

Appendix 1

96 examples of directives in the imperative form (analysed in section 3.1.1)

Organisation	Directives
Mercy for Animals	<p>[1] <i>'Light the Way to a Brighter Future'</i></p> <p>[2] <i>'Click here'</i></p> <p>[3] <i>'Select Your Donation Amount'</i></p> <p>[4] <i>'Donate Stock with Overflow'</i></p>
The Donkey Sanctuary	<p>[5] <i>'Make a difference today'</i></p> <p>[6] <i>'Donate monthly'</i></p> <p>[7] <i>'Donate once'</i></p> <p>[8] <i>'Give relief to suffering donkeys'</i></p> <p>[9] <i>'Pledge a regular gift today'</i></p> <p>[10] <i>'But there is still much more to do – please give what you can today'</i></p> <p>[11] <i>'While every penny is vital, please only give what you can afford'</i></p> <p>[12] <i>'Donate in memory'</i></p> <p>[13] <i>'Pay tribute to the life of someone special by remembering them in aid of donkeys in need'</i></p> <p>[14] <i>'Make a major gift'</i></p> <p>[15] <i>'Donate by community fundraising'</i></p> <p>[16] <i>'Leave a gift in your will'</i></p> <p>[17] <i>'Donate by cheque, post, or phone'</i></p> <p>[18] <i>'To make a donation by cheque, please make your cheque payable to "The Donkey Sanctuary" and send to:'</i></p> <p>[19] <i>'Please send donations to the address above'</i></p>

	[20] <i>'Alternatively, call our number to make a donation by phone'</i>
Children International	<p>[21] <i>'Give a gift'</i></p> <p>[22] <i>'Change a life'</i></p> <p>[23] <i>'Make a charitable donation to help children in poverty'</i></p> <p>[24] <i>'Give today'</i></p> <p>[25] <i>'Give with confidence'</i></p> <p>[26] <i>'Make a recurring gift to our mission'</i></p> <p>[27] <i>'Double the impact of your gift'</i></p> <p>[28] <i>'See if your company is on the list'</i></p> <p>[29] <i>'Help fund one of our many programs that will transform the lives of children in poverty below'</i></p> <p>[30] <i>'Give to support our mission'</i></p> <p>[31] <i>'Help build a community centre'</i></p> <p>[32] <i>'Invest in the future of our kids by supporting our current community centre project'</i></p> <p>[33] <i>'Help provide a holiday gift for children in poverty'</i></p> <p>[34] <i>'Donate'</i></p> <p>[35] <i>'Donate noncash assets like stocks, crypto or DAF'</i></p> <p>[36] <i>'Create meaningful change for children, families and their communities across the globe when you make a noncash gift of stock, a donation from a donor-advised fund (DAF) or cryptocurrency'</i></p> <p>[37] <i>'See how to donate your noncash assets!'</i></p>

UNICEF UK	<p>[38] <i>'Make a donation'</i></p> <p>[39] <i>'Donate now'</i></p> <p>[40] <i>'Donate...'</i></p> <p>[41] <i>'...and keep a child safe'</i></p>
Macmillan Cancer Support	<p>[42] <i>'Donate to Macmillan'</i></p> <p>[43] <i>'Help us do whatever it takes, because we've never been needed more'</i></p> <p>[44] <i>'Make a single donation'</i></p> <p>[45] <i>'Set up a regular donation'</i></p> <p>[46] <i>'Pay in money from your collection'</i></p> <p>[47] <i>'Please visit our Ways to Donate page to find other options to suit you, such as donating over the phone, via post or from overseas'</i></p>
Breast Cancer Now	<p>[48] <i>'Donate'</i></p> <p>[49] <i>'Make a single donation'</i></p> <p>[50] <i>'Make a regular donation'</i></p> <p>[51] <i>'Pay in your fundraising'</i></p> <p>[52] <i>'Donate £10'</i></p> <p>[53] <i>'Donate £30'</i></p> <p>[54] <i>'Donate £50'</i></p> <p>[55] <i>'Choose your own amount'</i></p> <p>[56] <i>'Set amount'</i></p> <p>[57] <i>'Donate now'</i></p> <p>[58] <i>'Play the Weekly Lottery'</i></p> <p>[59] <i>'Leave a gift in your will'</i></p> <p>[60] <i>'Donate in memory of a loved one'</i></p> <p>[61] <i>'Donate by post or phone'</i></p> <p>[62] <i>'Download our donation form and return it with payment to the address below'</i></p>

