

\$11.97

**\$100,000  
GUIDE TO  
E-MAIL  
SOLICITATION**

**the fundraising  
coach**

Fundraising is an extreme sport.™

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**WARNING:** What you are about read is so straightforward you might be tempted to dismiss it. That certainly is your privilege. But every word I've written is experience-based, experience-tested, and experience-proven. There's no need to reinvent the wheel through trial-and-error. Learn from my mistakes and get results with this information.

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<http://www.fundraisingcoach.com/>

## **\$100,000 Guide?**

How can I claim this is a \$100,000 guide? I've done it! Using these guidelines, I spearheaded a project that raised \$100,000 in eight weeks primarily through e-mail solicitation. You can do it too! I've written this Guide to help you avoid some of the mistakes I've made. You'll be surprised at how much commonsense is involved! The first seven pages are devoted to my extremely practical "Tactical Tips" for e-mail. The last few pages are the story of how I applied those rules to someone else's idea and raised \$100,000.

E-mail is an amazing opportunity for nonprofits. With the click of a button, at relatively no cost, an organization can communicate with most of its constituent base. Yet the ease of e-mail also is its greatest weakness. It's so easy that we may tend to send e-mail indiscriminately. And that could lead to detrimental results.

E-mail users are picky and hard to please. We must treat having someone's e-mail address as a privilege, an honor. It's a precarious privilege—one that's easy to lose. Aren't you angry when you get a piece of spam? After just one mistake, a donor may never give us an e-mail address again. We may have lost their permission to communicate to them digitally. Forever.

This guide is designed to help you make your organization's use of e-mail as effective as possible. I've included actual samples of effective and ineffective e-mails to help you see what I'm writing about. These guidelines will not guarantee you'll raise \$100,000 with e-mail. But they will help improve the effectiveness of your e-mail solicitations—whether you're soliciting money or ideas!

## **Style Matters**

Think back to when e-mail was brand new. Do you remember being told that e-mail would be free from pesky spelling, formatting, and grammar rules? Well now, forget it! Spelling, formatting, and grammar rules all apply—*especially* for e-mail coming from charitable institutions. In particular schools! Why would a donor trust a nonprofit with her money when that nonprofit doesn't even know how to use grammatically correct English?

## **Real Life Example**

Look at the e-mail on the next page. This e-mail was actually sent out by a nonprofit. Can you pick up at least a minimally panicked feeling, even from a quick reading? If you're a development professional, the message may sound good. There's urgency. There's logic. There's emotion. But try reading it from the perspective of a busy alumnus. It's almost entirely organizationally centered. In fact, the part that includes what's in it for the recipient is the very last paragraph. How many people do you think deleted it before getting that far?

Now read the feedback from an alumni recipient. Granted he was somewhat of a curmudgeon, but think about how you feel when you get spammed. Now consider how you'd feel if an organization you were an alumnus of sent a **spam**-like e-mail. While this individual wasn't a donor and gave us no indication that he supported the organization, I was so glad he replied. There were probably dozens of others that felt the same way but simply deleted the message. More importantly, if you can cut through the scorn, he makes some very good points about e-mail etiquette. Let's explore some of things he mentions and some other tips to make your e-mail more effective.

### **Spam**

An unsolicited, unexpected email is commonly referred to as spam. Hormel, the maker of the processed meat known as Spam, wasn't thrilled with this designation but it stuck.

From: [REDACTED] Alumni [mailto:[REDACTED]]  
Sent: Friday, June 23, 2000 5:23 PM  
To: [REDACTED]  
Subject: FIVE DAYS TO GO!

FIVE DAYS TO GO!

With an additional 170 [REDACTED] Alumni gifts by 6/30/2000 we can reach our goal of 25% participation and realize \$5000 in challenge gifts from two anonymous alumni. And, if each alum who receives this e-mail would send an Annual Fund gift, an additional \$10,000++ would be available to balance the budget and end the year in the black! Your gift of any size will make a difference!!

BE PART OF THE WINNING ALUMNI TEAM THAT HAS ENRICHED THE LIVES OF [REDACTED] STUDENTS AND FACULTY THIS YEAR WITH ANNUAL FUND GIFTS!

