



March 2020

Multiply Your Gift Renewal Appeal Direct Mail Letter Rewrite

COURSE: '7 Steps to Record Smashing Direct Mail'

INSTRUCTOR: Jeff Brooks

NOTES:

The main goal of this letter is to encourage loyal monthly giving donors to renew their support for another year.

The original example letter provided by the course included an unusual Offer: Renew Now and your money will Multiply 48 Times!

Most matching gift offers are successful with a 1:2 offer (Double your Impact). The opportunity to make a much larger impact with the same amount of money as the donor typically gives would certainly increase response rates.

[Multiply Your Gift Renewal Appeal Letter by Lea Ann Peterson →](#)



Dear Mrs. Joan Sample,

I'm inviting you to renew your support for <organization> for 2018. And, when you renew today you have a terrific opportunity to save more lives in poor countries around the world.

Let me tell you the exciting news! Thanks to a generous matching fund grant:

Your gift will multiply 48 times in impact – yes, 48 times!

You'll agree, opportunities to make a BIG difference like this don't come every day! Renew between today and April 15th to take advantage of this amazing matching fund grant up to \$5 million US.

How will your generous gift impact the poor in 2018?

- You'll provide medicine and medical supplies to care for sick and injured people...
- You'll help struggling young moms get medical care for their babies...
- You'll build safe, clean medical clinics in the poorest regions with no access to basic health care...

In short, your gift to renew your support for 2018 will save lives! And for a short time, your support will multiply 48 times. Don't wait! Give today to make sure your gift makes the biggest impact possible.

Let me show you what I mean...

Mrs. Sample, imagine being like this young mother I met in a tiny village in East Africa. Her village is so poor she'd never seen a doctor. Even a small cut can be deadly. People she loves have died from treatable illness, and she worries every day for her own children. And, she confided to me, her biggest worry... what if she fell ill or died? Who will care for her three children?



Then imagine the relief she'll feel when one day a doctor or nurse arrives in her village. This worker will have medicine too, more precious than gold. It will be like an answer to her prayers! She and her children will get medical attention – and a chance to live long, healthy lives.

You see, Mrs. Sample, your gift today will do more than just provide medical care. You'll be creating vibrant healthy communities that will, someday, support themselves.

But we aren't there yet. With your continued support in 2018, we'll be one step closer.

And when you renew now, that one step becomes 48 steps closer!

With these matching funds you can make a real, lasting difference that will save lives today. **See how your gift multiplies 48 times when you give by April 15th:**

- Your gift of \$50 will provide \$2400 worth of vaccines and medical care for young children.
- Your gift of \$75 will pay for \$3600 of a doctor's stipend for two whole months.
- Your gift of \$100 will send \$4800 worth of medicine to care for the sick in safe, clean regional clinics.

When you renew today, you make positive changes to the health of people like that young mother and her whole family in Africa.

Mrs. Sample, she and her children will have the medicine they need... *because you and others gave gifts that sent it to them!*

This terrific opportunity to multiply your renewal gift by 48 times won't last long. Make sure the good you do this year grows like ripples in the water after you toss in a boulder... instead of a stone.

So, please renew your support by April 15th, and see your gift multiply 48 times up to \$5 million US.



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In a few days you'll receive a heart-felt Thank You for your gift. You'll look back on this moment, right now, when you decided to renew your support for 2018... and know you truly are saving lives. And for a limited time, you can make an even BIGGER difference!

Don't wait! Renewing your support is easy. Reach for your pen, and write out a check, and walk to your mailbox right now. We've even covered the postage!

Or, you can also go online to <link> to give using any major credit card.

Renew your support now for 2018, and your generosity will multiply 48 times in impact to save lives. Please give today.

Sincerely,

Dr. Tom Multiplier, MD

President & CEO

P.S. Don't miss this limited-time opportunity to make a BIG impact this year! Renew your support for 2018 by April 15th, and **your gift will be multiplied by 48 times – that's right, 48 times – up to \$5 million US!** Give today to make sure your generosity sends medicine where it's so urgently needed.

P.P.S. We'll put your generous gift to work sending medical care to poor countries around the world the moment you renew your support for 2018. Please give now. Thanks!



Original Letter – Multiply Your Gift Renewal Appeal →

Dear Mrs. Joan Sample,

I'm inviting you to renew your support for 2017, and I'm coming to you with a terrific opportunity to save lives in poverty zones around the world.

This is exciting news: Your gift will multiply 48 times in impact – yes, 48 times! But that doesn't begin to explain all the good you'll do.

Here's what I mean:

Your gift will send medicine and medical supplies to treat and care for people who are sick and injured... You will save lives!

Your gift to renew your support for 2018 does all this!

What I'm telling you about is so much more than a one-time fix. It's so much more than a bandage to cover up a problem. That's because:

- Your gift of \$50 will send \$2400 worth of medicine.
- Your gift of \$75 will send \$3600 worth of medicine.
- Your gift of \$100 will send \$4800 worth of medicine.

I'm showing how you can make a real, lasting difference that will save lives today and for years to come.



Think about it: your generosity will save moms and babies who are struggling to survive so they can live happy, healthy lives. And your generosity will go on, helping their children and grandchildren.

Your gift multiplies 48 times in impact, and that impact lasts. That's because you're making positive changes to the health care in poor countries.

Some of these places are so desperate they don't even have health care. You're helping to provide it. Other poverty zones might have a single clinic - a damp, cinderblock structure with a few stressed-out health workers. Your gift helps equip and empower them to save lives.

Put yourself in a poor region in Africa, Asia, or some other poverty zone. Suddenly, a doctor or nurse arrives in your village. You can't believe your good fortune! You and your children will get medical attention - something you never dreamed would be possible. This worker has medicine too, more precious than gold.

Mrs. Sample, they have the medicine because you and others gave gifts that sent it to them!

You can see how the good you do grows like ripples in the water after you toss in a stone. Sure, your gift multiplies 48 times now, and that's terrific.



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But it's just the beginning. Your impact grows and grows, touching more and more lives.

So, please renew your support now for 2018, and see your gift multiply 48 times.

In a couple days when you get the letter thanking you for your gift, you'll look back on this moment when you decided to renew your support. And you'll realize how much it means to know you really are saving lives.

Reach for your pen, and write out a check, or go online to [<link>](#) to give. Renew your support now for 2018, and your generosity will multiply 48 times in impact to save lives.

Please give now.

Sincerely,

Dr. Tom Multiplier, MD

President & CEO

P.S. See your gift multiply 48 times to send medicine where it's so urgently needed. It happens the moment you renew your support for 2018. Please give now. Thanks!