

Fundraising

Figure three: The devil is in the detail

This is a common English saying meaning that detail is an important and difficult matter. Look at the following short extracts from these supporting letters and spot the mistake. There is one mistake in each letter.

Mrs Hope Dolittle
Senior Grants Manager
Faith Communities Capacity Building Fund
Office of the Third Sector
35 Great Smith Street
London
SW1P 3BQ

Dear Sir

Mr Nollisen
Clerk to the Trustees
Trust for London
6 Middle Street
London
EC1A 7PH

Dear Mr Lissen

Mr Nollisen
Clerk to the Trustees
Trust for London
6 Middle Street
London
EC1A 7PH

Dear Mr Nollisen

The London Livelihood Fund has always been a supporter of our organisation. We are grateful for the support we have had in the past and hope that you can consider this application for further funding.

Mistake number one is: Dear sir (addressed to Mrs)

Mistake number two is: Dear Mr Lissen (addressed to Mr T U Nollisen)

Mistake number three is: The funder in the address is not the same as the funder in the main letter. This is a serious mistake!

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