

FUNDRAISING ENVELOPE CHECKLIST

Appeal Name: _____

Who is opening this envelope?

- Mass Donor
- Major Donor
- Board Member
- Staff
- Volunteer

In what season will this envelope be opened?

- Winter
- Spring
- Summer
- Fall
- Year End

Base Envelope

Size:

- Standard #10 (4.125 x 9.5)
- 6 x 9
- 9 x 12
- A-6 (4.75 x 6.5)
- A-7 (5.25 x 7.25)

Window Closed Face

Color: _____

Postage

- Metered
- Nonprofit Stamp
- 1st Class Stamp

How this will feel 'touched by a human'

- Handwritten Address
- Hand Applied Stamp
- Crooked Stamp
- Seasonal Stamp
- Handwritten Personal Note
(on the front or back of envelope)
- Other:

Flair and Flourishes

Teaser Category:

- Mystery
- Multiplier
- Drama
- Deadline

Teaser Copy:

Return Address:

- Blank
- Logo
- Address
- Logo and Address

Photo/Art:

- Reinforces Teaser
- Shows the Need
- Evokes Season
- None

For more fundraising tools and tactics visit
NonprofitStorytellingConference.com