Here's how:

- \* e-mail a pledge today;
- \* Put a check in the mail, postmarked by 6/30;
- \* Call (123) 555-1922 and put your gift on your favorite credit card;
- \* You can specify the department you wish to benefit from your gift!
- \* You can make your gift in honor of your favorite faculty member, classmate or family member!

Your tax-deductible gift will touch student lives, make a difference in the School's ability to attract large gifts, and get your name listed with your class in the Annual Report! You will have the satisfaction of knowing that you have helped your alma mater!!!

THANK YOU!  
The [REDACTED] Alumni Office  
1 [Campus] Parkway  
[Anywhere], [USA] 12345

From: [REDACTED]  
Sent: Friday, June 23, 2000 11:06 PM  
To: [REDACTED] Alumni  
Subject: RE: FIVE DAYS TO GO!

Thanks for the "spam"-oriented email. I counted twelve exclamation points throughout and frankly, was surprised that my email browser did not filter this out as junk mail.

When [the school] gets their act together and updates their aging website, especially the alumni contact section, I'll consider this. Right now, it seems as if the students have access to the email server. This is an unprofessional and pathetically low attempt to raise funds by an institution that is supposed to be resolved to further education. Some of the grammar in this email would not have passed Mrs. Lawrence's 10th grade English class.

Lastly, if you haven't the courage to sign the email with your real name, whoever you are, don't bother to send it. Anyone who has been on the internet more than six months knows that.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

## The Tactical Tips

### Proofread Your Message

Take as much time writing your e-mail as you would a letter to a trusted friend or highly esteemed donor. At the same time, treat it as though it is a postcard. Anything you say can be, and most likely will be, seen by someone else. Because e-mail is so easy to share, make it a practice to have your messages proofread by a couple of other people. I recommend e-mailing it to them so they can see it as the other recipients will. For best results, try sending the e-mail to your colleagues' home e-mail addresses rather than through your organization's internal e-mail system.

### Shoot for 55-65 characters per line

Did you notice how the nonprofit's e-mail had some funky formatting? Can you see the orphaned "anonymous" in the third line? Later the word "classmate" is similarly orphaned. I'm not a techie, but I've heard that e-mail reading programs have different criteria for formatting received messages. That means that e-mail messages sent from one computer may look different in AOL than in Hotmail. Add to that the fact that many recipients have their programs convert all e-mail to a font of their personal choosing—say Comic Sans. Others may have their programs automatically enlarge the font to make it easier to read. All of these variables will definitely affect the way your e-mail looks. With so many variables, what hope do you have of knowing what your e-mail looks like when it's received?

One simple way to lessen the possible display changes to your e-mail is to make a **hard return** after every 55-65 characters. I think that works out to be 3 ½ to 4 inches. I tend to aim for 62 characters. Take a look at the virtual brainstorm e-mail example on the next page. Do you see how long and narrow it looks? The hard returns help ensure that what you meant to send out is what the recipient is actually seeing. Plus, the short lines make it easier to read. Even better, if the recipient forwards the message to a friend, you've significantly increased the odds that the e-mail that person receives will look the same as the one you sent. And we *want* them to forward it!

**Hard Return**  
Manually hitting the "enter" or "return" key.

### Keep it Plain

I think this tip is very important. I know e-mail can look terrific with graphics and HTML. But not all donors have systems that can read the graphics and HTML and some that do choose not to enable those features. So stay away from fancy fonts, cutesy formatting, colored letters, winking smiley faces, and artsy stationery. These flourishes may look nice on your computer, but they could look drastically different in someone else's e-mail inbox. Remember, the main objective is to communicate your message to your recipient *not* to win graphic design awards. I like to keep my e-mail font either Arial or Courier New. Most computers seem to have very little trouble reading these.

If you're using an e-mail newsletter mailing service, it may have a "sniffer" feature. This is supposed to somehow detect whether or not your recipient can receive HTML formatting. If the program determines the receiver can receive HTML, he sees a pretty e-mail. If not, the receiver gets a plain text version. If you are committed to artistic e-mail, this may be something for your organization to look into. In my opinion, the downside of these services is that you have to upload your constituents' e-mail addresses to the service's database. I prefer to keep my constituents' e-mail addresses in my organization's database and not worry about the addresses' safety for the sake of some snazzy formatting.

From: Pitman, Marc  
Subject: Homecoming virtual brainstorm

Good morning!

