

Information Packet

Amy Hartsough

Copywriter & Marketing Consultant to Nonprofits

Copywriting and Marketing Expertise That Brings In Donations!



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Welcome!

You're likely reading this because you need a direct response fundraising copywriter that specializes in nonprofits. No doubt you are looking for someone that is proven with fundraising packages.

Whatever your reason for contacting me, I'm sure you want to know more about me before you hire me to write for your organization. If we were sitting face-to-face, chatting in your office, you'd ask me questions about my experience and business practices. Let me try to answer a few of those questions in this letter.

What I like about working with Amy is her diligence and professionalism. She's great at staying in communication and delivers on time according to plan. My subject matter experts also gave her high marks for her interviewing skills. Amy was highly responsive and had a great attitude throughout the writing and review process.

Danielle Hart, Director of Marketing at SweetRush

Question and Answer

Q: What kinds of assignments do you handle?

A: I write fundraising packages and other projects for nonprofits throughout the U.S.

Whether it's a direct mail package, a case study, or an email series, everything I write is designed to bring your prospective donors one step closer to giving to your cause.

Q: Do you offer consulting services?

A: Yes. Some of my clients need help clarifying their marketing approach when it comes to acquiring and keeping donors. I can help you refine your message and strategy. By focusing on a few different segments of your donor file (house or acquisition), you're likely to increase donations.

Q: Why do you promote list segmentation and split testing?

A: In short, because it helps nonprofits bring in more money.

You likely already know the value of these marketing tools. Many of the marketing and fundraising professionals I work with do.

But do you or your staff have the time in your busy schedules to implement them?

These are great tasks to outsource to a copywriter / marketing consultant. I can provide multiple email subject lines or envelope teaser copy, for example, for testing. The benefit is that you get to know your audience's preferences before you send the rollout. That's how you get the most bang for your buck.

Q: How long will it take you to write my copy?

A: That depends on what we do together. Typically, I will get a first draft submitted within 10 -14 days of receiving a signed agreement and 50% deposit on a project.

Q: What happens if we want you to revise what you've written?

A: My driving desire is to please my clients. Most clients want me to finetune what I've written in the first draft, which I'm happy to do. Usually, one round of revisions is enough. But if it's not, we'll continue until you're happy with the project.

Upon receiving your suggested revisions, I'll send a final copy for your approval within 2 - 4 business days, depending on the complexity of revisions required.

There is no shortage of freelance writers. There is, however, a shortage of GOOD freelance writers. I enlist the services of people who can give me clean, efficiently written, and engaging content that both appeals to a mass audience and reflects the "voice" of my organization. Amy Hartsough certainly is one who brings those gifts to the table, and for her services, I am thankful.

Amy respects the deadline and the editorial process. Her writing style is tasteful - not sensational (tacky). Further, she is a consummate professional. I am fortunate to have Amy on my freelance writing team, and I very much recommend her services.

Chris Wooton, Director of Communications at Louisville Seminary

Q: How much does it cost to work with you?

A: Prices are shown on my Schedule of Estimated Investment (page 23). These prices are typical for the projects shown. After our initial complementary consultation, I will provide a detailed quote based on your specific requirements.

Q: Do you guarantee your work?

A: I guarantee you'll be satisfied with my services. Because there are many factors that contribute to a successful campaign, including many that are out of my control, I cannot guarantee specific results.

Q: Your services & investment schedule has a price for a "copy critique"; what's that?

A: I can review your existing copy and analyze it using best copywriting practices.

This is a great way for us to get started together. I can analyze your website, emails, fundraising materials, and more, and offer feedback on how to further optimize them to bring in more donations for your organization.

The first step is to schedule a no obligation, complimentary consultation. To do so, email Amy@AmyHartsough.com.

Q: Do you work on retainer?

A: Yes. I prefer to establish a long-term relationship with my clients. That way, I become more familiar with your organization over time and my copy will bring in improved results in the long run.

A retainer agreement works well for many of my clients because it saves the time and hassle of creating a new agreement for each project. Often, the scope of work is similar from month to month, so negotiations are not needed.

Q: Do your copywriting services ever include case studies?

A: Yes. As you know, storytelling is a vital piece to nonprofit marketing, even more so than in other markets. While fundraising professionals and executive directors are driven by numbers (and rightly so), donors are driven by emotion.

