



CORONAVIRUS (COVID-19) APPEAL TEMPLATES

Is this resource for you? Yes!

This resource is aimed at:

- Smaller charities who know they need to communicate about the coronavirus but don't know how.
- Those who are not on the frontlines of coronavirus so wonder what you can say about it.
- Charities that are unsure about asking for funds – yes, keep asking! These templates will show you how and give you ideas! (And no, you don't have to be providing coronavirus-related services to do it!)

However, even if you don't fit into these categories, I'm certain you will find something of use in these templates.

The 5 key elements you need in your coronavirus-related appeal

Here they are and they don't have to be in any particular order. The templates on the following pages mix up the order. Sometimes they also cross over.

1. **Acknowledge fear and uncertainty** around the coronavirus.
2. **Remind donors of the values** you have in common and why they give.
3. **Be upfront about your needs.** Paint the picture of your beneficiary. Explain how coronavirus is affecting your beneficiaries or programs and what you're doing about it.
4. **Case study.** Yes, your donors still need to see the face of the person or cause they're helping.
5. **ASK! Don't be afraid to ask!** Your charity still has needs. Give your donors something tangible to give them and show the impact they'll have.

And if you can:

- **A field report or quotes** from case worker, program staff, field workers or beneficiary that shows why the donor's gift is important.



The ONE huge mistake I'm seeing in coronavirus-related fundraising communications

It's caused by non-profits and charities panicking over their response to the coronavirus.

And it will kill your ability to raise funds.

You revert to sounding like a corporate automaton.

Something like this:

"We are monitoring the COVID-19 situation and are committed to best practices to contain the spread of the illness. We are doing everything we can to fulfil our duty of care to the people within our organisation."

Yikes. What machine spat that out?

Please, make it personal. Say "I" not "we". And talk about "you", the donor, a lot. The above example could be rewritten as follows:

"I just got off the phone from the Health Department and my team now has to <INSERT ACTION> in response to the coronavirus outbreak. As I write, workers are rolling out <INSERT RESPONSE> to contain the spread of the illness."

If you write like this, it's much more warm and personal. At this time, more than ever, people need warm and personal!

How you should use these templates

Included in this resource are:

- A list of possible headlines
- 6 DM templates split into 2 categories:
 - causes that don't do work related to the coronavirus (animals, environment and arts)
 - causes that may be affected by the coronavirus but are not on the frontlines of the work (international development, homelessness, aged care)

I suggest you pick the template most like your cause, then cut and paste the parts you need before tweaking to your charity. Then select an appropriate headline for the letter.



The key elements of the template are labelled although they're not all in the same order for each example. Hence I'd also recommended looking through all the templates to give you an idea of the ways you can approach the appeal.

In an ideal world, we'd start front and centre with an emotive case study and upfront ask but a different approach is needed to handle the coronavirus messaging.

Even if your cause is not directly represented here, you can get an idea of the structure and amend as needed.

Headlines for you to swipe and tweak

Highlight need

- Homeless people at greater risk due to coronavirus – please rush back your \$XXX gift today
- Your urgent gift needed as overloaded field workers cope with coronavirus
- People like {Insert name} still need you!
- The {insert animal} still needs you! The extinction crisis doesn't stop for coronavirus.

Give the donor the power

- Without your help, we will have to cut vital life-saving services. Your gift today will keep <INSERT SERVICE> going.
- Your coronavirus response update – what's happening and how your gift helps!
- During the coronavirus pandemic, here's one thing you CAN do!

Still need extra help?

We don't normally offer critiques on copywriting but if you write a coronavirus appeal based on these templates then we are happy to offer feedback. Email me for rates.

If you feel it's all a bit much and you want to outsource your copywriting while you deal with other fundraising challenges during this difficult time, again email me at june@junesfundraisingletter.com.



{Template for charities whose work is not related to coronavirus - animals}

<ADDRESSBLOCK>

**The jade-eared bilby still needs you!
The extinction crisis doesn't stop for coronavirus...**

Dear SALUTATION>,

{3. & 4. ASK + INSERT NEEDS & DETAILS OF BENEFICIARIES}

With so many people impacted by the coronavirus, our financial situation is reaching breaking point.

