

## GRANT PROPOSAL & EMAIL LANGUAGE

### Key Elements To A Great Appeal

- Keep it short & simple
  - Including the subject line (keep it under 50 characters)
- Create a sense of urgency
- Share a story of impact – include a photo
  - Personalize it to the readers interests as much as possible (Is it youth? Their community? Future workforce?)
- Make a clear call to action – ie: donate, volunteer – include links
  - Be clear on how their dollars will be put to use
- Thank your donors & supporters
  - Share any updates, photos, stats, accomplishments on their impact
  - Continue to exchange them through the year

### Resources

- [Classy's Beginner's Guide to Email Appeals](#)
- [Five Examples of Great Fundraising Appeal Emails](#)

### Moves Management – Donor Cultivation Flow Chart

Once you have a donor, it is key that you continue to cultivate the relationship beyond just saying thank you. Moves Management refers to the process by which a prospective donor is moved from cultivation to solicitation. "Moves" are the actions an organization takes to bring in donors, establish relationships, and renew contributions.



**Step 1** – Identify the prospect.

**Step 2** – Research the prospect. Are they qualified to give? In what ways would they be able to contribute?

**Step 3** – Build the relationship with the prospect by sharing updates, photos, inviting them to events or experience a part of your program.

**Step 4** – Make the ask.

**Step 5** – Continue to cultivate the donor by thanking them, providing regular updates, inviting them to events, staying in touch.

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### Email Appeal Examples

The following are three email appeal examples. Above each section is a description of the thought process behind each paragraph (*italics*), as well as some suggestions for how you may wish to adapt it to your school. The emails intend to inform the local business/entity about NAF and the local academy while generating a “call to action” requesting people and financial support. **Note:** don't forget to update the data references and links in the templates with the most recent version when you prepare your own email.

#### Email Template #1 – Cold Leads (No Awareness of School)

*Targeted at those that do not know about your school. The first paragraph should grab the reader with an introduction to your school/ NAF and compelling statistics or a story about one of your students or your academy. This example below may appeal more to a potential corporate partner, if you are appealing to an individual – it may be best to lead with a student focused story.*

Dear Mr. Doe,

Over the course of its 40 years, the nonprofit NAF ([www.naf.org](http://www.naf.org)) has achieved several monumental goals in our mission to prepare youth from underserved communities for success in college and in their careers. Last year, at the local level here in [insert location], [insert your successful academy statistics].

*The second and third paragraphs should describe the urgent need for support and why your school deserves funding. You can use statistics where possible and explain the types of activities and experiences that students have that set you apart from a non-NAF school or share a student story that highlights it.*

In the U.S., [1 in 5 students don't graduate from high school](#), limiting the possibilities for career and success. Meanwhile, businesses are struggling to fill open positions with skilled talent. In fact, one third of the nation's unemployment rate is due to the growing divide between employee skill sets and in-demand jobs. So, to net it out, while the number of available jobs is increasing, the number of people qualified to fill them is not—at least not yet.

Over the course of four decades, NAF has provided hundreds of thousands of students with exciting, relevant curriculum and work-based learning experiences that bring school to life. NAF has helped high school students from underserved communities make connections between their schoolwork and the professional world, opening their eyes to unimagined possibilities beyond the classroom.

Students in NAF academies are far likelier to graduate than their peers who are not involved with NAF, and the long-term impact of high school graduation cannot be understated. Earning potential increases and incarceration rates decrease, helping to break the cycle of poverty while contributing to a stronger economy.

*The concluding paragraph should include a request for a donation and a statement about how their dollars will help.*

As we work toward the goal of graduating more college- and career-ready students, please consider a donation to NAF. A contribution of any size helps us ensure that our students are given the learning opportunities they need to succeed.