I need your help. Every year, we here in the Development and Alumni Office try to come up with a Homecoming theme that is catchy and that expresses where the [School] is today. Quite a task!

Could you help us? What would you like to see as a theme? The theme is used mostly for print publications, t-shirts, and reunion gifts (usually a coffee mug).

This year we'd like to move to a one word theme and tie it to a Bible verse if possible. We've done some brainstorming and come up with the ideas listed below. It seems best to emphasize fun and relationships but we're doing a fair amount of construction so if that sense can be included, great!

Are you game? Grab a cup of coffee, get nostalgic, and brainstorm.

[Remember, brainstorming is stream-of-consciousness and "messy" not filtered and processed. (You'll see that with some of the words below.)]

Some questions to consider:

- \*Do you like any of the listed ideas as a theme?
- \*Do you have a better one?
- \*What would bring you back?
- \*What word triggers happy memories and fun?

Here we go!

fun  
memories  
relationships  
ageless  
enduring  
back to the [School]  
classic  
gym dedication--family  
from age to age  
campaign kick off  
living and enduring

Have a great day!

Marc

BTW, Homecoming 2000 is Oct. 6-8.

Here's an additional bit of e-mail etiquette: using all CAPITAL LETTERS in an e-mail is the equivalent of shouting. Do you see the two solid lines of capital letters in the end-of-year e-mail? The sender was probably trying to break up the monotony of normal letters with the emphasis of some capital letters. But what the sender did instead was shout at the very people he was trying to solicit. Shouting is never an effective way to ask for money. Not even in a group or at a political rally.

### Keep it Short & Simple (KISS)

Consider e-mail a distillation of all other publishing media—pure message, no distractions. So ask yourself, "What is the essential part of your message?" Then say it and get it over with. If you're asking for money, why not say so up front? "Greetings from Sywash U! We're asking you for a donation!" That may be blunt, but it might be refreshingly honest too.

A friend in the tech industry once described the "top real estate" in an e-mail as the first thing that people see when they open the message. That's not much space. Many programs like Microsoft Outlook have a preview pane feature that makes this "real estate" even smaller. If you have a long e-newsletter with many sections, why not try putting a table of contents in this top space? That way the recipient will be able to see if anything interests her. She may never make it to the bottom of a particularly long e-mail unless she knows there's an interesting sounding article down there.

Also, if you have a lot of information to get across, why not put a summary of the issue or article in the e-mail? Then include a link to your website for those who want more information. This is not only considerate of the recipient's time and patience; it also drives traffic to your website. If you opt for this, *please* be sure to put something of value in the summary. There's nothing more annoying than an "e-newsletter" that's merely a collection of links to a website.

Again, notice the virtual brainstorm e-mail. It's long, but I tried to condense the essential material into the top third of the text. That's about as much as would show up in most viewers' screens. Do you notice I included the word "help" twice in that space? If the receiver decided to delete it, fine. At least he was making an informed decision.

### Sign Your Message

Whether you're blasting an e-mail from your database or responding to individuals one at a time, *let the recipients*

*know who you are.* One very simple way to do this is to put your name at the bottom, just as you would at the end of a letter.

Another way is to include a “signature file” in all your outgoing e-mail. That’s 6-8 lines at the end of a message telling people who you are and what your contact information is. Many e-mail programs allow you to set this as a default. That way you only have to type it once, and the signature file is automatically included thereafter. I like having two signature files, one with a link to the donations page on the website and one without. The link comes after my contact information with a quick message like “Make your donation securely at...” I make a hard return after the “at” so the website link is on its own line.

Including a closing signature of some kind is good, but what is the first thing people see when they get an e-mail? The “sender” field and the “subject” line. So use this space to your advantage. Most people simply delete e-mail if they don’t recognize the subject or the sender. If at all possible, I recommend including the organization’s initials in the subject line. That will help set your message apart. Also, be very intentional with what shows up in the sender field. You can control whether your name goes there or whether the organization’s does. It may even be helpful to set up different addresses for different types of communications. For example, a prayer newsletter could be sent from *prayer@yourorg.org* while a news update may be sent from *news@yourorg.org*. If you’re not sure how to establish different addresses, check with your IT people or a local high school student. As a side note, setting up a different e-mail address can be a very effective way to handle the **bounced** e-mails that always come after a mass e-mail mailing. It also can help you organize your time when handling the replies.

