

## SCORECARD

### Appeal Writing

Read each of the following statements and rate your appeal according to the scale below.

Don't spend too much time thinking about each statement; your first instinct is usually the best one. If you're not certain, make your best guess or go with your gut instinct. If you don't think it applies, or if you feel neutral about it, rate it as 3.

Strongly agree = 5    Agree = 4    Neutral = 3    Disagree = 2    Strongly disagree = 1

1	<b>Structure/Flow</b>	
	A. Strong opening that draws in the reader right away; no leisurely warm-up	A ___
	B. Easy to read; no unnecessarily "big" words	B ___
	C. A mix of short and long sentences/paragraphs	C ___
	D. Conclusion that synthesizes the main/most important point(s)	D ___
	E. Postscript that emphasizes something new and important	E ___
2	<b>Tone/Feel</b>	
	A. Personalized using variable content	A ___
	B. Reads the way people talk; uses contractions; feels conversational; no jargon	B ___
	C. The word "you" is used more than "I" or "we"	C ___
	D. Recipient's relationship with the institution is acknowledged (e.g., alumni, parent)	D ___
	E. Recipient's donor status is clear (e.g., current, lapsed, never)	E ___
	F. Conveys that recipient belongs to a group; suggests a sense of <i>community</i>	F ___
	G. Ends on a positive note	G ___
	H. Signed by someone the recipient will relate to and respect	H ___
3	<b>Case for Support</b>	
	A. Tells a story about someone or something specific	A ___
	B. Includes emotional <i>and</i> factual information	B ___
	C. Focuses on <i>outcomes</i> instead of <i>need</i>	C ___
	D. Describes the impact of past support	D ___
	E. Explains the consequences of inaction	E ___

4	<p><b>Call to Action</b></p> <ul style="list-style-type: none"> <li>A. Makes a clear request for a donation</li> <li>B. Asks for a specific/appropriate amount based on recipient’s capacity/giving history</li> <li>C. Gives a specific deadline</li> <li>D. Creates a sense of urgency</li> <li>E. Encourages the recipient to see themselves as part of the solution</li> <li>F. Reinforces the request through repetition (up to three times)</li> </ul>	<ul style="list-style-type: none"> <li>A ___</li> <li>B ___</li> <li>C ___</li> <li>D ___</li> <li>E ___</li> <li>F ___</li> </ul>
5	<p><b>Process/Development</b></p> <ul style="list-style-type: none"> <li>A. Guided by predefined steps from start to finish</li> <li>B. Modeled after successful aspects of previous appeals</li> <li>C. Realistic response rates and ROI are projected for specific segments in advance</li> <li>D. Clear what variables will be tested/how success will be defined before it’s sent</li> <li>E. Reviewed by others (but not too many others) and proofread before it’s finalized</li> </ul>	<ul style="list-style-type: none"> <li>A ___</li> <li>B ___</li> <li>C ___</li> <li>D ___</li> <li>E ___</li> </ul>
6	<p><b>Look/Appearance</b></p> <ul style="list-style-type: none"> <li>A. Comes in an envelope/package that the recipient <i>wants</i> to open</li> <li>B. Font size/type are readable and match the intended tone</li> <li>C. Content fills the pages in a balanced way; no awkward white space</li> <li>D. Important words/points are highlighted using <b>bold</b>, <u>underlined</u>, or <i>italicized</i> text</li> <li>E. Uses bullets, quotes, subheads, visuals, and infographics</li> <li>F. Signature looks real</li> </ul>	<ul style="list-style-type: none"> <li>A ___</li> <li>B ___</li> <li>C ___</li> <li>D ___</li> <li>E ___</li> <li>F ___</li> </ul>
7	<p><b>Reply Device</b></p> <ul style="list-style-type: none"> <li>A. Ask array listed largest to smallest (left to right) with an “other” option</li> <li>B. Fund options based on prospect’s past giving or affinity</li> <li>C. Gift society levels listed highest to lowest (top to bottom)</li> <li>D. Tracking code</li> <li>E. Donor name/address are pre-printed</li> <li>F. Recurring monthly or quarterly payment options are provided</li> <li>G. Employer gift-matching checkbox is listed</li> <li>H. Planned-giving information checkbox is listed</li> <li>I. Biographical information update option is listed</li> <li>J. Email, phone number, and URL are provided to learn more</li> <li>K. QR code to the online giving form is included</li> </ul>	<ul style="list-style-type: none"> <li>A ___</li> <li>B ___</li> <li>C ___</li> <li>D ___</li> <li>E ___</li> <li>F ___</li> <li>G ___</li> <li>H ___</li> <li>I ___</li> <li>J ___</li> <li>K ___</li> </ul>
<b>Total</b>		