



United Spinal Association

Writing Your Year-End Appeal

As we move closer to the New Year, here are few important tips on sending one of your most important emails of the year—your year-end appeal.

What Is It?

Near the end of the year, it's important to take time to communicate to your supporters via email and/or personal letter thanking them and urging their continued support of your work. Your year-end appeal is basically a letter of gratitude and reflection. Your donors and supporters will want to know what you've accomplished throughout the year and how they've played a role in helping your chapter succeed. Your year-end appeal is a vehicle to communicate these topics, but more importantly garner donations. Your year-end appeal can include:

- Your chapter achievements this past year
- Your plans and goals for the New Year
- A detailed note of appreciation for your supporters
- How funds will be distributed in the upcoming year

When To Send It

Mid- to late-December is an optimal time to send your year-end appeal.

Basics to Remember

It's important that your appeal come from you and it should be signed by you.

Don't forget to provide a link to donate, as a large percentage of donations are made in December.

Be sure that your appeal is mobile responsive and formatted for small screens as a majority of emails are read on mobile devices.

Also, be sure to send those that donate through your year-end appeal a follow-up message thanking them for their continued support.

Make It Personal

To improve your chance of engagement, your appeals should be as personalized and relevant to your supporters as possible. In order to achieve this, you may consider segmenting your email list, sending targeted appeals to specific groups of supporters. For instance, you can segment by frequency of donations, campaigns donated to, or volunteers, community groups/partners, etc. A personalized touch will always be welcomed by your supporters.

Another approach to consider is developing a cohesive series of 2 or 3 appeals rather than a single one that may get lost in your supporters' inboxes, especially this time of year when they are inundated with messages from other organizations.

Your Supporters Are Your Heroes

When drafting your appeal, don't be afraid to make your supporters feel like heroes that have saved the day! Here are few tips on the tone of your appeal:

- Make sure to give readers the opportunity to feel an emotional connection so they are compelled to help.

- Write in a way that makes the reader feel singled out and are an important part of your success.
- Ensure that the tone of your appeal is friendly and engaging so readers feel like they know you.

By following the practices above your year-end appeal will be built for success. Good luck!