#### **Bounced E-mail**

E-mails are said to “bounce” when they can’t be delivered to the intended recipients. *Soft bounces* are usually due to “transient errors”—something’s hindering a connection but the e-mail address is valid. *Hard bounces* or “permanent fatal errors” usually indicate that the e-mail address is misspelled or no longer valid.

Remember, people give to people, not institutions. Be the person that people will give to.

## **Secure a Page on Your Website**

Giving is what this guide is about. So how do you get someone to give? A surefire way to get them *not* to give is to make giving as difficult as possible. Can you imagine if you received an e-mail that asked you to print it out as a pledge form, find your own envelope, address it, put the pledge form in it, find a stamp, and then get it to a mail box? No way. That’s too hard. So is the “print this pledge form” web page. I’ve never met an organization that got a gift that way. And, for the record, that is *not* “online giving”!

As with direct mail, it’s crucial to make responding to your message as easy as possible. A great thing about e-mail is that a response is literally only a click away—if you have a secure donation page on your site. Many companies provide real-time credit card processing for donations. The donor clicks on the link you provide, enters his credit card information, and the service immediately processes it. This is very convenient for your organization because the service will handle any credit card entry or processing problems directly with the donor while the donor is still online.

But what if your organization can’t afford or doesn’t want to pay for a costly credit card processing service? Is online giving an unattainable goal? I don’t think so. One organization I worked with came up with a nice alternative to real-time credit card processing. Since the organization already had a merchant account, it was already processing credit card gifts. So it moved its website to a secure

server which allowed the web designer to create SSL certified pages. A techie could tell you what the letters stand for. Suffice to say, that meant the page was secure. Anything submitted via the secure form couldn't be read by anyone but the recipient. If you tell donors to just reply to your e-mail and type their credit card information into it, that's not secure. Many ill-intentioned people could access and read that message because it's not encrypted. SSL certification is a form of encryption that will protect the donor's data. And even moderately sophisticated web users know they should never give out personal information—certainly not credit card information—via an unsecure web form. This organization also had the foresight to know that other offices would be able to use the secure feature to receive applications and other online submissions, so the cost could be shared across departments.

How do you know if a page is secure? One way to tell is by looking in the part of your web browser that displays the web address. If you see "https://" instead of the regular "http://", the "s" is signifying that the page is secure. Another way, for Internet Explorer users, is to look at the bottom of your web browser. If the page is secure, you'll see a little gold lock. Other browsers offer similar icons to show that the page is secure.

When donors received e-mails from this organization I've mentioned, they'd click on the secure link. That brought them to a form with much of the same information you'd put in a response card. The donors would fill out the form, including credit card data and gift amount. When they submitted the form, it went to the server. Someone from the organization would check in each morning and print out the forms. These would then be manually entered just like a credit card gift received over the phone or in the mail.

If your organization has the resources, you certainly should explore establishing a system that will automatically enter online gifts into your accounting system. But if resources are tight, this SSL solution may be a great alternative.

### **Don't Send Attachments**

One major reason *not* to send an attachment is that not all constituents can receive them. Also, most viruses I know of are spread as attachments, so it may make your e-mail suspect before it's even read. This also goes for cutesy "stationary" that often looks like an attachment until the recipient opens it. Why create a barrier to someone opening your e-mail? Besides, if you take whatever you were going to attach and put it on your website, all you have to do is include a link. That drives traffic to your site.

### **Use a Word Processing Program**

Using a word processing program like Microsoft Word is probably *the* best way to minimize surprises in sent e-mails and follow all the recommendations mentioned above. You can also avail yourself of the tools such as spell and grammar checking. Best of all, you can save the document as you would any other letter. That way, even if it gets deleted from your e-mail program, you've still got a copy.

### **Use the "BCC" Option**

If you can't have your mass e-mail program send out individual e-mails to constituents in your database, consider exporting the e-mail addresses to a word processor or spread sheet. That way you can "cut and paste" them into the "bcc" section of your e-mail. Have you ever received one of those e-mails that have been forwarded to thousands of e-mail addresses? The benefit of using the bcc is that

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#### **BCC**

Depending on who you ask, "bcc" means either "blind carbon copy" or "blind courtesy copy."

the recipient can receive your e-mail without the annoyingly long list of e-mail addresses. Plus, it shows that you're respecting the privacy of your constituents' contact information. Exporting the e-mail addresses to a word processor or spread sheet also gives you a chance to double check that the addresses are all typed appropriately and to make sure that people who have requested to be removed aren't on the list.