That's why I'm writing to you today. Your help is needed to <INSERT WORK THAT YOU DO>. Could you assist with a gift of \$XXX? You will be <INSERT DONOR'S IMPACT>. Otherwise, we will have to have to scale back the work we do.

That would be disastrous for unique creatures like the jade-eared bilby. In fact, it's in danger of being forgotten... or going extinct. The jade-eared bilby is right now facing <INSERT ISSUE>. This doesn't go away because of the coronavirus.

{2. DONOR VALUES/ MOTIVATION}

Your past support shows you care about nature. That you want to help save Australia's amazing wildlife. I know you love animals like the jade-eared bilby and I need your help to <INSERT WORK THAT YOU DO>.

<INSERT FIELD REPORT FROM A WORKER ON THE GROUND. INCLUDE MORE DETAILS OF CASE STUDY OF JADE-EARED BILBY. REPEAT ASKS IF DOING A LETTER UP TO 4 PAGES>

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's been a tough time with attention focused squarely on the coronavirus. You may even be impacted by the pandemic yourself – I hope you and your family are safe.



{4. ASK}

I understand your financial situation may be affected by the pandemic. But if you can, I'm asking you to help save the jade-eared bilby. It has no safety net. It has no support package. It's in danger of dying out without help.

You can give by <INSERT METHODS OF GIVING>.

Thank you for your generosity towards creatures like the jade-eared bilby that cannot stand up for itself.

With best wishes,

{NAME}

{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>



{Template for charities whose work is not related to coronavirus – environment}

<ADDRESSBLOCK>

Urgent call for help!
The polluters are still pumping out carbon...
Your gift will <INSERT IMPACT>

Dear SALUTATION>,

{3. & 4. ASK + INSERT NEEDS & DETAILS OF BENEFICIARIES}

With so many people impacted by the coronavirus, our financial situation is reaching breaking point.

That's why I'm writing to you today. Climate change has not become less of a threat simply because the coronavirus has become the centre of attention. Your gift is needed to <INSERT WORK THAT YOU DO>. Could you assist with a gift of \$XXX?

You will be <INSERT DONOR'S IMPACT>. Without urgent support, we will have to have to scale back the work we do. The news cycle has moved on from climate change but the problem has not gone away. It's loyal donors like you who will keep fighting to preserve vital habitat and save wildlife affected by climate change.

{2. DONOR VALUES/ MOTIVATION}

Your past support shows you care about nature. That you want to preserve it for future generations to enjoy. In fact, it's the beauty of our forests and parks and unique animals that can bring peace and comfort amidst the fear and uncertainty at this time.

<INSERT COMMENT FROM STAFF OR SUPPORTER ABOUT HOW IMPORTANT NATURE IS TO THEM - EVEN BETTER IF THEY TALK ABOUT HOW NATURE IS THEIR ONE RETREAT RIGHT NOW.>

<INSERT CASE STUDY OF FOREST, PARK OR ANIMAL YOU'RE TRYING TO SAVE. REPEAT ASKS IF DOING A LETTER UP TO 4 PAGES>

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's been a tough time with attention focused squarely on the coronavirus.

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You may even be impacted by the pandemic yourself – I hope you and your family are safe.

{4. ASK}

But when you give today, you will help preserve the landscapes you love most. That's something the coronavirus can't take away. You can give by <INSERT METHODS OF GIVING>.

Thank you for your passion and commitment to the environment.

With best wishes,

{NAME}

{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>



{Template for charities whose work is not related to coronavirus – arts. Choose the options most relevant to you in the copy.}

<ADDRESSBLOCK>

Urgent call for help!
Please don't let the music/ arts die out forever!
<CHARITYNAME> in crisis due to impact of coronavirus!
Rush back your gift now...

Dear SALUTATION>,

{3. & 4. ASK + INSERT NEEDS & DETAILS OF BENEFICIARIES}

With so many people impacted by the coronavirus, our financial situation is reaching breaking point.

