



Production of an Appeal Leaflet

The appeal leaflet should be attractive, concise and clear as to the aims of the appeal. Spell out the vision, the needs you will fulfil, the change you will achieve and how much money is needed.

The leaflet should include clear information on how to respond / donate with contact details for queries, and information on how a gift will be acknowledged (or kept anonymous if desired).

How this information is presented visually is extremely important and for this reason it is strongly recommended that you employ the services of a skilled graphic designer. The copy should also be written by someone with experience in marketing and who has passion for the project.

A good appeal leaflet should include:

- A succinct description of your organisation
- A powerful and persuasive summary of the need
- A plan of how you intend to address that need
- Exactly how much money you are looking to fundraise for
- The implications if funding is not forthcoming
- At least two photographs depicting the need or location of the project
- A method for donating and a contact address
- Your registered charity number (if applicable)