There may be cases when you want a group to see all the e-mail addresses. An e-mail going to a specific reunion class is a great example. By including all the addresses in the sender field, you enable class members to easily contact each other without having to go through you. Classmates may send a message to the address of a person they haven't spoken to in a while. That can be a passive—yet highly effective—way to promote buzz about the upcoming reunion.

### **Consider Your Timing**

One of the nicest things about e-mail is that it's asynchronous—you and the recipient don't have to be "on" at the same time. (An example of synchronous communication would be a telephone call.) But timing can still be important. Sending a bulk e-mail at midnight may be convenient for your IT people or the organization's server, but it may look more impersonal to the recipient and be less effective at raising money. Bulk e-mails sent during normal operating hours are more likely to look like they were actually sent by a person.

I've found Friday afternoon to be a great time for alumni-related e-mails, including solicitations. I don't know what the psychology behind it is. I guess people are mentally checking out of work and are more open to nostalgia. I often have the best reply rates to e-mails sent around 3 p.m. EST.

## ***The FAB Project***

### **Background**

"OK," you may be saying, "Those tips are helpful but nothing earth shaking. How are they going to help me raise \$100,000?" Great question. By themselves, those guidelines may not raise a lot of money. But used in conjunction with a specific project, they just might! Let me tell you how I did it.

Our organization was coming into the home stretch of a \$7 million comprehensive capital campaign. That summer, one of our most supportive alumni stopped by campus, and he told me what he was doing to motivate his class to give to the campaign. He was mailing a hard-copy letter to each classmate every week asking them to give and listing all the classmates that had made a gift so far. He wanted to use a form of peer pressure to get some of his less philanthropic classmates to give. He knew he was running the risk of being annoying, but his class had come to expect him to solicit them and he was *extremely* committed to helping the school successfully complete this campaign. He was seeing positive results and was convinced that we should use the same technique with all alumni to increase giving.

While happy for him, I balked at the thought of mailing 3,000 letters every week! In our office, that would take an amazing amount of time, never mind the cost of material and postage. I didn't think we could do it. But with this alumnus' enthusiasm and commitment, it would have been equally hard to not do anything. I decided to see if we could do it with e-mail. Because we had only about 1,000 e-mail addresses for our 3,000 alumni, I knew we were effectively cutting off two-thirds of our alumni base. But I hoped that alumni motivated enough to give us their e-mail addresses would be the most likely to respond with a gift.

As with many campaigns, we'd used a gift grid to chart our progress. So we created a gift grid for a \$100,000 subset of the campaign with boxes ranging from \$5,000 to \$25,000. We called it the "Fill A Box" Project, or simply FAB for short. Thus the FAB Project was born.

## **The FAB Goals**

In proposing the project, I clearly defined my goals. First, I wanted this project to have a strong educational component that would bear fruit even after the completion of the campaign. The chief education piece was to remind class representatives that fundraising was clearly defined part of their job descriptions. Despite multiple previous attempts, not all class reps seemed to understand this.

The other education piece was to educate all alumni about the need for their participation in *both* annual and capital giving. Therefore, I chose to include all alumni, whether they'd given to the annual fund or not. I also chose to include those that had given to the campaign. I wanted them to see that we were making a concerted effort to get all of their classmates involved.

Second, I wanted to stress participation at every level. So I set the goal of having every class from 1935 through 1995 listed as both having at least one member participating *and* taking ownership of a \$5,000 box. If one class member wanted to give the \$5,000, that was fine. In fact, that became the centerpiece of many of my personal solicitations. I'd show them the gift grid and ask if they'd consider filling a box or getting their class to fill a box.

Third, I wanted to make doubly sure that this project dovetailed with an over-packed docket of scheduled campaign solicitations and regular school communications (Christmas cards, etc.). I didn't want this to add too much to our already full plates. Finally, I set a goal of having two to four classes get motivated enough to take one of the remaining naming opportunities.

The FAB Project became a very tangible way for us as a development staff to both support our class reps in their solicitation AND make sure solicitation was happening.

