

# Direct Mail Checklist for Heatwave Awareness

## Provide informative resources:

- Share brochures or pamphlets that explain the dangers of extreme heat.
- Offer guidance on recognizing heat-related illnesses.
- Provide tips for staying cool and hydrated.
- Tailor the information to each recipient's region.

## Share personal stories:

- Feature narratives of individuals who have experienced the devastating effects of extreme heat.
- Highlight the resilience and determination of individuals who have taken proactive steps to mitigate the risks.

## Offer practical tips:

- Include wallet-sized cards or magnets with simple yet effective suggestions for staying cool.
- Share information about local cooling centers and public places where people can escape the heat.
- Provide hydration reminders, tips for creating shade, and emergency contact information.

## Highlight the real-time impact of donations:

- Show donors how their donations are being used to help people stay safe during heatwaves.

## Personalize your outreach:

- Address your donors by name.
- Tailor your message to their interests and needs.

## Use clear and concise language:

- Your message should be easy to understand and should not be too long.

## Use visuals:

- Images and infographics can help to break up your text and make your message more visually appealing.

## Use a call to action:

- Tell your donors what you want them to do, whether it's donating money, volunteering their time, or simply spreading the word about heatwave awareness.