

## **Your donors' burning questions** <sup>[1]</sup>

October 23, 2014 by [Amy Ventura](#) <sup>[2]</sup>

Since you're usually contacting existing donors, there are some things you can assume they need from you in an e-appeal. Your donor needs to know you, trust you and feel inspired to give. To achieve this, try to include answers to the following questions in your email content:

Depending on the question, you might supply the answer through a header logo, body copy, compelling image, striking statistic, etc. Next time you're developing the content for an email appeal, try to keep these questions in mind.

[Find more tips on writing fundraising emails.](#) <sup>[3]</sup>

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