	[63] <i>'Please don't send cash through the post, call our number to discuss how to donate cash'</i>
London Wildlife Trust	[64] <i>'Make a one-off donation'</i> [65] <i>'Donate now'</i> [66] <i>'Join now'</i> [67] <i>'Boost your membership donation by 25% at no extra cost to you...'</i> [68] <i>'Complete gift aid form'</i>
Marine Conservation Society	[69] <i>'Make a donation to protect the ocean'</i> [70] <i>'Please make a donation today – for a healthier ocean and a healthier planet'</i> [71] <i>'Enter your own amount'</i> [72] <i>'Donate now'</i> [73] <i>'Help the ocean combat the climate crisis'</i>
UNHCR, The UN Refugee Agency	[74] <i>'Help families forced to flee'</i> [75] <i>'Choose your own amount'</i> [76] <i>'Choose your currency'</i> [77] <i>'Donate'</i> [78] <i>'Consider making a monthly donation'</i> [79] <i>'Please give what you can to help refugee families rebuild their lives'</i> [80] <i>'To set up a recurring donation, please choose the Monthly option in the form'</i>

<p>Alzheimer's Society</p>	<p>[81] <i>'Donate now'</i></p> <p>[82] <i>'Pay in fundraising'</i></p> <p>[83] <i>'Send in money from a fundraising activity'</i></p> <p>[84] <i>'Donate by post'</i></p> <p>[85] <i>'Send us your cheques or postal orders'</i></p> <p>[86] <i>'Donate by phone'</i></p> <p>[87] <i>'Give us a call to donate by phone'</i></p> <p>[88] <i>'Donate £12'</i></p> <p>[89] <i>'Pay for a companion to call to someone who is feeling alone and isolated'</i></p> <p>[90] <i>'Donate £30'</i></p> <p>[91] <i>'Pay for two hours of expert guidance from a Dementia Adviser – providing much needed support'</i></p> <p>[92] <i>'Donate £50'</i></p> <p>[93] <i>'Pay for a half day of research by a PhD student, funding the breakthroughs of tomorrow'</i></p> <p>[94] <i>'Leave a gift in your will to Alzheimer's Society'</i></p> <p>[95] <i>'...and help end the devastation of dementia for future generations.'</i></p> <p>[96] <i>'Visit our shop'</i></p>
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Appendix 2

52 examples of directives in the declarative form (analysed in section 3.1.2)

Organisation	Directives
Mercy for Animals	[1] <i>'With your gift today, you can help light the way to a better world.'</i>
The Donkey Sanctuary	<p>[2] <i>'£4 a month can help pay for bandages and dressings to ease painful wounds and sores.'</i></p> <p>[3] <i>'£6 a month can help us rescue donkeys from suffering and neglect when they are most in need.'</i></p> <p>[4] <i>'£10 a month can help deliver first aid kits and training to donkey owners.'</i></p> <p>[5] <i>'£10 can help pay for feed packed full of essential nutrients aiding the recovery of rescued donkeys.'</i></p> <p>[6] <i>'£20 can help deliver first aid kits and training to donkey owners so suffering donkeys can receive vital treatments.'</i></p> <p>[7] <i>'£50 can help pay for the lifelong care of rescued donkeys, giving them safety and security for the rest of their lives.'</i></p> <p>[8] <i>'But you can help.'</i></p>
Children International	<p>[9] <i>'Your gift helps kids on the path out of poverty, creating a ripple effect that impacts generations.'</i></p> <p>[10] <i>'From making a lasting difference in one child's life to uplifting a community of thousands, this is your chance to make the world a better place.'</i></p>

	<p>[11] <i>'Your gift provides critical programs and creates hope for kids living in poverty.'</i></p> <p>[12] <i>'Your investment helps more young people break the cycle of poverty through workforce development.'</i></p> <p>[13] <i>'Your gift helps families with some of their most urgent needs, such as food and education expenses.'</i></p> <p>[14] <i>'Your gift provides critical support for children who are waiting for sponsors.'</i></p>
<p>UNICEF UK</p>	<p>[15] <i>'Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to us today will be used to help keep a child safe.'</i></p> <p>[16] <i>'The donation you pledge today could help save a child who might otherwise have died of malaria, cholera or typhoid.'</i></p> <p>[17] <i>'Whatever support you decide to give, you will be helping us to make a more child-friendly world for every child.'</i></p> <p>[18] <i>'When you set up a regular donation, you become part of that long-term work to keep the world's most vulnerable children safe.'</i></p> <p>[19] <i>'For example, by donating £18 monthly, you could protect 100 children against tuberculosis – for life.'</i></p> <p>[20] <i>'Even a small monthly donation of £7 could help provide life-saving rehydration salts to treat 23 children.'</i></p>

