

Polish Your Online Writing

Can your supporters quickly understand your donation page, website, and emails? Clearly communicate with your donors with this easy checklist.

Are you...

- Writing for a specific audience?**
Your copy should reflect your cause as well as the interests and concerns of your supporters.
- Checking all copy for clarity, grammar, and spelling?**
Proofreading is worth the investment!
- Focusing on a single, clear call to action?**
Make it specific, feasible, and your first priority!
- Using eye-friendly font styles and colors?**
Dark text on a light background is best.
- Streamlining your copy?**
Remove redundant phrases and unnecessary explanations to make your point clearer.
- Being consistent?**
Create a persona by using a consistent tone and writing style in all of your outreach.
- Making your text easy to read?**
Help readers skim by breaking up long blocks of text with bulleted lists and bold headings.
- Making your missives visually appealing?**
Use white space to help reduce visual clutter and make your copy more readable.



Want more tips on online writing? Download the guide:
[How to Write Amazing Fundraising Appeals](#)



Need help with your nonprofit's online fundraising? Our software can help!
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