

**EXAMPLE: APPEAL INSTRUCTION FORM with Multiple Ask Strings**

**Appeal Name and Date:** Sept 2010 Annual Appeal

**Data File & Counts:** 1,976 domestic; 278 foreign

**Run NCOA:** Yes

**Dedupe Instructions:** No dedupe required

**Seed Information:** 3 seeds sent by separate e-mail

**Salutation Field Name:** 'Primary Salutation'

**Signature in Letter or Provided Separately:** 2 signatures provided separately; see e-mailed instructions.

**Appeal Letter and Remit Variations:**

File Name, Tab Name or Field Code	Letter Version or Letter File Name; or text string file name	Reply Version or Reply File Name; or text string file name
NEVERS.xlsx	NEVERS.docx	Annual.docx
LYBUNTS.xlsx	LYBUNTS.docx	Annual.docx
SYBUNTS.xlsx	SYBUNTS.docx	Annual.docx
LEADERSHIP.xlsx	LEADERSHIP.docx	Leadership.docx

**Or: Describe field codes or files and corresponding text strings**

**Appeal Contents:** personalized Letter-3 versions, personalized Remit Form 2-versions, and #9.

Leadership letter has additionally the Leadership Circle Gala Invitation buckslip.

**Name of Field in Excel File with Ask Amount, Previous Amount or Ask String Code:** 'Ask Amount'

**Ask String Table:**

Previous Gift Field Amount within Range	1 <sup>st</sup> Value	2 <sup>nd</sup> Value	3 <sup>rd</sup> Value
\$0	\$25	\$50	\$75
\$1-\$25	Ask amount	\$50	\$75
\$26-\$50	Ask amount	\$75	\$100
\$51-\$75	Ask amount	\$100	\$250
\$76-\$100	Ask amount	\$250	\$500
\$101-\$200	Ask amount	\$500	\$1,000
\$201-\$300	Ask amount	\$500	\$1,000
\$301-500	Ask amount	\$750	\$1,000
\$501-750	Ask amount	\$1,000	\$2,000
\$751-1,000	Ask amount	\$1,500	\$2,500
\$1,001 – 2,000	Ask amount	\$3,000	\$5,000
\$2,001 - \$3,500	Ask amount	\$5,000	\$10,000
\$3,501 - \$5,000	Ask amount	\$7,500	\$10,000
\$5,001 - \$10,000	Ask amount	\$15,000	\$20,000