

Portfolio Piece Description : Direct Mail Fundraising Appeal Letter & Query: Written as an acquisition direct mail letter, this piece is intended to "appeal" to a prospective donor to give funds for the monthly utility cost of a local animal shelter, Animal Protectors of Allegheny Valley. This piece is written in a simple, emotional appeal letter format intended for direct mail donation.

Animal Protectors of Allegheny Valley
533 Linden Avenue
New Kensington, PA 15068

To Whom It May Concern,

Your shelter is always under risk of underfunding. As you well know it takes \$6,600 each month to keep your shelter running with basic necessities. Have you considered utilizing a direct mail fundraising appeal campaign to boost donor funding? These types of campaigns can bring in funds by mail or even directing your donors online by running an acquisition campaign using letters such as the one enclosed here.

This acquisition appeal letter is meant to entice a potential donor to give, basing need on the high monthly cost of running the shelter. Funds can be tracked based on a remit system via mail and by comparing online lists vs. online gifts.

I have over 6 years in marketing, most recently 1 year of working with non-profit marketing firm, TrueSense Marketing, coordinating direct mail campaigns for multiple divisions of The Salvation Army around the country. I also hold my Master's degree in professional writing. Please see my portfolio at writenotions.com.

I thank you for your consideration. I hope to hear from you soon.

Sincerely,

Katie Fuller



Dear <Name>,

Last year 543 animals came through our doors. Some were abandoned, lost, and abused. As a no-kill-shelter, we are committed to rescuing and caring for our community's strayed, abandoned, and abused animals as they struggle to recover from both physical and emotional injury. Safe shelter must be provided to these these defenseless animals who desperately need our help.

It costs **\$328,000** to run the shelter each year. That means **\$6,600** each month in veterinary fees, vaccinations, medication, and specialist visits to get our four-legged friends back to health. Not to mention the \$1,460 needed for food, litter, leashes, cleaning supplies, and toys as well. There are so many moving parts and animal care needs and for our tiny shelter, these costs, no matter how conservative we are, are tough to swallow.

Will you help us?

Our funds are running low through the end of the year. We need your help to keep our shelter open until Christmas.

You donations will ensure that we can continue our mission of love to our animals and help them find a home.

If you find it in your heart to donate, please send your generous gift using the enclosed envelope or visit us at **animalprotectors.net** and click on **"Donate."**

Every little bit helps. Your donation ensures that we are able to keep our doors open all year long!

Sincerely,

The Animal Protectors of Allegheny Valley