


Creating Content for an eAppeal

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This guide will show how to create the CONTENT for a fundraising email, also known as an eAppeal, or just Appeal.

This is the second step of a three-part process; please see [Posting an Event for Email on Basecamp](#) and [Putting Together a Targeted Email](#) for guides to steps one and three.



Create_an_eAppeal_Message.pptx