

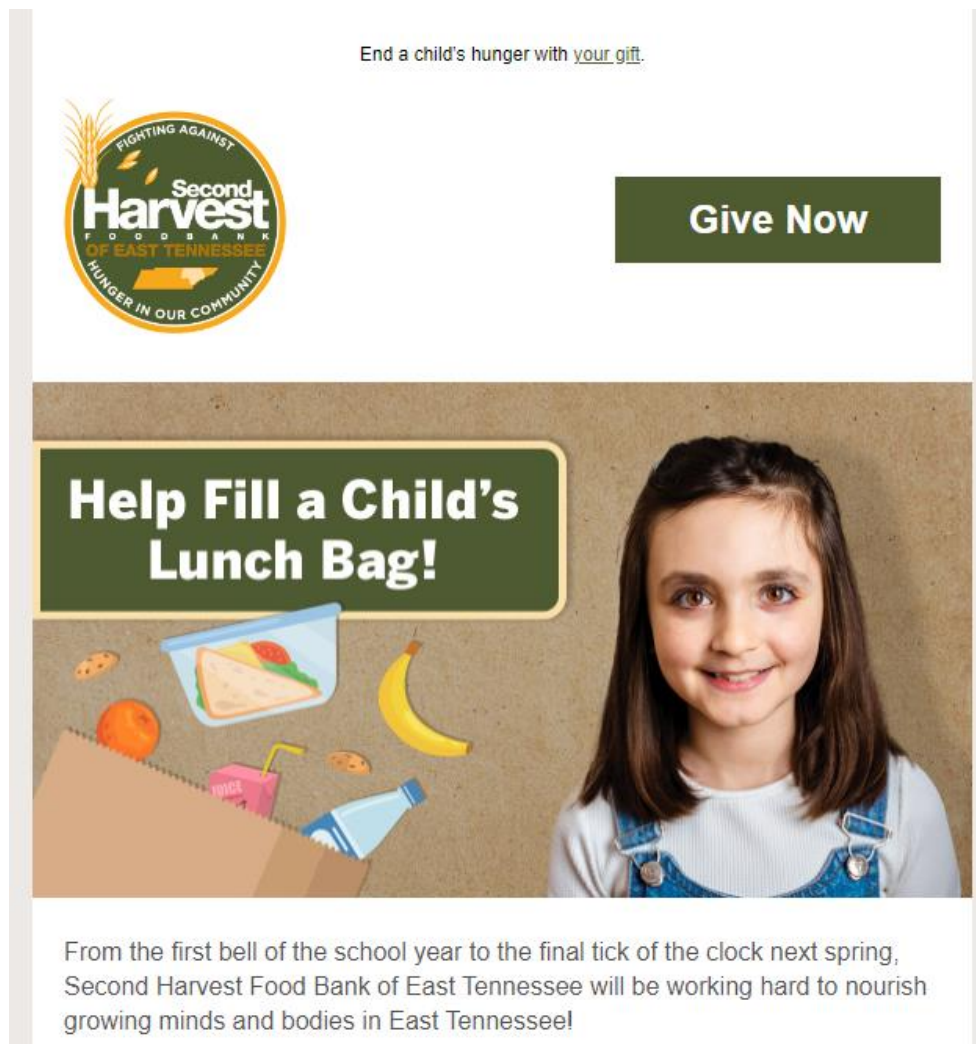
APPEAL REVIEW EXERCISE

Review these sample email appeals. What are 3 things that are good about them? What 3 things could be improved?

EXAMPLE #1

Second Harvest Food Bank of East Tennessee
email appeal

Subject line: Fill a child's Lunch Bag Today



We hope you'll join us by making a gift to provide nutritious food for children at risk of hunger. **Every \$10 you donate today turns into 30 meals.**

Give Now

Your gift will help "fill" a child's lunch bag with the nutritious foods they need to thrive in and out of the classroom. Perhaps they'll be a kid like Julie.

Julie loves lunchtime. Most days, she gets a turkey sandwich, apple slices, and peanut butter crackers. On Fridays, her mom sends an extra little treat — chocolate-covered pretzels. Each day, she walks out of the lunchroom feeling energized and ready to take on the rest of her day. Without that food, her experience at school would be very different.

Let's work together to ensure every child in East Tennessee has access to nourishing food this school year.

Please make your generous donation now.