	<p>[21] <i>'A donation of £39 could help keep health workers protected in situations where they may be at risk.'</i></p> <p>[22] <i>'If you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line.'</i></p>
Macmillan Cancer Support	<p>[23] <i>'You can make a one-off donation today, as an individual or on behalf of an organisation.'</i></p> <p>[24] <i>'You can make a regular donation either monthly or annually by setting up a Direct Debit.'</i></p> <p>[25] <i>'You can pay in the money you have collected or fundraised as a group.'</i></p>
Breast Cancer Now	<p>[26] <i>'Your donation will help to make sure the world-class research taking place in our labs and the life-changing care and support we provide to those who so desperately need it continues.'</i></p> <p>[27] <i>'If we act now, we can create a future where everyone who develops breast cancer lives – and is supported to live well.'</i></p> <p>[28] <i>'Your donation will help to provide support for today and hope for the future.'</i></p>
London Wildlife Trust	<p>[29] <i>'Your help is needed now more than ever to protect our wildlife.'</i></p> <p>[30] <i>'Every penny helps protect wildlife in our city.'</i></p> <p>[31] <i>'It's through the generosity of people like you that London Wildlife Trust is able</i></p>

	<p><i>to continue to give wildlife a voice, to nurture 36 reserves, and inspire people to take action for wildlife.’</i></p> <p>[32] <i>‘Your donation today will go to help London’s wildlife, wherever it’s needed most.’</i></p> <p>[33] <i>‘If you would prefer to support London Wildlife Trust with a regular donation, you can become a member.’</i></p> <p>[34] <i>‘You can also donate by post’</i></p> <p>[35] <i>‘Alternatively you can donate by phone’</i></p>
<p>Marine Conservation Society</p>	<p>[36] <i>‘Your support will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.’</i></p> <p>[37] <i>‘You can choose from pre-set amounts (£30, £50, £100)’</i></p>
<p>UNHCR, The UN Refugee Agency</p>	<p>[38] <i>‘One-off donation: Your gift will help assist and protect people around the world who’ve been forced to flee.’</i></p> <p>[39] <i>‘Monthly donations help assist more families forced to flee.’</i></p> <p>[40] <i>‘By making a regular gift to UNHCR, you can provide refugees and displaced people worldwide with ongoing relief, protection, and hope for a better future.’</i></p> <p>[41] <i>‘With your help, UNHCR, the UN Refugee Agency can give refugees what we’d want for ourselves and our loved ones.’</i></p>

	<p>[42] <i>'But we can't do it without your support.'</i></p> <p>[43] <i>'US \$385 can provide a fuel-based heating appliance to help a family in Ukraine keep their home warm.'</i></p> <p>[44] <i>'US \$220 can provide a vulnerable family in Yemen with cash assistance to meet their basic needs for a month.'</i></p> <p>[45] <i>'US \$111 can provide a kit of core relief items such as blankets, jerry-can, bucket, mosquito net, and kitchen set to a family in Mozambique'</i></p> <p>[46] <i>'By choosing to give a regular donation, you will be helping UNHCR to plan ahead and invest in long-term projects to improve the lives of the refugees.'</i></p> <p>[47] <i>'Monthly donations allow UNHCR to respond to emergencies when a crisis occurs.'</i></p> <p>[48] <i>'You can always update your donations by contacting our Donor Care team'</i></p> <p>[49] <i>'Your money helps UNHCR provide protection, shelter and other forms of assistance, and advocacy on behalf of displaced and stateless people every year.'</i></p>
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Alzheimer’s Society	<p>[50] <i>‘Your donation will get us one step closer to a world where dementia no longer devastates lives.’</i></p> <p>[51] <i>‘Your donation will fund vital support and life-changing research to give help and hope to someone living with dementia.’</i></p> <p>[52] <i>‘Every purchase you make helps fund our vital work.’</i></p>
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Appendix 3

3 examples of directives in the interrogative form (analysed in section 3.1.3)

