

**To:** Tory Blake, Tattle Tails Animal Rescue  
**From:** Giving Tree Copywriting, LLC  
**Date:** February 11, 2019  
**Subject Line:** Want to IRON out your fundraising to-do list?

Hey Tory, this is Laurie Goodman from Giving Tree Copywriting, and I still smile when I think back to the early days of my marriage.

Back then money was tight.

So, I decided to iron my husband's dress shirts instead of using the dry cleaners.

I was all in, too—special spray starch, a new iron. The whole works.

But the truth was, I sucked at ironing. And I hated doing it.

It took me 30 minutes to iron one shirt and the creases were in all the wrong places.

But I saved a few dollars each week, so I stuck with it.

Until my husband came home from work one day and said he was going back to using the dry cleaners for his shirts. (Apparently, even grown men are embarrassed by messy shirts. Who knew?)

I learned an important lesson that day. I was spending a lot of valuable time doing something I wasn't very good at and getting poor results because of it.

My time was better spent doing other things.

And my guess is the same might be true for you.

There just aren't enough hours in a work day to do all the things you need to do in order to raise money:

- Develop a fundraising strategy
- Create a fundraising calendar
- Write and edit fundraising copy
- Analyze fundraising results
- Maintain donor database
- Oversee special events

And I bet I'm leaving a bunch of things off this list.

But what if these tasks could be eliminated from your to-do list?

Wow! It sounds like a dream come true, right?

Well, the good news is, it's no dream.

In fact, the answer is right in front of you.

**(LINK) Find Out More Here**

With my Nonprofit Copywriting Services, you'll save hours every week that you used to waste trying to create a fundraising calendar or develop a new fundraising strategy.

You'll stop wasting time pouring over "How to" books on writing fundraising appeals and be able to skip the boring webinars that end up being a waste of your time.

And all those hours you used to spend beating on your keyboard trying to come up with a first draft?

They are over!

Wouldn't it be better if you could spend your time focusing on the donors you do have—reaching out to them, letting them know how much you appreciate and value them.

And finding out what they think your organization is doing well and what they think you could be doing better?

Wouldn't it be great if you had the time to truly listen to your donors and make sure they are feeling good about their relationship with your organization?

Because happy, valued donors are the foundation of your organization.

And the more appreciated and valued they feel, the more likely they are to donate again, right?

And wouldn't it be great if you could retain a large portion of your donors for years to come?

**(LINK) Yes—Help Me Retain My Donors By Giving Them More Of My Time.**

So don't waste any more valuable time frittering away on your computer.

Leave all those fundraising "How-to" books for people like me to read.

And stop filling up your calendar with boring “How to Write an Appeal” webinars and strategizing sessions.

Instead, give yourself, and your donors, the gift of **YOUR** time.

**LINK – Find Out How to Make More Time for Your Donors**

Now let’s SMOOTH out your to-do list.

I’m ready when you are.

Laurie Goodman  
Giving Tree Copywriting, LLC.