

August 4, 2011

Dear Prospective Client:

I write you today to recommend Neil Sagebiel as a writer for your organization. Over the past two years I had the pleasure of working with Neil on our fundraising creative and there is no writer I would recommend to others before Neil.

Neil began freelance writing for the University of Delaware (UD) in the fall of 2009. At that time we had a growing direct mail program. Neil's involvement helped take our program to another level.

In Neil's first year working with UD he wrote nearly every direct mail piece we produced, including letters from our Director of Annual Giving, our Vice President for Development, multiple college deans, the President and even our Board of Trustees. Neil's first year working for UD helped take our direct mail fundraising from \$1.61 million to \$2.09 million, which is an increase of nearly 30%. This is really saying something considering the economic climate during this fiscal year and the subsequent drop in gifts to non-profit organizations.

I must truly commend Neil on his tremendous ability to learn and understand the University of Delaware. When Neil started working for UD he had to learn our strengths and what made our institution unique. Neil did extensive research to be able to sell UD to our prospective donors and our results show the fruits of his labor.

In addition to Neil's ability to research our institution and write in the appropriate tone for the author, he has the ability to speak directly to his target audiences. Neil is able to take very complex, multiple segment/audience pieces and turn them into excellent creative that really speak directly to the segmented, target audience.

Neil is a fantastic writer and he will be a true asset to your team.

If you have any questions about this letter or anything else please do not hesitate to contact me directly.

Best Regards,

David R. Morris
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