



CEO's,  
Funding Managers,  
Senior Fundraisers,  
Board Members  
and Trustees

**LOOK!!**

**Top tips for  
successful  
direct mail**

\* You are not writing a letter to your "Dear Friends". One person may may or may not open your letter. One person may or may not read it. If the person who reads your letter does not feel you are writing especially to them, why should they feel special about your cause?  
*One person*

**Auckland, New Zealand**

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**11 June 2010**

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*decides  
whether they will  
or will not send  
you  
a cheque!*

- \* **Clearly state your cause (why should they support you?) and tell them how much you want to raise.**
- \* **Choose one theme for each campaign. Have variations of your request throughout the letter. Unless you place a \$ symbol in your letter, there is no connect to give actual money.**
- \* **Keep the style of writing informal and friendly.**

**These and many**

## Found this on a website called SOFII

[Sometimes it's not just people who are innovative in fundraising....](#)



Beggars who solicit monetary donations can be found in cities all over the world and, luckily, the situation in Bangkok is not nearly as bad as it is in some other countries. People who beg on the streets in Thailand are generally not pushy and often think of 'innovative' ways to earn your donation. Now I realize that this is not always politically correct, but I bet this picture made you go awwwww!

(Also, it's interesting to see who's got the bigger cup!)

more tips were featured in the May 2010 issue of *Fundraising New Zealand*.

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**A very big welcome  
to all our new  
subscribers this  
month**

We are now being read as far away as Namibia. Welcome David. David was the lucky winner of our

monthly draw and  
receives 6mths free  
Fundraising New  
Zealand.

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