

Fundraising Copywriting Analysis Framework

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Classy

- 1) Check readability** using Microsoft Word, Grammarly, or another tool. The Flesch-Kincaid grade level should be between 5th – 8th grade. The Flesch Reading Ease Score ranges from 1 (hardest) to 100 (easiest). Your goal is to be 70+, and the higher score, the better.
- 2) Highlight instances of "I"** (in all its forms, singular and plural, including *me, my, mine, we, us, our*, etc.) Count your organization's name as a form of *I*. Then, in a different color, highlight the word "you" in all its forms. *You* should outnumber *I*.
- 3) Highlight jargon** (words or phrases that are not meaningful to general audiences) and abstractions (terms that are vague, not concrete). There should be very little of either.
- 4) Look for a specific call to action.** Without one, nothing else matters. Is the CTA repeated more than once?