Case studies are a wonderful way to tell a specific story of how your organization has helped someone. The best part is that once you have a case study, you can feature it in newsletters, your blog/website, and repurpose it for your fundraising materials. So one case study has the benefit of serving multiple purposes for your marketing strategy.

For a case study, I can interview a client, supporter, or staff member of your nonprofit to show how your work impacts the community. In case studies, the universal message of your nonprofit's impact is best told through the particulars of a story about one person.

Q: Who are your clients?

A: Please see my Clients and Experience List (page 13) and testimonial sheet (page 9).

Q: What are your qualifications as a copywriter?

A: I have extensive training through The Freelance Writers Den, AWAI (American Writers and Artists Inc.), and Copywriter Marketer including the following courses:

- Copywriting for Nonprofits
- Copywriting for a Cause
- 3 Pillars of Persuasive Writing
- Secrets of Persuasive Online Copywriting
- Genius Copywriting Secrets
- Business Writing
- Email Copywriting That Wows Clients

- Business Blogging Mastery
 - How to Write Case Studies
 - The Copywriter Brain by Derek Franklin
 - Marketing Mastery
 - Bag of Tricks (Marketing Strategy)
-
- Coaching with Carol Tice
 - Coaching with Joshua Boswell

Q: How do we get started?

A: I'd love to work with you to increase the impact of your organization! But I am committed to producing quality work, so I only work with a select number of clients. If you wait to contact me, you may find that I am booked solid.

The first step is to schedule a no obligation, complementary consultation. To do so, email Amy@AmyHartsough.com.

If you prefer, give me a call at (502) 592-1022. I'll pick up if I can. If I don't, please leave me a message and I will return your call within 1 business day. Please also let me know your time zone when you call.

What Others Say About Amy Hartsough

“...she is a consummate professional...”

There is no shortage of freelance writers. There is, however, a shortage of GOOD freelance writers. I enlist the services of people who can give me clean, efficiently written, and engaging content that both appeals to a mass audience and reflects the "voice" of my organization. Amy Hartsough certainly is one who brings those gifts to the table, and for her services, I am thankful.

Amy respects the deadline and the editorial process. Her writing style is tasteful - not sensational (tacky). Further, she is a consummate professional. I am fortunate to have Amy on my freelance writing team, and I very much recommend her services.

Chris Wooton, Director of Communications at Louisville Seminary

“...her diligence and professionalism...”

What I like about working with Amy is her diligence and professionalism. She's great at staying in communication and delivers on time according to plan. My subject matter experts also gave her high marks for her interviewing skills. Amy was highly responsive and had a great attitude throughout the writing and review process.

Danielle Hart, Director of Marketing at SweetRush

“...writing with a style that is direct and engaging...”

I met Amy Hartsough through a writing masterclass that we took together, and we've collaborated on several writing projects. Amy has a great ability to get to the point in her writing with a style that is direct and engaging.

In our work together, I've been consistently impressed by her ability to synthesize information and conduct interviews. She has a talent for both journalism and research-based writing.

Personally, Amy is both patient and reliable, traits that I admire in professional colleagues.

Derek Austin, Certified Physical Therapist and Writer

“...a deeply dedicated individual...”

My professional association with Amy Hartsough began in January of 2019 through a shared writer’s platform. We quickly became “writing buddies” and embarked upon a mutually supportive relationship for the purpose of enhancing our individual writing careers.

Amy’s professional support has been invaluable to me, especially during the rapid shift of our world due to the Covid-19 pandemic. Despite challenging times, she has the powerful ability to stay focused on the course of action she has chosen. Multiple times I have seen Amy set a series of goals and accomplish them rapidly. With my own multiple service projects outside of writing, I have been inspired by Amy’s ability to stay on course. At times she has helped me create an action plan that will fit inside my unique time frames so that I too will reach success.

Outside of the professional aspects of our relationship I find Amy to have many wonderful personal qualities. Her friendly demeanor, self-awareness, compassionate attitude and gift for active listening enhance every interaction whether it be professional or casual.

Most importantly, I feel Amy is a deeply dedicated individual. Dedicated to serving her clients, serving her family and community, and definitely dedicated to her personal evolution.

