

Rapid Response

Proposed block-by-block structure for the LUkraine rapid-response e-mail, built to be filled in twenty minutes.

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

Doc: 260908_LUK_Email-Blueprint_Rapid-Response_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.

03 Rapid Response

LUK_Rapid-Response_EN_v1.0 DnD

Built to be filled in twenty minutes. Every block is short, and the structure carries the discipline the moment does not allow: dated facts before interpretation, what we are doing before what we need, and an accountability line that commits to reporting back. *Urgency comes from the facts, not from the typography.* The template must also survive being sent when there is no ask at all — a situation update with the ask blocks removed.

1 What happened, where, and when — in one line.



2 URGENT UPDATE · 8 SEPTEMBER 2026, 14:00 CET

3 What happened, stated as a fact

4 THE SITUATION

Three to five dated facts. Each one carries its source and the time it was verified. Nothing that has not been confirmed goes above this line.

Anything unconfirmed is labelled as such, or it does not appear.

5 WHAT WE ARE DOING RIGHT NOW

Present tense, concrete, already under way. This block comes **before** the ask — always.



EXAMPLE IMAGE – REPLACE. One image maximum, and only if it is from this operation and this week. An old photograph in an emergency update is a credibility risk.

6 WHAT IS NEEDED

One need, named precisely. Money, or goods, or hands — not all three.

7

Help now

Removable. With blocks 6 and 7 deleted the template becomes a pure situation update.

8 HOW WE WILL REPORT BACK

What we will publish, and when. The block that makes the next emergency appeal credible.

9 Next update: date and channel. Press contact for journalists — **a link, not a second ask.**

10 LUkraine asbl · R.C.S. Luxembourg F9931 · 33, Bvd Prince Henri, L-1724 Luxembourg
Update preferences · Unsubscribe

1 Preheader

What, where, when. No teaser language in an emergency.

2 Timestamp bar

Date and time, CET. In a fast-moving situation an undated update is worthless within hours.

3 Headline

The fact. No adjectives, no “devastating”, no “unprecedented”.

4 Situation **DATED FACTS**

Three to five, each sourced and time-stamped. Unconfirmed information is labelled or omitted.

5 What we are doing

Before the ask. An organisation asking before acting reads as opportunism.

6 What is needed

One need only. Never the organisation's own financial shortfall — beneficiary impact only.

7 **Action** **REMOVABLE**

Delete 6 and 7 and the template is a situation update that can go to the press list without becoming prospecting.

8 **Accountability**

What we will publish and when. This is what makes the second appeal work.

9 **Next update + press contact**

Sets the cadence so people stop refreshing social media.

10 **Legal footer**

Art. 20(1) block.

Two legal bases, one template. With the ask: consent, marketing list only. Without the ask: legitimate interest, and it may go to the press list — but the two versions must never be sent to the same list on the same basis.

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

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Prepared 8 September 2026. Proposal for approval by the Operations Director. Figures carry their source and period; anything unsourced is marked [To verify].