

Basic appeal template

Reader,

Did you see our recent story called [STORY TITLE]?

Through our reporting, we found [STORY DESCRIPTION].

- Big detail #1
- Big detail #2
- Big detail #3

[DISPLAY TO CURRENT MEMBERS] *This type of reporting is made possible by members like you. Thank you so much for supporting this service. If you'd like to make an additional donation, click [here](#).*

Button: Click here to read the full story

[DISPLAY TO NON-MEMBERS] *Reporting like this is made possible by people like you. Will you support the work we're doing and make a donation today?*

Button: Yes, I support the work you're doing!

Thank you for reading,

News organization leader

Title

Organization Name