

Create testimonials that  
impact others in less time  
and with less effort.

**do-it-yourself**  
**testimonial**  
**writing**

# How to Use Our Do-It-Yourself Testimonial Writing Package

A *proven* way to inspire philanthropy is by offering testimonials from others who have either given to or benefited from your organization. Testimonials spur potential donors to action by helping them visualize how they, too, can make a difference.

## How Can Stelter Help?

The Stelter Company's Testimonial Writing Package simplifies the process for you.

- 1** Use our **testimonial information form** to gather your donor/recipient background information as well as the donor's or recipient's contact information.
- 2** Provide the donor/recipient with the appropriate **questionnaire** and **cover letter** found in this packet. Please feel free to personalize the cover letter; the more personal you can make it, the better. This will let the donor/recipient know that you will be contacting him or her directly to set up an interview, as well as give the donor/recipient time to think about answers.
- 3** Make the call and conduct the interview using either our **sample donor questionnaire** or our **sample recipient questionnaire**. You should have enough information to write approximately 350 words.

## Sample Donor Cover Letter

Dear [Name],

I wanted to take a moment to say, "thank you." In the course of daily life, I'm not sure it gets said often enough. We at [organization name] truly appreciate your contributions to our mission. Because of your efforts, we've been able to send our message further, to create more awareness of our work.

I hope you'll allow us to make your contributions work even harder. We'd like to highlight you in a story in our [name of publication (or Web site pages)]. Your story will make a lasting impact on others, inspiring them to act on their own good intentions and leveraging your already useful gift into doing even more good.

To that end, I'm sending you a sample questionnaire. You don't need to fill out the answers, but please take the time to read through it and think about what you'd like to say about your legacy of caring. Within a few days, I will be calling you to set up a phone interview.

We expect your story to appear [issue date (or within a few weeks on our Web site)]. I'll be sure to let you know when you can expect to see it.

By recognizing you publicly, we hope to give you even more satisfaction from your generosity. If you have any questions or concerns, please don't hesitate to call.

Sincerely,

## Sample Donor Questionnaire

1. Please provide background information about yourself (name, family members, date of birth and any personal information you'd like to share).
2. How are you connected to [name of organization]?
3. How does [name of organization] make a difference in your life/community?
4. What motivated you to make a gift to [name of organization]?
5. What do you want to accomplish with this gift?
6. What specific event or circumstance prompted you to make a gift at this time?
7. What type of gift did you make? What were your reasons for choosing this particular type of gift?
8. Was the process of making this gift difficult or fairly easy? What made it so? Would you recommend that others make a similar gift?
9. How does this gesture make you feel? Have you been able to see the difference made by your gift or meet any of the recipients of the services you made possible? What comments can you make about that experience?

## Sample Recipient Cover Letter

Dear [Name],

We've found that one of the best ways to encourage enduring support for [organization name] is by showing people how their generosity can make a difference in the lives of others. I'm writing to ask your permission to highlight you in an article in our [name of publication (or Web site pages)], in which we would share your experiences with [organization name]. Your story will make a lasting impression on others, inspiring them to act on their own good intentions.

To that end, I'm sending you a sample questionnaire. You don't need to fill out the answers, but please take the time to read through it and think about what you'd like to say about how another's generosity helped you. Within a few days, I will be calling you to set up a phone interview.

We expect your story to appear [issue date (or within a few weeks on our Web site)]. I'll be sure to let you know when you can expect to see it.

If you have any questions or concerns, please don't hesitate to call.

Sincerely,

## Sample Recipient Questionnaire

1. Please provide background information about yourself (name, family members, date of birth and any personal information you'd like to share).
2. How are you connected to [name of organization]?
3. How were you chosen as the recipient of this gift? How did you find out about [name of organization]'s services?
4. How did you feel about this gift?
5. Do you know anything about the people who made this gift/these services possible? If so, what can you tell us about them?
6. Now that you've received this gift/these services, what are your goals?
7. What would you tell others who are considering making a gift to [name of organization]?

## Testimonial Information Form

**Publication Type:**

Issue

Include photo?

Donor or recipient name

Address

Phone

E-mail

Biographical information (age, occupation, etc.) and relevant background on donor or gift recipient

Details of gift received or service used (CRT, CGA, bequest, scholarship, etc.)

Anything you would like to stress in the story?

Anything you would like to say about the donor/recipient to include in the article?