Angela Holmes-Abrams, Owner, AHA Publications

“...Amy is very dedicated to helping others...”

I have been very impressed with the articles Amy has written for Medium. They have been very informative, well written, and have opened my mind to various ideas. I look

forward to reading each article that she writes. She is very dedicated to helping others through what she writes.

Ray Gershon,
Voice Communications Engineer at Cincinnati Bell Technology Solutions

“...impressed by Amy’s work ethic and compassion...”

I met Amy during a freelance writers' mastermind. I was impressed by Amy's work ethic and compassion. It's been my pleasure to get to know Amy as a friend.

Jay McGrane, Owner, McGrane Freelance

“...she showed talent...”

Amy worked in the Women’s Center at the University of Louisville as our Student Event’s Coordinator. Amy handled all the responsibilities associated with programming with great aplomb. Her calm professional demeanor demonstrated her confidence in herself and her abilities and produced some great programs for our department. She has a great eye for detail and is a dedicated worker.

Part of Amy’s responsibilities also included writing an article for our quarterly newsletters. Amy showed talent in this area, embraced the assignments, and always hit her deadlines.

Valerie Casey, Director of The Women’s Center, The University of Louisville

“...beautiful writing skills, a knack for communication...”

Amy is a dedicated, intelligent, thoughtful, passionate and effective individual, with tremendous versatility. She has beautiful writing skills, a knack for communication, motivates volunteers, solves problems, and anticipates needs.

Heather Thiessen, former Director of The Women’s Center at Louisville Seminary

“...distinguished herself with her writing skills...”

Amy Hartsough was an outstanding undergraduate student of mine in several subjects at Bellarmine University--she distinguished herself in my classes with her writing skills and depth of critical and creative thinking.

Amy showed extraordinary maturity and integrity both in the classroom and in her campus and community involvement, to such an extent that, after her graduation, I asked her to partner with me in writing a memoir I was working on. I asked Amy to join me for a series of conversations in which I would simply tell her my story, and answer the questions that naturally arose for her; I knew I could trust Amy's discretion and that I would be completely comfortable discussing even very difficult topics with her. We recorded the conversations and they turned into the first draft of the memoir. Amy also served as a first reader/editor, carefully marking up that early draft for clarity and continuity.

I value Amy's proven skills as a reader, writer, listener, and editor. Her intellect and integrity will make her an asset in every workplace that is lucky enough to include her.

Olga-Maria Cruz, Author and Campus Minister at Winthrop University and Writer

“...implemented ideas with enthusiasm...”

Amy Hartsough was in all respects a superlative worker, an idea person, who implemented ideas with enthusiasm and thoughtfulness. I recommend her highly.

Johanna van Wijk-Bos, Professor Emerita at Louisville Seminary

Clients and Experience List

American Writers & Artists Inc.

Premium Copywriting Courses, including: "Copywriting for Nonprofits"

Bachelor of Arts in English Literature

Bellarmino University, Louisville, Kentucky

Bellarmino University - Academic Resource Center (Louisville, Kentucky)

The Academic Resource Center provides resources and support services for the entire Bellarmino community.

Catholic Charities Atlanta

Nonprofit. Providing Help & Creating Hope

Copywriter Marketer

Training from Joshua Boswell, the World's #1 Copywriting Expert

CoreAxis

Custom Corporate Compliance Training

Covenant Community Church (Louisville, Kentucky)

An open and progressive community seeking to participate in God's Shalom by following the Way of Christ in Intentional Communities.

Freelance Writers Den

Copywriting Trainings Including: "How to Write Case Studies" and "Email Copywriting that Wows Clients."

Front Range Community College

Westminster, Colorado

Georgia Institute of Technology

Atlanta, Georgia

Great Harvest Bread Company

Bakery and cafe with locations throughout the United States.

HigherEdJobs

Information about jobs in higher education.

Hire Heroes USA

Nonprofit. Job search assistance to U.S. military members, veterans & their spouses.

Jewish Family & Career Services Atlanta

Nonprofit. Helps improve the quality of life & build self-sufficiency for individuals & families.

Leeds School of Business at the University of Colorado

Boulder, Colorado

Louisville.com “Bit to Do” Blog

Louisville Magazine

Louisville Institute

Funded by the Religion Division of Lilly Endowment, Louisville Institute awards grants and fellowships to those who lead and study North American religious institutions, practices, and movements, advancing scholarship to strengthen church, academy, and wider society.

Louisville Presbyterian Theological Seminary

Louisville, Kentucky

Mabel Magazine

Mabel is focused on telling true stories about life, about creating, and about how we support ourselves in the world.

Master of Arts in Religion

Louisville Presbyterian Theological Seminary, Louisville, Kentucky

Miranda Nahmias & Co.

Custom + Semi-custom Organic Marketing Packages Designed to Get You Results.

Odem

Education & Employment Marketplace

Presbyterian Women - PC(USA) Women's Organization

Promotes justice, peace and ministry to inform mission and community-building work.

Rebecca's Tent

Nonprofit. Emergency shelter for homeless women.

SpacelQ

The Workplace Operations Platform

SweetRush

Corporate Training and Development

The Women's Center at Louisville Seminary

The Women's Center at LPTS is a space for and program of mission, the goal of which is the envisioning and construction of gendered structures and practices that do justice to the full humanity of all people.

Thought Industries

Powering the Business of Learning

Unbound Magazine

An Interactive Journal of Christian Social Justice

University of Colorado

Boulder, Colorado

University of Louisville

Louisville, Kentucky

University of Northern Colorado

Greeley, Colorado

Vision Board Media

Transformational Branding

Women's Center, University of Louisville

The UofL Women's Center serves as a catalyst for empowering women at UofL and throughout the Louisville area.

How I Write

Contact and Communications Policies

As we work together, it is important that we have fast and easy communication.

During our project, I am available Monday-Friday, from 8 a.m. - 4 p.m. Eastern (U.S.). By far, the best way to reach me is through email: Amy@AmyHartsough.com. I am also happy to jump on a video or phone call with you: (502) 592-1022.

Discussing the Project and Questionnaire

To get started on a potential project, I will send you a complete Discovery Questionnaire. This will help both of us clearly define the scope of the project and ensure the best results.

I will send you the Questionnaire through Google Docs. Please return it to me as quickly as possible - for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I will review and study your answers, plus conduct any initial research needed. From there, I will send a short Project Roadmap. This will save you time and help us define the scope of the project. It will also be the basis for our Launch Call.

We will schedule a 20-minute Launch Call, typically by zoom, 3-10 days after I receive the Discover answers. During this call, we will discuss the Project Roadmap. I will listen to any additional directions or insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an agreement, we can use that.

Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including the contact person from your organization I'll be working with, and project deadlines. It will also list your investment for the project and terms of payment. (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by bank wire or overnight payment.)

Once we have both signed the agreement and I receive the deposit, I will begin working on your copy as agreed.

Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your marketing team, past clients, donors, or different department heads.

As needed, I will reach out to you for additional details, samples, and other resources.

You can be confident that I'll quickly and effectively understand your mission, your voice, and your donor's core emotional drivers.

Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and be involved at just about every step of the way.

Are you one of those, or somewhere in between?

Please send me an email at Amy@AmyHartsough.com and let me know how often you'd like to communicate and the best way to reach out to you (i.e., email, phone, social media, text, etc. ...).

Finally, I strongly encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document - no need to worry about sending wrong files or things getting lost.

Review of First Drafts

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft ... and third draft, as needed.

Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your donors and will defer to you as much as possible.

Sometimes there are cases where my clients make suggestions that I know will not work and will hurt the effectiveness of a project. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

Final Approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'll be happy to work with your design team to make any changes needed to make the end version as effective as possible.

Transition to New Projects

Once the project is done, I provide all clients with a complimentary follow-up consultation. We spend a few minutes on the phone (or zoom) and discuss what went well and where improvements can be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new donations. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your organization.

Getting to Know Amy

As a copywriter and marketing consultant for nonprofit organizations, I appreciate the connection between concepts like:

- Following best business practices and making mission-driven decisions
- Serving the needs of the community and requiring money to do it
- Needing to be both story- and numbers- oriented

Growing up as the daughter of a watercolor artist and an actuary, I took for granted the connection between creativity and analytics. While my parents appeared to be “opposites”, I knew better. Mom ran her own business, selling her art and Dad did more than crunch numbers – he managed people.

In my copywriting business, I serve the needs of my clients by producing writing that generates results - that is, money. While my words reflect stories, calls to action, and other persuasive elements, I know that for you as the client, it's about the bottom line. Because if you don't raise the funds you need with the copy you use, you'll have to close your doors. It's that simple.

Let me introduce myself to you with a couple of stories that illustrate who I am.

Life Will Throw You, But You Can Recover

I screamed and took in a mouth full of dirt when I hit the ground.

My horse, Chinook, had just thrown me off. While I wasn't in too much pain (and later confirmed I hadn't been injured), I was shaken by the incident.

It's common advice to tell people, “when you fall off the horse, just get back on.” That's not just a metaphor for navigating life's difficulties. It's solid advice for when you literally fall off a horse.

Only I didn't get back on. For months, I was too afraid to ride my own, beloved Chinook. To be fair, I was twelve years old - just a small kid who'd fallen off a mammal who literally weighed a ton. My confidence was shaken, and for a while, I didn't think I'd ever get on a horse again.

I still went to the barn and exercised Chinook, brushed him, shoveled manure. (The smell is still so therapeutic to me, to this day.) But I didn't put the saddle on him. I didn't ride him.

He was a good horse - that was the only time he'd thrown me off. He'd been spooked by another horse in the arena with us. He hadn't even bucked me off, not really, just a "crow hop", I was told. Still, it was enough to send me flying.

There's a popular song that says, "you only get one shot." Well, I was lucky. We kept Chinook and eventually, I mustered up the nerve to get back in the saddle, literally. I took riding lessons to increase my confidence and even won the fourth place ribbon in a Western Pleasure show!

I learned that even when life "throws you," and even if it takes a little while, you can get up, dust yourself off, and recover. Life has since thrown me in other ways, but I've learned to take it in stride and persevere, and that has made all the difference.

Sometimes, It's the Fourth Time That's the Charm

I got up and took my poem to the front of the room - where the microphone was.

"This is my fourth college in two years; I've got to make this work," I thought.

To add to the pressure I felt, I'd invited my parents and brother to this open mic night, which I'd seen advertised on a poster outside my dorm earlier that week. They were very supportive, and I wanted them to know that I'd made the right decision in choosing my fourth and final school (even if I wasn't sure yet).

I'd read my poetry to a group before, but that was in a classroom setting. This was different. I didn't know anyone in the room except my own family. But it was the beginning of a new school year, and that gave me courage - it was the perfect moment to introduce myself to Bellarmine University.

I stood in front of the microphone, took a deep breath, and smiled at the crowd of a few dozen students and faculty that looked back at me. Then I began to read: "Words flow through my head . . ." and they flowed out of my mouth in spite of the stage fright that ruled my brain. I didn't just read the poem, I *performed* it. I read it with feeling, because I felt passionate about what I'd written, and I wanted the audience to really get to *know* me in the few short moments that I'd be on stage.

When I got to the end of the poem, I paused, breathed again (for the first time since I'd started reading?), and looked around. The room burst into applause - an amazing response for someone who'd felt like the "new girl at school" a moment before.

My mom would say later, "they flocked to you." And it was true - I stepped away from the microphone and found myself surrounded by a sea of what would become very close friends and colleagues in the years to come.

The lesson: stand up, speak even if your voice is shaking, take the risk. Passion and community go hand in hand. Find your people, and make a bigger impact than you could ever make on your own.

It's been years since I've performed at an open mic night, but I remember that event often and approach all opportunities in life with the willingness to show up, give it my all, and reap the rewards.

Amy currently works as a freelance copywriter, specializing in nonprofit direct response packages and marketing consultancy.

For more information, Amy can be reached directly at (502) 592-1022 or Amy@AmyHartsough.com.

Schedule of Estimated Investment

<i>Service Descriptions</i>	<i>Estimated Investment</i>
Fundraising Letter	\$1,500-\$5,000+
Fundraising package - house file	\$2,000-\$5,000+
Fundraising package - acquisition	\$2,500-\$5,000+
Renewal series	\$1,500-\$2,500/letter
Blanket renewal insert	\$2,500-\$3,500
Self-mailer	\$750-\$2,500
Postcard or double postcard	\$750-\$1,500
Brochure	\$750-\$1,500/page
Newsletter	\$600-\$1,500/page
Article or Advertorial	\$1-\$1.50/word
Press Release (1-2 pages)	\$500-\$1,000
Website - home page	\$1,500-\$3,500
Website - other pages	\$750-\$1,250/page
Email, short copy	\$250-\$2,000
Email, long copy	\$750-\$3,500
Email Autoresponders (Series)	\$150-\$1,000/email
Landing page	\$950-\$3,000
Microsite	\$3,000-\$7,000
Site Audits	\$1,000-\$2,500
Blog Post (depending on length)	\$100-\$800/post
Copy Critique	\$400-\$1,200
Marketing Strategy and Planning	\$100-\$150/hour
Case Study (1-4 pages)	\$800-\$4,000

Samples

(Sample Fundraising Letter for ABC Nonprofit's Monthly Membership Offer)

April 1, 2021

Dear FirstName,

You are a Champion.

And with your monthly contribution, you can be even more.

Because of your generosity to ABC Nonprofit in the past, you know that we are the number one provider of free breakfasts to K-12 students in Georgia during the school year. And, thanks to your generous spirit, we helped to feed over 59,000 individuals in Georgia in 2020 - even in the midst of the COVID-19 crisis.

Become an AB-Champion for Children and Families today and receive these membership benefits:

- Complementary newsletter subscription
- Opportunity to purchase advance tickets to our annual soiree
- Bumper sticker to showcase your membership status

Sign up today to receive next month's newsletter!

Should Children Go Hungry in the Summer?

Now that the school year is coming to a close, many students and their families don't know where their next meal will come from. That's why I'm writing to you today. Because everyone deserves the dignity of nutritious meals every day, even if school isn't in session.

To answer this need, ABC Nonprofit launched a program in 2020 called Feed-A-Family through the Year.

But the pandemic has made it even more challenging to make a difference for families in Georgia, due to social distancing guidelines. In response, ABC Nonprofit developed a set of safety guidelines for our staff and supporters. (You can read them here.)

You continued to support us on the frontlines of this hunger crisis. Your gift of [\$amount] made a difference in 2020.

But there's more you can do.

You Can Help Feed Families in Georgia All Year Long

You can help by becoming an "AB-Champion for Children and Families." Your monthly contribution will ensure that we continue to feed hungry people in Georgia through the summer, and every season of the year.

Your monthly gift of \$25 will feed a family of four throughout the year.

Thank You For Being Our "AB-Champion for Children and Families"

As a thank you for signing up to become a monthly supporter of ABC Nonprofit, you'll receive a complementary monthly subscription to our newsletter and bumper sticker, as well as the opportunity to purchase advance tickets to our annual soiree.

Even more important, you can be proud of your choice to stand with your community by helping us feed families here in Georgia.

Your monthly contribution of [ask string] will help us feed children and families in Georgia for years to come.

In deep gratitude for your friendship and support,

Jack Smith
Executive Director
ABC Nonprofit

P.S. As the school year comes to a close, your monthly contribution will ensure that we can continue working to feed children and families in Georgia. Sign up today to receive next month's newsletter, a members-only bumper sticker, and the chance to purchase advance tickets to this year's soiree in September!

While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.

(Sample Email Offer for Year-End Appeal, ABC Nonprofit)

To: [Donor Name]

From: Jack Smith, Executive Director of ABC Nonprofit

Subject Line: It's Not Too Late to Double Your Impact!

Date: December 31, 2020

Dear [Donor First Name],

When the COVID-19 crisis hit, many nonprofits had to cut back their in-person services because of social distancing regulations. That was true for ABC Nonprofit. And we had to figure out - quickly - how to continue servicing a growing need in the community.

This year, ABC Nonprofit has helped 59,000 people in Georgia by providing food and other essential services during this time of crisis.

You Can Help - But It Has To Be Today!

An anonymous donor has agreed to match every donation received by TODAY - up to \$100,000.

That means that your gift of \$25 is worth \$50, \$35 is worth \$70, and \$150 is worth \$300!

[DONATE button]

But we must receive your donation by 11:59 p.m. EST - otherwise, the matching donation goes away.

Please help us continue to serve individuals and families in the community by giving RIGHT NOW - click the button below to help your neighbors in need:

[DONATE button]

Yours in Service,

Jack Smith,
Executive Director
ABC Nonprofit

P.S. Today's the deadline! Don't miss this amazing opportunity to **DOUBLE YOUR IMPACT** - click the button below to give right now, and our anonymous donor will match your tax-deductible gift.

[DONATE button]

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(Newsletter Article for ABC Nonprofit)

Headline: You Helped Sarah Find Hope

Sarah has a big day tomorrow. Right now, she's sitting in a room with thirty people, watching a presentation by Jennifer Constance about mitochondria and their effect on the body's cells. Tomorrow, she'll be tested on this knowledge.

But she's not worried. She's focused and determined. There's just one problem. She raises her hand, and Ms. Constance calls on her. "How do you spell 'mitochondria'?", she asks.

Hunger Made Learning Impossible

Last month, Sarah failed an exam in Ms. Constance's seventh-grade science class. It turns out she hadn't learned the material - because she was hungry. Her growling stomach and headaches made it impossible to pay attention during her 8 a.m. class.

"Sarah receives free lunches during the school day," said Stephanie Turner, Principal at Sarah's school. "But she was coming to school hungry, so we knew we had to do more."

Help Us Help Children Like Sarah

Thanks to your contributions, ABC Nonprofit was able to partner with the school to provide free breakfast, five days a week, to Sarah and 36 other students who were in need. (Weekend assistance is also available to those who qualify.) Thank you for your continued partnership with ABC Nonprofit and for being an AB-Champion for Children and Families!

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(Case Study for ABC Nonprofit)

Title: Mother of Five Seeks Food, Receives More Than She'd Bargained For

[THE CHALLENGE:] A Hungry Mother Asks For a Helping Hand

Theresa Williams walked into the lobby at ABC Nonprofit in Atlanta, Georgia in 2019 with a simple request: she needed food for her five children, ages six to sixteen. They were at home - an apartment whose landlord had sent an eviction notice earlier that day.

Vicki Hernandez, Director of Client Services, greeted her and invited her into her office. There, she heard Ms. Williams's story. She'd been laid off from her job as an administrative assistant and had no savings to depend on for rent and food for her family.

"I felt desperate," Ms. Williams said. "I didn't have time to make an appointment or call. I needed help right away."

[THE SOLUTION:] A Holistic Approach to Hunger

Ms. Hernandez sensed Ms. Williams's anxiety. She knew she had to act fast if she was going to help her avoid a crisis situation. So she started an intake process with her team. She explained to Ms. Williams that she was going to get food for her and her children that day. But she wasn't going to stop there.

She asked about Ms. Williams's plans. Did she need help finding work or a safe space for her children to go to after school? Help enrolling in a free school breakfast and lunch program for her children? Would she enjoy free cooking classes, where she could meet other parents and learn to prepare nutritious food (which ABC Nonprofit would provide, free of charge)?

"Yes, yes . . ." was all I could say," Ms. Williams said. She and her children enrolled in ABC Nonprofit's programs that day.

[THE RESULT:] The Freedom to Give Back

Two years later, Ms. Williams now serves as Executive Assistant at a local company. Now, her salary allows her to provide for her family without assistance from ABC Nonprofit.

But that doesn't mean she hasn't been back.

"I volunteer here, now," she said. "I assist with ABC Nonprofit's cooking class, the one I took in 2019." She laughs. "It's amazing how much change has been affected in my life since then. I had no idea when I walked into the lobby that day that it would change my life so drastically. I'm so thankful."

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Next Steps

I'd love to work with you to increase the impact of your organization! But I am committed to producing quality work, so I only work with a select number of clients. If you wait to contact me, you may find that I am booked solid.

The first step is to schedule a no obligation, complementary consultation. To do so, email Amy@AmyHartsough.com.

If you prefer, give me a call at (502) 592-1022. I'll pick up if I can. If I don't, please leave me a message and I will return your call within 1 business day. Please also let me know your time zone when you call.

My policy is to call you back as soon as I can.

Best,

Amy Hartsough, Owner
Amy Hartsough LLC