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### Email Template #2 – Warm Leads (Some awareness of school)

*This appeal is targeted to those who already know about your school. The first paragraph reminds the reader of your mission and what sets you apart from other schools. You should acknowledge that the reader is already an important member of your community.*

Dear Ms. Doe,

Many organizations are working to raise the academic achievement of students who are falling behind. But NAF ([www.naf.org](http://www.naf.org)) is distinguished by particularly successful and measurable outcomes, a unique level of commitment by the corporate community, and its unwavering focus on preparing young people for both college and career. As a valued friend and partner, we would like to share with you some of the qualities that set NAF apart:

*The second section highlights important facts and statistics about NAF. You can include information about your school and about the NAF organization as a whole. Use of boldface type creates a clean, readable look.*

- Graduation: ***In 2019, 99% of seniors graduated, 86% were college-bound, and 32% of seniors had an internship***—that’s thousands of students who wouldn’t otherwise have been exposed to transformative work-based learning opportunities. Overall, students enrolled in a NAF academy graduated at a 3.3% higher rate than non-NAF students.
- High academic performance: NAF students outperform their non-NAF peers across key academic indicators including state exam proficiency for math and English.
- Deep engagement of the corporate community: Over 5,500 business and community volunteers, representing over 2,500 businesses nationwide, volunteer their time and share their expertise as advisory board members to local academies.
- Sustainability: NAF’s model is cost-effective and fits within the school system, allowing for systemic and lasting education reform. Most NAF academies are established within existing public high schools, making NAF an integral part of a district’s or state’s plan for higher achievement.

*This final section paragraph thanks the reader for his/her support and asks for a contribution. You can either hyperlink words in the paragraph to a donation page or include a link below the signature. The last sentence should have a positive, upbeat message about your school.*

As a long-time member of the NAF community, I want to thank you for your involvement in [school name]. I hope you will join NAF in our commitment to taking down the barriers facing education and in creating a world in which all young people have equal opportunity for successful futures. Your consideration in getting involved with a local academy or making a donation to our annual fund is appreciated.

We look forward to sharing the great accomplishments of NAF students throughout year!

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### Email Template #3 – Hot Leads (Already engaged with your school)

*This appeal from NAF is targeted to those who have given previously at our event or in general. It was sent at the end of the calendar year, as most philanthropic giving occurs during that time.*

Dear Donor,

This has been a challenging year on many fronts, from natural disasters to Washington politics, and the school shootings that continue unabated. What keeps us forever hopeful is the knowledge that the future is in the hands of young people like the almost 110,000 students in NAF academies.

Our students have accomplished amazing things this year, like [Rushawn Johnson](#), who gained four industry certifications with Lenovo before graduating high school and [Ely Hernandez](#), who interned with the Artemis team at NASA sending the first woman to the moon. Both told us that NAF not only prepared them with the skills to pursue opportunity, but also with the knowledge and motivation to understand each opportunity as a steppingstone towards a bigger vision for their futures.

DONOR NAME, your generous support of NAF's 2019 Benefit helped us to expand our program to serve more incredible young people who will become the IT executives, scientists, hotel owners, and finance wizards of the future. Almost 70% of our students are living in poverty and without NAF, may never have known that these futures were within their grasp.

At this traditional time of giving, **I hope you'll consider making a year-end contribution to NAF's annual fund** at <https://naf.org/donate> or by check. It is more than an investment in the future of NAF; it is an investment in increasing opportunity for more students who can benefit from the NAF experience. Ultimately, it is an investment in the future for us all.

On behalf of the entire NAF team, thank you for your continued dedication and best wishes for the holiday season!

Warmly,

NAME THAT HAS THE STRONGEST RELATIONSHIP WITH THE DONOR

P.S. I am sharing [NAF's 2019 Impact Report](#), highlighting NAF's activities and everything your support made possible. Another copy of this letter will be mailed along with a printed Impact Report.

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### Fundraising Tips from A NAF Student!

*An AOF NAF alumna in Arizona, helped to support her public speaking coach raise over \$1,600 for NAF students!*

- Make it personal—ask your friends and family to donate through email, snail mail, text or in person!
- Don't be shy—to have an effective fundraiser, you have to be bold. This means going up to anyone (even if you don't know them) asking for support. This shows donors that you are proud and determined!
- Know your purpose—otherwise, chances are the people you're asking to donate won't. People want to know why you want the money and how it will be used.
- Every cent counts—no donation is ever too small!
- Have fun—you can't have FUNdraising without fun! Make it a game to see how much money you can raise each week or set goals you can work toward.

