIFT EXAMPLE**

Today, your generosity goes twice as far. Every dollar is matched, up to \$25,000.

- \$50 becomes \$100 to help wolf pups survive their first year.
- \$100 becomes \$200 to support orca mothers feeding their calves.
- \$250 becomes \$500 to restore the herring that sustain marine life.

Moments like this don't last. And they only work when people like you say yes.

#### **DIRECT IMPACT EXAMPLE**

Sloths are losing their rainforest homes.

- Trees are cut. Power lines go up. Sloths are left injured — or worse.
- But you can change that:
- \$50 plants native trees.
- \$100 rescues injured sloths and builds safe crossings.
- \$250 supports long-term protection with local communities.

Their future depends on what happens next.

# SPRING APPEAL

## email template

### How-to guide to write a spring appeal that gets noticed.

Every section of your email matters, from the sender and subject line to the call to action. Here's how to ensure your words resonate.

**60%**  
OF PEOPLE OPEN  
EMAILS BASED  
ON WHO THAT  
EMAIL IS FROM.

7:35 AM (2 hours ago) ↩ Reply

**A** A tiny heartbeat and a very big bill

To: Grazelia

**B** Kathie Jacovino <kathie@animalcare.org>

**C** Grazelia,

**D** When we found Misty, all she could move were her deeply terrified eyes. Sadly, her story isn't isolated. You can help with her medical

**E** care. All it takes is a heartfelt donation.

**F** Your support can help orphaned chimps like Misty grow up strong. Right now, every donation is being generously doubled by an amazing benefactor. Will you help?

**G** [Click here](#) to make your tax-deductible donation now.

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**H** For the love of wildlife,  
*Kathy*  
Kathie Jacovino  
Animal Care

**I** P.S. Your \$100 gift will be doubled — but only until Friday. Please give now and help Misty thrive.

#### Test Your Subject Line

Test your email subject lines using a free tool like [Send Check It](#) (add that link to your bookmarks toolbar). That tool will help rate your email based on grade level, scan ability, length, and more.

- A Subject Line:** Your subject line does the heavy lifting. Use curiosity, relevance, warmth, or urgency.
- B Sender:** Send your appeal from a real person, not a generic inbox.
- C Salutation:** Use the donor's first name whenever possible.

## THE HOOK

**D Opening Line:** A strong appeal starts with a storytelling that pulls the reader in:

- A vivid emotional moment
- A story already in motion
- A pause-worthy question

*Example: They took us into a private room. You could tell this was where they give bad news.*

## ASK #1

**E Why Give Now?** Explain what makes this moment timely — whether it's a deadline, a match, or a time-sensitive need.

**F What Their Gift Will Do:** Tell donors exactly what their gift helps make possible. Make it specific, tangible, and believable.

*Example: \$25 pays for one X-ray for a rescued chimpanzee.*

## ASK #2

**G Call to Action:** Call to Actions (CTA) work best when they are clear, confident, and ask for immediate action.

**H Closing:** Sign off with a mission-infused closing, along with a real person's name and title. If possible, include a handwritten signature (image).

## ASK #3

**I P.S.:** Your P.S. is the most valuable real estate in your email. You can use it to restate the urgency and the offer.

*Example: P.S. Just \$25.18 feeds a hungry child every night this week.*

## Final Checklist: Six Quick Tips

- Tell one powerful, unfinished story
- Personalize whenever possible
- Be transparent about the need
- Show exactly how gifts make an impact
- Keep sentences short and skimmable
- Ask more than once, with clarity and confidence



# You're ready, **YOU HAVE THE STRATEGY**



## **Feeling ready? You've got this.**

It's a new season. A chance to reconnect, re-energize, and raise meaningful support, without the year-end scramble.

You have the story. You have the strategy. You have what it takes.

Now go write a spring appeal that reminds donors why your mission matters and invites them to be part of what comes next.



# Fundraising and donor management software **BUILT** for **PURPOSE.**

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