If your letter is a meant to create a new donor, remember to answer these questions about your organization:

1. Who are you?
2. What do you want?
3. Why should I trust you?
4. Why do you matter?
5. How do you relate to me?
6. What’s the rush?

If your letter is being sent to an existing supporter, remember to answer these questions:

1. Who did you do with my prior gift?
2. Are you grateful?
3. What do you want now?
4. Do you have proof?
5. Again: Who are you?
6. What’s the rush?

Don’t forget personalization, your SMIT (single most important thing you want to ask from your donor) and multiple asks!

https://bloomerang.co/blog/infographic-how-to-write-an-annual-fundraising-appeal-letter/