Organisation	Directives
Mercy for Animals	[1] <i>‘Will you help build this bright future?’</i>
Marine Conservation Society	[2] <i>‘Will you support us?’</i>
Alzheimer’s Society	[3] <i>‘Will you vow to support someone with dementia today?’</i>

Appendix 4

Function of directives in the imperative form

Function	Directives
<p>Polite request</p>	<p>[1] <i>'Light the Way to a Brighter Future'</i> [4] <i>'Donate Stock with Overflow'</i> [5] <i>'Make a difference today'</i> [8] <i>'Give relief to suffering donkeys'</i> [9] <i>'Pledge a regular gift today'</i> [10] <i>'But there is still much more to do – please give what you can today'</i> [11] <i>'While every penny is vital, please only give what you can afford'</i> [12] <i>'Donate in memory'</i> [13] <i>'Pay tribute to the life of someone special by remembering them in aid of donkeys in need'</i> [14] <i>'Make a major gift'</i> [15] <i>'Donate by community fundraising'</i> [16] <i>'Leave a gift in your will'</i> [21] <i>'Give a gift'</i> [22] <i>'Change a life'</i> [23] <i>'Make a charitable donation to help children in poverty'</i> [25] <i>'Give with confidence'</i> [26] <i>'Make a recurring gift to our mission'</i> [27] <i>'Double the impact of your gift'</i> [29] <i>'Help fund one of our many programs that will transform the lives of children in poverty below'</i> [30] <i>'Give to support our mission'</i></p>

	<p>[31] <i>'Help build a community centre'</i></p> <p>[32] <i>'Invest in the future of our kids by supporting our current community centre project'</i></p> <p>[33] <i>'Help provide a holiday gift for children in poverty'</i></p> <p>[35] <i>'Donate noncash assets like stocks, crypto or DAF'</i></p> <p>[36] <i>'Create meaningful change for children, families and their communities across the globe when you make a noncash gift of stock, a donation from a donor-advised fund (DAF) or cryptocurrency'</i></p> <p>[38] <i>'Make a donation'</i></p> <p>[40] <i>'Donate...'</i></p> <p>[41] <i>'...and keep a child safe'</i></p> <p>[42] <i>'Donate to Macmillan'</i></p> <p>[43] <i>'Help us do whatever it takes, because we've never been needed more'</i></p> <p>[44] <i>'Make a single donation'</i></p> <p>[45] <i>'Set up a regular donation'</i></p> <p>[46] <i>'Pay in money from your collection'</i></p> <p>[47] <i>'Please visit our Ways to Donate page to find other options to suit you, such as donating over the phone, via post or from overseas'</i></p> <p>[48] <i>'Donate'</i></p> <p>[49] <i>'Make a single donation'</i></p> <p>[50] <i>'Make a regular donation'</i></p> <p>[51] <i>'Pay in your fundraising'</i></p> <p>[58] <i>'Play the Weekly Lottery'</i></p>
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	<p>[59] <i>'Leave a gift in your will'</i></p> <p>[60] <i>'Donate in memory of a loved one'</i></p> <p>[64] <i>'Make a one-off donation'</i></p> <p>[66] <i>'Join now'</i></p> <p>[67] <i>'Boost your membership donation by 25% at no extra cost to you...'</i></p> <p>[68] <i>'Complete gift aid form'</i></p> <p>[69] <i>'Make a donation to protect the ocean'</i></p> <p>[70] <i>'Please make a donation today – for a healthier ocean and a healthier planet'</i></p> <p>[73] <i>'Help the ocean combat the climate crisis'</i></p> <p>[74] <i>'Help families forced to flee'</i></p> <p>[78] <i>'Consider making a monthly donation'</i></p> <p>[79] <i>'Please give what you can to help refugee families rebuild their lives'</i></p> <p>[82] <i>'Pay in fundraising'</i></p> <p>[83] <i>'Send in money from a fundraising activity'</i></p> <p>[89] <i>'Pay for a companion to call to someone who is feeling alone and isolated'</i></p> <p>[91] <i>'Pay for two hours of expert guidance from a Dementia Adviser – providing much needed support'</i></p> <p>[93] <i>'Pay for a half day of research by a PhD student, funding the breakthroughs of tomorrow'</i></p> <p>[94] <i>'Leave a gift in your will to Alzheimer's Society'</i></p> <p>[95] <i>'...and help end the devastation of dementia for future generations.'</i></p>
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	[96] <i>'Visit our shop'</i>
Instruction	<p>[2] <i>'Click here'</i></p> <p>[3] <i>'Select Your Donation Amount'</i></p> <p>[6] <i>'Donate monthly'</i></p> <p>[7] <i>'Donate once'</i></p> <p>[17] <i>'Donate by cheque, post, or phone'</i></p> <p>[18] <i>'To make a donation by cheque, please make your cheque payable to "The Donkey Sanctuary" and send to:'</i></p> <p>[19] <i>'Please send donations to the address above'</i></p> <p>[20] <i>'Alternatively, call our number to make a donation by phone'</i></p> <p>[24] <i>'Give today'</i></p> <p>[28] <i>'See if your company is on the list'</i></p> <p>[34] <i>'Donate'</i></p> <p>[37] <i>'See how to donate your noncash assets!'</i></p> <p>[39] <i>'Donate now'</i></p> <p>[52] <i>'Donate £10'</i></p> <p>[53] <i>'Donate £30'</i></p> <p>[54] <i>'Donate £50'</i></p> <p>[55] <i>'Choose your own amount'</i></p> <p>[56] <i>'Set amount'</i></p> <p>[57] <i>'Donate now'</i></p> <p>[61] <i>'Donate by post or phone'</i></p> <p>[62] <i>'Download our donation form and return it with payment to the address below'</i></p> <p>[63] <i>'Please don't send cash through the post, call our number to discuss how to donate cash'</i></p>

