

# ASK FOR IT!

**A**sk and it will be given you. **S**eek and you will find. **K**nock and it will be opened unto you.

*Luke 11: 9*

*This newsletter is dedicated to the sharing of ideas and strategies for the funding and marketing of Lutheran Schools.  
Lutheran Schools Development Center – Robert Rogalski, President*

## *Writing For Dollars*

*\*(Third of a four part series)*

### *PART III – The Outside Envelope*

When you get something in the mail you have two choices, you can throw it away or you can open it. What motivates you to open a piece of mail? That is the same rationale you must be using as you design your outside envelope which is a premier piece of the appeal mail packet.

All of the time and attention placed on writing and designing the inside components (letter and remittance envelope) is worthless if they never see it.

In many cases the outside envelope is an after thought under the assumption your precious piece of mail, based upon your urgent need, will be opened because of its importance. In the real world the consumer needs to be tempted, prodded or teased into unwrapping the envelope.

Often the mail you open demonstrates personalization to you as an individual or family. The envelope addressed to Resident or affixed with a label is overlooked and often dumped. Keep it personal.

Key Points:

<b>Do</b>	<b>Don't</b>
Mail first class always if possible, especially to a target group	Bulk Mail - unless cost is a major factor remember personalize. If going bulk use bulk mail stamps
Use a commemoration stamp	Use postal meter machine
Write teaser on front: "Special student made gift inside"/ "Message of importance inside"	Leave the envelope blank and ordinary
Include bulky item: student made laminated bookmark	
Use window envelope - everyone opens their "bills"	
Update your address list by printing "Address Correction Requested"	Update your mailing list by failing to use ACR.
Use common outside envelope: #10 (4 1/8" by 9 1/2") or a monarch style envelope to attract attention because it's different	Use standard school envelope that is used for all other occasions
Use color somewhere	Keep it white and with black ink
Print name and address directly on envelope	Use a label

\*All three parts can be located at [www.lutheranschools.net](http://www.lutheranschools.net)

## #10 Outside Envelope

The diagram shows a rectangular envelope layout. On the left side, there are three horizontal lines representing a logo or teaser sentence. In the center, there are three horizontal lines representing the address. On the right side, there is a small square box representing a first class stamp. Lines connect these elements to their respective labels below the diagram.

Logo or teaser sentence

Address printed direct - no label

First Class Stamp  
(commemorative)

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### **Lutheran Schools Development Center**

Invites you to call Bob Rogalski, at no charge, for ideas and strategies in **Marketing** (building school enrollment) and **Funding** (annual fund).

### **Call Him!**

He has recently completed two books on the Annual Fund; *Where's the Money?* for K-12 schools and *Five Loaves and Two Fishes* for Early Childhood Centers. Both are available through the ELEA office.

He also "coaches" administrators in funding, planning and marketing.

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