

PROOFING CHECKLIST

Please check all aspects of proof for accuracy including, but not limited to, the items listed below.

CUSTOMIZATION:

- Date is complete and correct (pay special attention to year)
- Consistently indented paragraphs
- Adequate font size (13pt recommended for letter copy)
- Quality images are uploaded
- Captions are complete
- Content does not exceed extend into no-print zone.
- Spell check complete (pay special attention to names & numbers)
- Punctuation is correct
- Bold, italic, underline is correct

RECIPIENT LIST:

- Make sure there are no duplicate records in your file.
- If there are people in your org who want to see pieces, be sure to include them.
- Include an Appeal Code to make analysis easier.
- Make sure the Donor ID is accurate to ensure easy gift entry.

FINAL PROOF REVIEW:

- Review longest name from recipient list
- Review shortest name from your recipient list
- Review gift string values.
- Review unusual addresses.
- All spacing is correct
- All colors are correct

**AppealMaker® is not responsible for checklist items that are not included on this document.*