

Nonprofit  
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*Your personalized nonprofit  
headline goes here*



*Your custom headline goes here It can be one or two lines long*

Your personalized message would go here. You have space for roughly 170 words, so try to be succinct while still getting your message across. Studies have shown that donors are more likely to be moved by the warm, personal feel of direct mail, and then follow up by making their donation online. That makes a combined campaign, with an integrated, consistent look, a perfect choice to reach your potential donors.

### **Subheads can help break up text if you'd like to use them**

To capture your audience's attention, remember that you should try to reach them on an emotional level. Here are three more tips: 1.) You're far more likely to get results if you ask potential donors to join in something, help to build something, or be a part of something, rather than just asking them to donate. 2.) A personal story is more compelling than a general appeal. It presents a heartwarming connection potential donors can identify with. 3.) The pronoun "you" makes potential donors feel like you're speaking specifically to them.

### **Call to action here!**

www.NonProfitURL.com  
123-456-7890

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123 Main Street  
Anytown, US 19345

