

Your Turn: Direct Mail Letter Review Worksheet

Use this worksheet in conjunction with the course **Individuals Writing to Individuals** on the VISTA Campus. Review the example letter and capture ideas that you can incorporate into your own written appeal.

1. Establish a link from the writer to the recipient.	
Key Words and Phrases	Notes For My Own Program
2. Offer the opportunity to participate in your organization's mission.	
Key Words and Phrases	Notes For My Own Program
3. Present a compelling case that prompts the reader to accept the offer.	
Key Words and Phrases	Notes For My Own Program

4. Convey a need for urgent action.	
Key Words and Phrases	Notes For My Own Program
5. Ask for a specific amount of money, time, resources, or other support.	
Key Words and Phrases	Notes For My Own Program

Additional Notes: