

## Raising charitable donations by using a portfolio of behavioral principles

Mary Dowes  
Address Line  
Zip Code

### Your Kindness Could be Doubled :)

Dear Mary,

Allow us introduce ourselves. We are the local animal shelter, providing refuge and shelter to animals in need.

Meet Max, who lost his home when his owners went back to work. Please help us support and care for Max till we find a new, permanent home for him!



Until the end of this month, we will match your gift of **\$25** or more! Thank you for making a difference in the lives of Max and other animals in our care!

To make your donation visit: [www.shelter90210.com/matching](http://www.shelter90210.com/matching)

Sincerely,  
Tara Zeyon

### Emotional Appeal

Giving donors an emotional reason to contribute

### Contribution Matching

Making sure donors' contributions count

### Personal Connection

Establishing and reinforcing a personal connection

### Concreteness

Providing donors with a clear and easy way to help