That's why I'm writing to you today. Your help is needed to {INSERT ARTS WORK THAT YOU DO}. Could you assist with a gift of \$XXX? You will be {INSERT DONOR'S IMPACT}.

Already we've had to cancel upcoming performances – without your help, I'll struggle to keep the doors open. That will affect the livelihoods of many performers and production staff.

{2. DONOR VALUES/ MOTIVATION}

And it means you'll no longer be able to enjoy world-class music/ theatre/ exclusive special guest performers. Your child will no longer have the opportunity to take part in our music/ drama programs. <INSERT OTHER IMPACTS>.

Yet the arts/ music is so important to mental wellbeing – especially at a time like this. As a music/ drama lover, I'm sure the arts will still be a big part of your life (through radio or Netflix) even as we're in this period of social distancing.

{4. ASK}

Even if attending live performance is not possible right now, I'm working with everyone at <CHARITYNAME> to give you the chance to enjoy an online arts



experience - a special series of concerts/ performances/ guest interviews/ up close and personal question times.

But this requires extra resources which we simply don't have. I can't do this without you. Your \$XXX gift today will help to keep music/ arts alive, bringing joy and inspiration to your community.

<INSERT COMMENT FROM PRINCIPAL PERFORMER OR ARTS LOVER ABOUT THE NEED AND IMPACT OF GIVING.>

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's been a tough time with attention focused squarely on the coronavirus. You may even be impacted by the pandemic yourself – I hope you and your family are safe.

{4. ASK}

But when you give today, you will help keep alive a source of inspiration that so many take for granted. Whether it's the music of <INSERTNAME> or the performance of <INSERTNAME>, you will be a true patron of the arts when you give today.

You can donate by <INSERT METHODS OF GIVING>.

Thank you for keeping the spirit of the arts alive.

With best wishes,

{NAME}
{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>



{Template for charities whose beneficiaries or programs may be affected by coronavirus - international aid and development}

<ADDRESSBLOCK>

Your urgent gift needed as overloaded field workers cope with coronavirus

Dear < SALUTATION>,

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's a scary time. The impacts of coronavirus felt in every home and workplace. I hope you and your loved ones are staying strong and have the support you need at this time of uncertainty.

{2. DONOR VALUES/ MOTIVATION}

As part of the <CHARITYNAME> community, I ask you to remember those who are most at risk. You've already done so much for those who are most in need.

{3. INSERT DETAILS OF NEEDS OF YOUR BENEFICIARIES}

The ones who already live in poverty. Because how can you wash your hands when you have no clean water? How can you keep your immune system working when you can't even get one proper meal a day? Already XXXX cases of coronavirus have been diagnosed in <INSERT COUNTRY> where we work.

The Director of Programs in <INSERT COUNTRY> wrote to me today:

“With so much conflicting information, the level of fear is very high. We're working with families to get taps installed in their homes. Our workers are rolling out extra training and emphasising the importance of hand-washing, which is already a key feature of our hygiene programs in poor communities.”

<INSERT CASE STUDY. REPEAT ASKS IF DOING A LETTER UP TO 4 PAGES>

{4. ASK}

Your gift today will ensure we can continue this vital work for those most at risk. I understand your financial situation may be affected by the pandemic. But if you



possibly can, your support right now matters so much to those who struggle with poverty/ homelessness and are most vulnerable.

With so many resources dedicated to dealing with the coronavirus, our financial situation is reaching breaking point. That's why your help is needed to <INSERT WORK THAT YOU DO>. Could you assist with a gift of \$XXX? You will be <INSERT DONOR'S IMPACT>.

You can give by <INSERT METHODS OF GIVING>.

Thank you for your kindness and compassion.

With best wishes,

{NAME}
{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>



{Template for charities whose beneficiaries or programs may be affected by coronavirus. The example is for homelessness but can be adapted for charities working with other disadvantaged people, etc}

<ADDRESSBLOCK>

**Homeless people at greater risk due to coronavirus –
please rush back your \$XXX gift today**

Dear < SALUTATION>,

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's a scary time. The impacts of coronavirus felt in every home and workplace. I hope you and your loved ones are staying strong and have the support you need at this time of uncertainty.

