

Winter fundraising support 2023

Expert support to help you hit your
email fundraising targets

Forward
//Action



If your winter appeal emails aren't driving enough donations, we can help turn things around.

We'll deliver rapid, focused, tailored support to maximise the impact of your email campaigns so you raise more money.

Our digital fundraising specialists will help you make crucial strategic and creative changes to give your campaigns the best chance of success.

We bring advice and best practice from years of experience helping charities across the sector build high performing email programmes.

Our services include:

- **Consultancy:** tailored support to improve your email action rates.
- **Copywriting:** high impact copy for up to 5 end-of-year emails.
- **Feedback:** focused tips to strengthen your email content.



See info and pricing



Consultancy

Tailored strategic support to improve donation rates

- reviewing your **donor journeys, platforms, email copy** and **results** so far
- making targeted **strategic** and **creative recommendations** that you can action quickly
- sharing **best practice tips** and how to implement them.

Up to £3,364 +VAT



Copywriting

High impact copy for up to 5 end-of-year emails

- delivering **engaging, emotive, on-brand copy** that inspires donations
- finding new **angles that resonate** with supporters
- using our established **email best practices** to maximise conversions.

Up to £5,900 +VAT



Feedback

Focused creative tips to strengthen your content

- reviewing copy for all planned **winter appeal emails** and **landing pages**
- giving **detailed feedback** and **suggested changes** to drive higher action rates
- talking through comments via **video call**.

Up to £3,036 +VAT

Interested? Let's talk.

Our availability for December is very limited, so get in touch ASAP.

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