

March 2020

## Sample Direct Mail Story Rewrite

COURSE: '7 Steps to Record Smashing Direct Mail'

Instructor: Jeff Brooks

NOTES: This is a class project with 2 main goals

- 1) Add at least 3 'YOU's to the letter to bring the donor into the story.
- 2) Write a detailed, emotional story about the beneficiary and her current urgent need.

Unlike a real letter, this is both a fictional organization and story merely for illustrative use. A real letter would be true in every sense, even if names must be changed to protect the beneficiary.

SAMPLE Letter Rewrite by Lea Ann Peterson on following page →

Dear Mr. Maynard,

I wish you could meet Beth. Over the last year I've gotten to know her well.

She's a widowed mother struggling to raise three precious little girls on her own. A year ago, her husband was killed in Afghanistan fighting for our country.

Now, she works two jobs and attends an online course at night to get her degree in accounting.

But right now money is tight.

You probably know someone like Beth. She's a strong woman carrying a heavy burden alone... and sometimes she needs a hand to make ends meet.

Beth relies on the Springfield Food Bank for basics you and I can easily buy at our local grocery store. And she's not alone.

Mr. Maynard, your monthly donation of \$15, \$25, or \$35 will go a long way toward filling her kid's bellies with good food this month, next month... and every month!

On Beth's last visit to the food bank, I could tell she was exhausted. When I asked her what was wrong, she nearly cried.



She'd just gotten notified her utilities would be cut off at the end of the month.

You remember how cold last winter was? Imagine how scared you'd be... knowing your little ones would spend the winter freezing in their beds because you couldn't make ends meet.

My heart went out to her. Yours would, too.

And thanks to generous donations from people like you, I had the honor of telling Beth it would be all right.

That day, I helped Beth pay her heating and electricity bills.

She and her kids won't go hungry this month. They won't freeze this winter.

And it's all thanks to good neighbors like you!

The big smile she gave me couldn't hide the tears of gratitude and relief as she left that day. I knew I had to share that warm feeling with you, because you made it happen.

Consider becoming a Springfield Food Bank Monthly Donor today. You can make sure the next young family who walks into Springfield Food Bank goes home with a few bags full of food, and hearts full of gratitude and hope, too.

Sincerely,



Joyce Sample

Food Bank Director

P.S. Becoming a monthly donor is easy and convenient! Fill out the attached card with your Monthly Donor amount of \$15, \$25 or \$35, or any amount you choose. Include a Voided personal check or provide your credit card number in the spaces provided. Seal everything in the self-addressed stamped envelope and drop in your mailbox! We'll deduct the amount from your account on the 20<sup>th</sup> of each month until you tell us to stop.

P.P.S. Thank you for all you do to support the Springfield Food Bank! It's because of generous, caring people like you we can continue to feed our hungry neighbors.

Original – Hope at the Food Bank Story on following page →



Beth is a single mom with three kids.

She struggles to pay for food, rent, and utilities. For Beth, visiting the Springfield Food Bank is about more than just food. Beth and her family select food from our shelves and are given hygiene items, such as diapers, once a week. They have received rent assistance as well.

Beth also leaves the food bank with something that's intangible. Hope. On one of Beth's recent visits, she thanked me for the food and helping with her rent. She shared she was trying to make ends meet, but her utilities were going to be turned off. That day we helped Beth cover her utility bill and keep her family warm this winter. With this news, Beth's face lit up. Beth and her family had a renewed sense of hope.