

Your donors' burning questions ^[1]

October 23, 2014 by [Amy Ventura](#) ^[2]

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.](#) ^[3]

Display Title:

Your donors' burning questions

Source URL: <https://www.cu.edu/blog/ecommerce-blog/your-donors-burning-questions>

Links

[1] <https://www.cu.edu/blog/ecommerce-blog/your-donors-burning-questions> [2]

<https://www.cu.edu/blog/ecommerce-blog/author/456> [3] <https://bloomerang.co/blog/infographic-how-to-write-an-annual-fundraising-appeal-letter/>