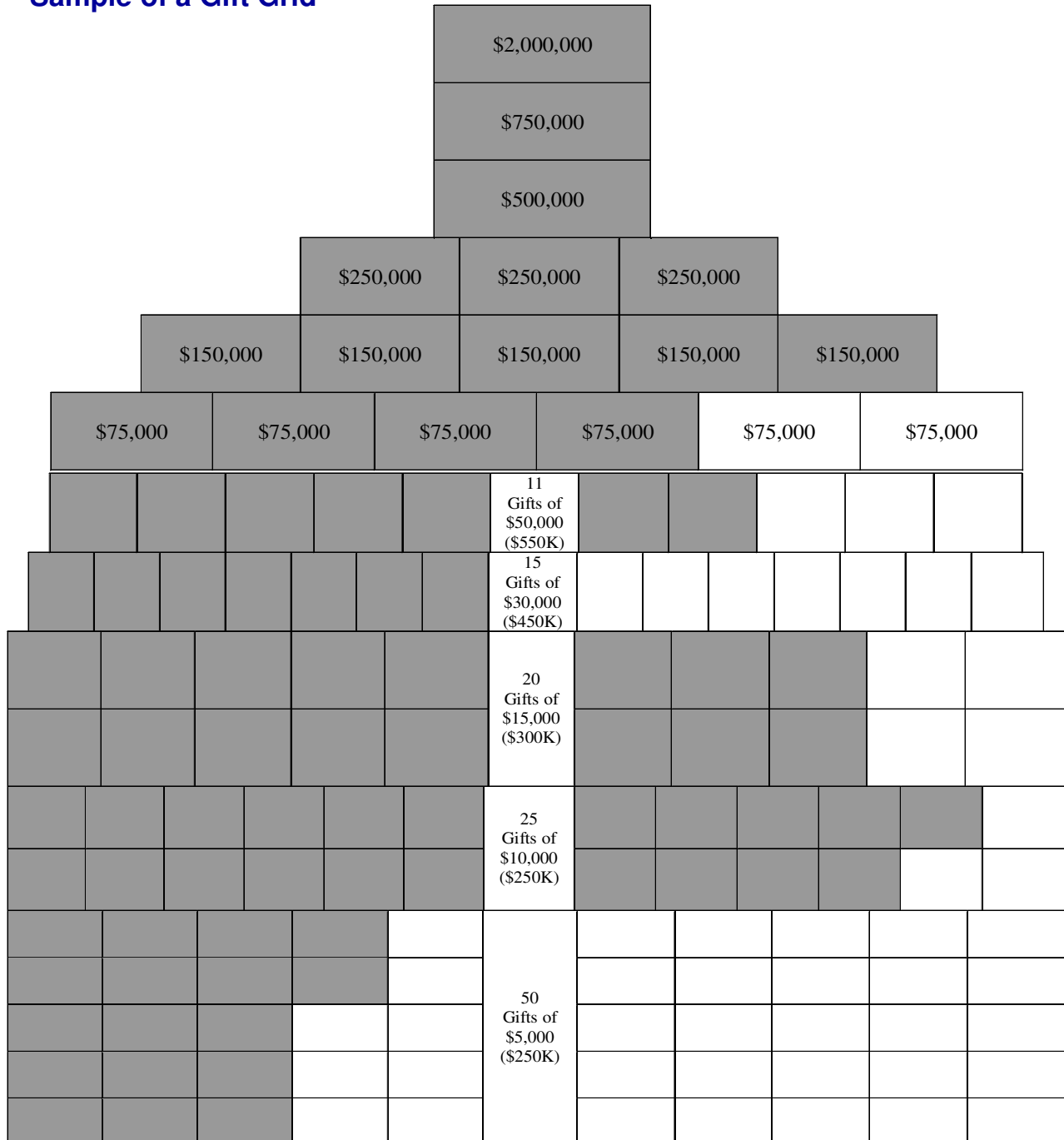
## **The Non-digital Strategy**

Although I wanted primarily to use e-mail, effective e-mail and web campaigns use multiple forms of communication. We only had a couple of months to get this done, so I wanted to spread the word as fast as possible. Plus, I knew that if people were expecting an e-mail, they'd be more likely to read it.

