



### **Tips for Customizing Fundraising Letters**

1. The Borgen Project header + footer: Be sure to include our logo at the top-right and the link to our website at the bottom of the letter.
2. Include the “Ask”: Fundraising can be uncomfortable, but it is important that the purpose of the letter is clear. One of the primary reasons letter drafts are rejected is because they don’t ask for donations or use ambiguous phrasing (e.g. “Feel no pressure”).
3. Include a how-to: The goal is to make donating as easy as possible so it’s best to tell people how to donate. In case they want to send a check, we include a pre-addressed envelope that just needs a stamp. If people want to donate online, they can go to our website under the “Be a Donor” tab.
4. Signature and personalized note: Even if you are customizing your letter, it’s best to have personal touches for each person you are sending your letters to.
5. Current focus: Take a few minutes to understand what we are pushing for right now. Mentioning bills that we are advocating for or bills that we’ve helped pass can contextualize the letter.
6. Be careful with your message: We don’t do any work on the ground, just advocacy. We sometimes receive letters that claim we build wells in Africa - Please try to keep to what we actually do!
7. Keep it clean: Professional fonts, 1-inch margins, paragraphs, and good grammar all go a long way in causing people to donate.

If you have any questions, please email [donors@borgenproject.org](mailto:donors@borgenproject.org)!