

LEGACY LETTER

BOOT CAMP



KARENTHewriter.COM

1 W
W
W

2 —. —.

3 Write like you _____

4

Mind your _____s and _____s.

Dear <Salutation>,

If you're looking for a way to improve our community this holiday season and do something good for yourself and your family, I've got the perfect idea for you.

Make a year-end donation to The Hospice Foundation.

Maybe that sounds strange to you. Maybe you're wondering, Why on earth would I donate to a hospice? I don't blame you. I used to think the same way. But please hear me out.

Here's my story...

5 _____ **triggers**

6 **Social** _____

7 **C**
T
A

Formalization letter

Dear _____

(The first W: WHO? Write with one specific person in mind.)

You _____

(Remind them of their gift commitment and why. Speak to values. Social proof.)

Thank you!

(Flattery and/or exclusivity)

I'm writing to ask you an important favor.

(From ME to YOU. Personal. W #2 and 3: WHAT do you want them to do? WHY act now?)

I have to tell you... // You should know that...

(Emotional trigger.)

Please don't set this aside and forget about it.

(Call to action--again. KISS. Specific.)

P.S.

(Write this first.)

Letter to pave the way for a face-to-face meeting

Dear _____

(The first W: WHO? Write with one specific person in mind.)

You _____

(Remind them of their gift commitment and why. Speak to values. Social proof.)

Thank you! _____

(Flattery and/or exclusivity)

(The second and third Ws: WHAT do you want them to do? WHY act now?)

I have to tell you... _____

(From ME to YOU. Personal. Emotional triggers.)

Please don't set this aside and forget about it.

(Call to action again)

P.S.

(Write this first.)

A-plus thank you letter

Dear _____

(The first W: WHO? Write with one specific person in mind.)

You made my day!

(From ME to YOU. Personal gratitude.)

Thank you, thank you, thank you!

(More gratitude. Flattery.)

Because of you

(What's their gift doing? Remember WHO you're writing to. Speak to his/her values.)

Thank you.

(More gratitude.)