I initiated the challenge in a one-page, double-sided, bi-monthly class rep newsletter. It was the most flexible and readily available publication vehicle to use because I produced the newsletter from my desktop. The issue contained:

- A challenge from the alumnus that got this ball rolling. He wrote it as an open letter from a class rep to all class reps.
- A picture of the gift grid with dollar amounts. I shaded in the boxes that had already been taken, making sure to put the class years in those boxes.
- A list of naming opportunities and a story about a reunion class that was organizing to name a residence hall lounge in memory of one of their classmates.
- A sidebar highlighting the fall appeal, both annual fund and capital campaign.
- Finally, I very intentionally included some *non*-campaign related news stories. The campaign was consuming our lives in the office, but it wasn't the center of our class reps' lives. Nor that it should be.

### Sample of a Gift Grid



(Shaded areas reflect gifts/pledges received)

After the newsletter went out, I followed up with phone calls to all the reunion class reps and some hand-selected non-reunion class reps. I also divided the alumni into primary and secondary prospects. The primary prospects were those classes that were celebrating a reunion that fall; the secondary prospects were everyone else. I think I also was able to get a piece in the school's quarterly magazine.

### **The E-mail Strategy**

After kicking off the project in print and by phone, I let e-mail and the website do most of the rest. Starting Friday, November 10, I began weekly updates of the FAB gift grid. The web master had a link from the front page and the development section so interested people could monitor the project online themselves. Each week I'd shade in more of the boxes with the appropriate class years in them.

That week I also started my weekly e-mails to the class reps. In these e-mails I'd give a brief update of progress. If one class rep was doing a particularly good job, I'd highlight his work in order to both give him recognition and to supply the other reps with ideas to try. I'd always include a P.S. reminding readers that the list of campaign participants was below my signature. Then, and this was the most labor-intensive part, I'd list all alumni donors organized by class. I even put an asterisk in front of the names of alumni who'd donated since the last e-mail update. The class reps got these messages every week. The entire alumni base got these messages every other week. Each e-mail let the recipients know that completing the campaign was a very focused project, which had a definite time frame: ending December 31<sup>st</sup>. I'd even joke "4 more weeks to go!" I don't think we could have gotten away with sending these e-mails for more than the eight consecutive weeks.

I chose to be extremely assumptive in sending these e-mails. If an alumnus had given us his e-mail address, I took that to be implicit permission to communicate to him through e-mail—just as I would communicate to alumni by snail mail or by phone if they'd given us the necessary contact information. It was a risk, but it paid off. We only had two alumni ask to stop receiving these messages. (If an alum requests this, treat that request as sacred and do whatever you have to do to make sure she doesn't receive that type of message again!)

Our e-mail strategy worked remarkably well. Even though not every class participated, the FAB project was a big success. And two classes—the classes of '60 and '80—even took naming opportunities. With a lot of planning; some targeted, personal solicitations on my part; and effective use of e-mail, we got alumni to donate enough money in cash and pledges to put us over the top. In the end, that \$7 million campaign raised almost \$9 million! Look at the e-mail on the next page to see how well alumni received the FAB project.

### **Conclusion**

You can do it! You've now seen that this isn't rocket science. With these simple guidelines, a compelling project, and extreme respect for the privilege of having someone's e-mail address, you too can raise funds to support your organization! Happy e-mailing!

12/15/00

Hello Marc,

I made a pledge about 2 weeks ago, and want to keep my commitment. Can you please let me know how/where to address the gift so that it is applied to this campaign?

I also wanted to take a minute to thank you for your efforts in raising this money for the school. [REDACTED] played a big part of making me who I am. I truly believe I would not be the person I am not if it were not for the influences of the faculty and my friends at [REDACTED]. I hope that [REDACTED] can continue to provide the loving guidance and solid education to many others.

Best wishes throughout this glorious holiday season.

In His love,  
K [REDACTED] Z [REDACTED] '91

### ***The Fundraising Coach's Tactical Tips***

- 1. Proofread Your Message**
- 2. 55-65 characters per line**
- 3. Keep it Plain**
- 4. Keep it Short & Simple (KISS)**
- 5. Sign Your Message**
- 6. Secure a Page on Your Website**
- 7. Don't Send Attachments**
- 8. Use a Word Processing Program**
- 9. Use the "BCC" Option**
- 10. Consider Your Timing**

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