{2. DONOR VALUES/ MOTIVATION}

As part of the <CHARITYNAME> community, I ask you to remember those who are most at risk. You've already done so much for those who are most in need.

{3. INSERT DETAILS OF YOUR BENEFICIARIES}

The ones who are homeless. Because how can you wash your hands when you're sleeping rough and have no bathroom? How can you keep your immune system working when you're living off what you can scrounge from bins?

It broke my heart to hear this from one of our case workers:

“Megan was only eating what people would give her when begging. But now she's too afraid to even eat what's offered to her. One kind woman bought her a burger but she refused to take it because she wasn't sure if the lady had washed her hands.

“Even worse, she's run out of options for couch surfing. Because of the self-isolation guidelines, nobody wants to take her in right now. So Megan's left to sleep on the streets.”

<INSERT MORE DETAILS OF CASE STUDY AND REPEAT ASKS IF DOING A LETTER UP TO 4 PAGES>

Thanks to you, the team is out there, working hard to <INSERT WHAT YOUR TEAM IS DOING ABOUT coronavirus>.

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{4. ASK}

Your gift today will ensure we can continue this vital work for those most at risk.

I understand your financial situation may be affected by the pandemic. But if you possibly can, your support right now matters so much to those who struggle with poverty/ homelessness and are most vulnerable.

With so many resources dedicated to dealing with the coronavirus, our financial situation is reaching breaking point. That's why your help is needed to <INSERT WORK THAT YOU DO>. Could you assist with a gift of \$XXX? You will be <INSERT DONOR'S IMPACT>.

You can give by <INSERT METHODS OF GIVING>.

Thank you for your kindness and compassion.

With best wishes,

{NAME}

{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>



{Template for charities whose beneficiaries or programs may be affected by coronavirus. The example is for aged care but can be easily adapted for other orgs working with immune-compromised, etc}

<ADDRESSBLOCK>

Your coronavirus response update!
Without your help, we will have to cut vital life-saving services.
Your gift today will keep <INSERT SERVICE> going.

Dear < SALUTATION>,

{1. ACKNOWLEDGE FEAR & UNCERTAINTY}

I know it's a scary time. The impacts of coronavirus felt in every home and workplace. I hope you and your loved ones are staying strong and have the support you need at this time of uncertainty.

{2. DONOR VALUES/ MOTIVATION}

As part of the <CHARITYNAME> community, I ask you to remember those who are most at risk. You've already done so much for those who are most in need.

{3. INSERT DETAILS OF YOUR BENEFICIARIES – AGED CARE}

The seniors in our community in aged care. They're designated at highest risk of coronavirus.

But with your past generosity, you've put the right people in our residences to handle this. They've been working hard to implement <INSERT WHAT YOUR TEAM IS DOING ABOUT coronavirus>.

The director of patient care came to me in tears today:

“The residents are so distressed. They're in fear they might contract the coronavirus from family visits. One woman was crying because she had to tell her 4-year-old grandchild over Skype that he couldn't come and see his Nan. With the social isolation of residents, it's put an extra burden of care on staff who are already working more hours to ensure more stringent hygiene requirements are met.”

<INSERT MORE DETAILS OF CASE STUDY AND YOUR WORK IS ASSISTING. REPEAT ASKS IF DOING A LETTER UP TO 4 PAGES>

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{4. ASK}

Your gift today will ensure we can continue this vital work for those most at risk.

I understand your financial situation may be affected by the pandemic. But if you possibly can, your support right now matters so much to those who struggle with poverty/ homelessness and are most vulnerable.

With so many resources dedicated to dealing with the coronavirus, our financial situation is reaching breaking point. That's why your help is needed to <INSERT WORK THAT YOU DO>. Could you assist with a gift of \$XXX? You will be <INSERT DONOR'S IMPACT>.

You can give by <INSERT METHODS OF GIVING>.

Thank you for your kindness and compassion.

With best wishes,

{NAME}

{TITLE, CHARITY NAME}

PS. <Reiterate the CTA>