

Fundraising Appeal

Proposed block-by-block structure for the LUkraine fundraising appeal e-mail, rendered at real width, with the rule behind every block.

Status: proposal – not yet built Width: 600 px Type: Raleway / DM Sans

Doc: 260908_LUK_Email-Blueprint_Fundraising-Appeal_EN v1.0

About the photographs. Every image below is a real LUkraine photograph taken from ukraine.org and used here only to show what the block does at real size. They are *examples*, *not the final artwork*: each carries a “replace” caption, and every one was chosen against the Dóchas Code of Conduct — work, participation and agency, never distress, no identifiable child. The Transactional template carries no image at all, and that is a decision, not an omission.

01 Fundraising Appeal

LUK_Fundraising-Appeal_EN_v1.0 DnD

House rule overrides sector advice. LUkraine's own narrative order is *Need* → *Response* → *Proof* → *Human impact* → *Trust* → *Opportunity* → *Action* — never problem → suffering → donate. The sector template that opens on the crisis and closes on the ask is *not* what this template does. Dignity rules (Dóchas) govern every image: rebuilding, work, participation — never distress.

1 One line that says what this asks for and why now — the inbox preview.



2 CAMPAIGN NAME · SEPTEMBER 2026

The outcome your gift makes possible



EXAMPLE IMAGE — REPLACE. LUkraine asbl. Chosen to show the work, not distress: no identifiable individuals, no staging. Dóchas Code of Conduct.

4 THE NEED

One paragraph. The concrete problem, with one figure that carries its year and its source. No adjectives doing the work of evidence.

5 OUR RESPONSE

What LUkraine actually does about it — the operation, not the intention.

6 PROOF

2,000+

tonnes of aid delivered

3,000+

medical evacuations

100+

rescue vehicles

Cumulative since 2022. Source: LUkraine asbl. Every figure keeps its “+” and its period.

7 ONE HUMAN IMPACT MOMENT

One person, one situation, told in their own words where possible.
Exactly one per email — a second one cancels the first.



EXAMPLE IMAGE – REPLACE. Europe Day, Luxembourg. LUkraine asbl. Adults, participating, agency in the frame – informed consent required before any reuse.

8 TRUST — STATED WITH FACTS

Public-utility status by grand-ducal decree of 22 May 2023 ·
external audit by BDO, unqualified opinion on the 2025 accounts ·
published governance. No adjectives.

9 THE OPPORTUNITY

€__ impact backed by a source row id	€__ impact backed by a source row id	€__ impact backed by a source row id
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Amounts and equivalences are set per campaign, never reused and never invented. A rung with no source row id ships blank.

10

Give now

One ask. One button. No competing CTA anywhere above it.

11 Monthly giving line — one sentence, secondary weight. Recurring donors are the retention argument, not a second ask.

12 Deductibility, conditional and checked against the ACD list before it is written: “Your donations are deductible...”, never “every donation is deductible”. Arts. 109 and 112 LIR, €120 aggregate minimum per year.

13 LUKraine asbl · R.C.S. Luxembourg F9931 · 33, Bvd Prince Henri, L-1724 Luxembourg
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1 Preheader

The ask in human terms, not a teaser. It is the second subject line.

2 Eyebrow + headline

The headline names the **outcome**, not the crisis. Campaign name and month sit above it so the archive is readable.

3 Hero photograph **DÓCHAS**

Informed consent; agency in the frame; no identifiable child without guardian consent. No consented image → drop the block and run an editorial layout. Never a stock photo of distress.

4 Need

One paragraph, one sourced figure with its year. Beneficiary impact, never the organisation's finances.

5 Response

What we do, concretely. This is the block the sector template usually omits and the one that separates an appeal from a plea.

6 Proof **3–7 KPIS**

Verified figures only, each with its period. A “+” stays a “+”. Source note inside the block, not in the footer.

7 Human impact **ONE ONLY**

One story per email. The rule is the house rule, not a preference.

8 Trust

Grand-ducal decree of 22 May 2023 · BDO unqualified opinion on 2025 · governance. Facts, never adjectives.

9 Amount ladder **NEVER INVENT**

Set per campaign in the briefing. Never a cost-per-beneficiary without a source row id; a rung without one ships blank.

10 **Action**

A single ask, a single button, one project, one amount, one next step.

11 **Monthly giving nudge**

Secondary weight. 71% of monthly donors are still active at 12 months against 24% of new one-off donors (M+R Benchmarks 2026) — that is why it is here and why it is small.

12 **Deductibility** CHECK ACD

Conditional wording only, verified against the ACD list before each send.

13 **Legal footer**

Art. 20(1) of the law of 7 August 2023 on asbl. Art. 20(2) makes the signatory personally liable if it is missing.

Legal basis: consent. This template goes only to contacts with MarketingOptIn = Y. A donation request is direct prospecting under art. 11(1) of the amended law of 30 May 2005.

Where each rule comes from

RULE	SOURCE	STATUS
Narrative order Need → Response → Proof → Human impact → Trust → Opportunity → Action; one human-impact moment; concrete ask; trust stated with facts	LUkraine Visual Communication System (house rule)	Verified
Dóchas Code of Conduct on Images and Messages; impact is not suffering	LUkraine Visual Communication System	Verified
Never invent a cost-per-beneficiary; a “+” stays a “+”; every figure carries its period	LUkraine data-integrity rules	Verified
One ask per email; specific amounts tied to outcomes; brief body, detail on the landing page; signed by a person	Bloomerang, 10 steps to a successful fundraising email	Verified 8 Sep 2026
Emergency appeal: urgency first, beneficiary impact never organisational shortfall, one story, restate the ask, stay brief and honest	Get Fully Funded, 9-point emergency appeal template	Verified 8 Sep 2026
Donation request = direct prospecting, art. 11(1); three lists, three legal bases; transactional survives a marketing objection only if it carries no ask	Amended law of 30 May 2005 art. 11; WP29 Opinion 5/2004 §3.3; CNPD	Verified
Legal block in every send; signatory personally liable if missing	Law of 7 August 2023 on asbl, art. 20(1)–(2)	Verified
Deductibility: ACD list, €120 aggregate minimum, 20% cap	Arts. 109 and 112 LIR	Verified · re-check the ACD list before each send
2,000+ tonnes of aid · 3,000+ medical evacuations · 100+ rescue vehicles, cumulative since 2022	LUkraine asbl, as recorded in the approved press template	Verified
Public-utility status, grand-ducal decree of 22 May 2023 · BDO unqualified opinion on the 2025 accounts	LUkraine Visual Communication System	Verified
71% of monthly donors still active at 12 months vs 24% of new one-off donors	M+R Benchmarks 2026, fundraising	Verified

RULE	SOURCE	STATUS
Amount ladder values and equivalences for a specific campaign	—	To verify · set per campaign in the briefing

LUkraine asbl · R.C.S. Luxembourg F9931 · 33, Boulevard Prince Henri, L-1724 Luxembourg · LUkraine.org
Prepared 8 September 2026. Proposal for approval by the Operations Director. Figures carry their source and period; anything unsourced is marked [To verify].