Gratefully,

Elaine Streno

Elaine Streno
Executive Director

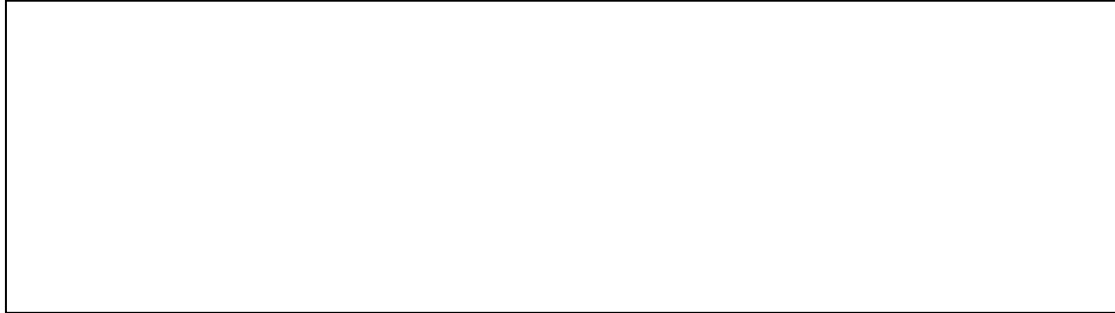


Help your neighbors.

Donate Now

MY THOUGHTS:

3 THINGS THAT ARE GOOD ABOUT EXAMPLE #1:

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3 THINGS THAT COULD BE IMPROVED IN EXAMPLE #1:

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EXAMPLE #2

Humane Society of Charlotte

email appeal

subject: Summer dangers are real, Sandy



Summer Funding Goal:

\$20,000

Animals like Bronx need your help.

Dear Sandy,

It was HOT the day **Bronx** arrived at the Humane Society of Charlotte (HSC). He was transferred to us from our friends at Animal Rescue Corps, an organization focused on large-scale animal rescue of animals who fall victim to abuse and disaster.

Bronx had clearly faced a difficult past and the summer heat was not helping. There was not a moment to lose...

Summer is the most dangerous time of year for animals. Your gift is urgently needed today to help ensure we have the funds to care for each and every one.

We are already seeing a flood of animals who are dehydrated, overheated, have burnt paws, and more. That's why we've set a **\$20,000 Summer Funding Goal**. We need to raise every dollar for animals like Bronx.

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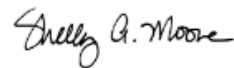
When Bronx's life was in danger, **your generosity** provided the round-the-clock veterinary care that brought him back to his true self and kept him out of the heat.

This year, he'll enjoy the "dog days" of summer safe and cool in a loving home, and it's all thanks to you, Sandy!

Can the next dog or cat who arrives in need of critical heat-related care count on you, too?

Please **rush your summer gift today**. There really is no time to lose.

Thank you for caring!



Shelly A. Moore
President/CEO

P.S. Take a moment to read the summer safety tips below. And if you see an animal locked in a hot car, call 911 right away! It takes all of us working together to keep the animals in our community safe during these dangerous months. **Make your gift today.**

**PET
SUMMER
SAFETY
TIPS**

1. Never leave a pet in the car.
2. Check the pavement. If it burns your hand, it can burn their paws.
3. Provide plenty of clean, cool water.
4. Provide shade and shelter.
5. Check for ticks after walks or playing in the grass.
6. Exercise pets in the morning and evening when it's cooler.



MY THOUGHTS:

3 THINGS THAT ARE GOOD ABOUT EXAMPLE #2:

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3 THINGS THAT COULD BE IMPROVED IN EXAMPLE #2:

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SANDY'S THOUGHTS ABOUT THESE APPEALS

EXAMPLE #1

There's a lot to love in this email appeal! It's short, on brand, and compelling. I love that the first thing I see is "Help Fill a Child's Lunch Bag" and the cute little girl. If I don't read any more text, I know what's going on and how my donation will help. They've included a story and multiple calls to action in the appeal, which is a good idea. I also love the tiny text at the top that says "End a child's hunger with your gift". The Ask isn't about meeting an arbitrary or budget goal (though there's no mention of the number of kids to feed anywhere) – it's all about feeding hungry kids. Overall, this is a great appeal and with some context as to how many kids need help, it would be nearly perfect.

If you'd like to see their donation page, [click here.](#)

EXAMPLE #2

I love the photo at the top and the donation button as a sun. They're clear about their goal, but it's an arbitrary goal and doesn't really mean anything to me as a donor. The appeal starts with a story, which is ALWAYS a good idea! The email is a little long, but ends with some safety tips, which is nice. I like that they included the sun donation button again at the bottom. Overall, not a bad appeal, but the emotional connection and compelling reason to give could be a little stronger if we knew what the \$20,000 was going to do.

If you'd like to see their donation page, [click here.](#)