TODAY'S GAME PLAN

2 Disclaimers Before We Get Started ...

Story Characteristics

OPTIMIZED CALLS TO ACTION ...

WAYS TO SHOW URGENCY

- **PEOPLE (OR ANIMALS) WON'T SURVIVE**
  The 3 Cs: cancer, children & cute animals
- **A WINDOW OF OPPORTUNITY IS CLOSING**
  Matching funds
- **CONDITIONS ARE GOING TO CHANGE / GET WORSE**
  Tell them what will happen if they don't give TODAY

@fundraiserchad

USE THE P.S. TO REPEAT YOUR CALL TO ACTION

The Top 4 Most Effective Outer Envelopes

A simplified end of calendar year small shop campaign

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