

May 2020

Sample Critique: International China Concern

Source: Moceanic Fundraisingology Lab

The Problem stated by Judy Elliot:

[#ASK](#) [#directmail](#) [#regulargiving](#) Hi Team Tribe. I'm working on an appeal to convert some of the donors from our recent appeal into regular givers. I'd love some critical feedback on my draft? I'm learning so much from you all

My Critique:

Hi Judy!

Not bad for a first draft! You have good bones to work with. Here are a few things to consider on your next draft:

- 1) You have 2! Johnson boxes there. Which is fine. I'd move the first one that says "Imagine... to the very top of the page like a decorative Header. Highlight in blue.
- 2) The second one is that bold section right after your salu.
- 3) The actual 1st line of your letter starts directly AFTER the throw away words "I'm writing to you because..." (They're good to use to get the letter focused, but should be invisible or implied)



- 4) Add a deadline for urgency. When do you want your reply back?
Arbitrary is fine.
- 5) Hype the heck out of that little boy's story.
- 6) Take out most of your "I" and "we" statements. With a little effort most of them could be changed to "you" instead.
- 7) Beef up the PS by restating your whole offer in very clear terms.

Try writing the PS first to clarify your offer and call to action before writing the letter.

Consider something like this:

PS Please, become a monthly donor today. Your generous and reliable support will save disabled children like Tang Yi in China from isolation and abandonment.

Joining as a monthly donor is easy and convenient. Simply fill out the enclosed reply coupon with your direct debit account info, put it in the postage paid envelope and mail back to me by June 1st.

Or, visit our website at www...icc.org to join as a monthly donor online.

I find writing the PS first helps clarify the whole message.

Good job! Hope this helps!

[Crisis Appeal Letter Rewrite for International China Concern →](#)



Mr Sample

Sample Street

Somewhere

Imagine Living In Permanent Lockdown

Dear Salu,

For families struggling to cope with a child with a disability, life can look and feel like permanent lock down.

You Can Change That With A Monthly Gift

I'm writing to you today because you have already shown you care about child abandonment and disability.

Firstly, I hope you are coping with lockdown where you are? These are strange times aren't they. Most days I am fine, but I do have a wobble every now and then. I hope that you are managing and able to connect somehow with the people you love.

We know what it's like to live in lockdown for just a few weeks. Imagine, being cooped up in a small home day after day, month after month. Year after year. No-one visits you. Neighbours avoid you. The critical support you need is too far away to get to. Your household income is limited.



Only with your help can I ensure that families get the vital support they need. Please make a regular gift so that we can plan the delivery of hope to them.

For families like Tang Yi's that is what life was like until the Family Partners Programme (FPP) came to support them. Up until then the family were struggling to cope. Tang Yi has Cerebral Palsy. He is 14 years old. He has no wheelchair. No bath or toileting aids. His mother has to stay at home to care for him so she lost her job.

Tang Yi has not been out of the house for years.

They live in a hut which is part of a terrace of corrugated iron huts with no heating. Their only access to running water is in a communal bathroom area which serves all the huts. Due to Tang Yi's complex needs the FPP team are having to source the specialist equipment he needs from abroad.

Without FPP's support he would never have this opportunity for basic equipment. It's very unlikely he would ever have had a wheelchair to allow him to see the outside world.

There are so many more children like him that you could help.

You can change that for a family like them. You can turn their lock down into liberation.



A gift of £10 a month could provide them with a visit from our team. A gift of £25 a month could provide visits and assessments to two extra families. A gift of £50 a month will provide assessments for four families.

I'm sure you'll agree that no-one deserves to live in permanent lock down just because they have a disability.

International Volunteer, Rachel Pitt, told us about the families she meets. She told me how isolated they are. They are often at their wits end. There are stories of marriage break up. Of tragic suicide. Mostly, she told me of families who need hope. She said:

“When we assessed Tang Yi for a wheelchair and shower chair his mother cried. She said it will make a massive difference to their lives.”

<Salu>, thank you for your interest in International China Concern (ICC). Your support really has brought love and hope to children with disability in China. You have helped to care for children who have already been abandoned. Tragically, their parents just could not cope.

If we can't visit families then children will stay isolated. Families will not cope. The risk of abandonment will grow.

This summer, you could turn your lock down experience into an opportunity to liberate a family. You could help Mothers and Fathers to not give up hope, and to keep their child at home. You can help them.

You can give them hope with a gift of just £10.00 a month.



The Family Partners Programme could reach many more families this year. **But we need people like you to make it possible.**

You have already shown your compassion and care for children with disability. Thank you so much for that. You have recently helped to keep over 200 previously abandoned children safe in our projects. You are our hero!

Like me, you've also had a taste of what lock down feels like. Will you help to end their lockdown for good?

A gift of £10 a month could provide them with a visit from our team. A gift of £25 a month could provide visits and assessments to two extra families. A gift of £50 a month will provide assessments for four families.

What a gift that would be!

Sincerely,

Judy Elliot

PS. Please return the direct debit form today and end their lockdown for good

PPS. You know what it's like to be in lockdown for a short while. Make a regular gift and you can change that for a family.

ORIGINAL LETTER posted for review by Judy Elliot →

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PETERSON MEDIA DESIGN

Vivid Words for Visionary People

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