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| How much money do you need to raise through this appeal? | What's the money for? | What happens if you don't raise any of the money? |
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| What happens if you do raise all the money? | Two words or phrases you want to use in your letter | Two words or phrases you're sick of using and want to avoid |
| | | |
| What was the first sentence of your previous appeal letter? | | |

Set a timer for 5 minutes and incorporate your responses above into one quick paragraph.
It doesn't have to be good, and you don't even need to form complete sentences. Once you have one paragraph to work with, you have text that you can edit, elaborate, and improve. This paragraph is your starting off point, and will eventually lead you to your appeal letter!