	<p>[65] <i>'Donate now'</i></p> <p>[71] <i>'Enter your own amount'</i></p> <p>[72] <i>'Donate now'</i></p> <p>[75] <i>'Choose your own amount'</i></p> <p>[76] <i>'Choose your currency'</i></p> <p>[77] <i>'Donate'</i></p> <p>[80] <i>'To set up a recurring donation, please choose the Monthly option in the form'</i></p> <p>[81] <i>'Donate now'</i></p> <p>[84] <i>'Donate by post'</i></p> <p>[85] <i>'Send us your cheques or postal orders'</i></p> <p>[86] <i>'Donate by phone'</i></p> <p>[87] <i>'Give us a call to donate by phone'</i></p> <p>[88] <i>'Donate £12'</i></p> <p>[90] <i>'Donate £30'</i></p> <p>[92] <i>'Donate £50'</i></p>
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Appendix 5

Function of directives in the declarative form

Function	Directives
<p>Suggestion</p>	<p>[1] <i>'With your gift today, you can help light the way to a better world.'</i></p> <p>[2] <i>'£4 a month can help pay for bandages and dressings to ease painful wounds and sores.'</i></p> <p>[3] <i>'£6 a month can help us rescue donkeys from suffering and neglect when they are most in need.'</i></p> <p>[4] <i>'£10 a month can help deliver first aid kits and training to donkey owners.'</i></p> <p>[5] <i>'£10 can help pay for feed packed full of essential nutrients aiding the recovery of rescued donkeys.'</i></p> <p>[6] <i>'£20 can help deliver first aid kits and training to donkey owners so suffering donkeys can receive vital treatments.'</i></p> <p>[7] <i>'£50 can help pay for the lifelong care of rescued donkeys, giving them safety and security for the rest of their lives.'</i></p> <p>[8] <i>'But you can help.'</i></p> <p>[9] <i>'Your gift helps kids on the path out of poverty, creating a ripple effect that impacts generations.'</i></p> <p>[10] <i>'From making a lasting difference in one child's life to uplifting a community of thousands, this is your chance to make the world a better place.'</i></p>

[11] *'Your gift provides critical programs and creates hope for kids living in poverty.'*

[12] *'Your investment helps more young people break the cycle of poverty through workforce development.'*

[13] *'Your gift helps families with some of their most urgent needs, such as food and education expenses.'*

[14] *'Your gift provides critical support for children who are waiting for sponsors.'*

[15] *'Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to us today will be used to help keep a child safe.'*

[16] *'The donation you pledge today could help save a child who might otherwise have died of malaria, cholera or typhoid.'*

[17] *'Whatever support you decide to give, you will be helping us to make a more child-friendly world for every child.'*

[18] *'When you set up a regular donation, you become part of that long-term work to keep the world's most vulnerable children safe.'*

[19] *'For example, by donating £18 monthly, you could protect 100 children against tuberculosis – for life.'*

[20] *'Even a small monthly donation of £7 could help provide life-saving rehydration salts to treat 23 children.'*

[21] *'A donation of £39 could help keep health workers protected in situations where they may be at risk.'*

[22] *'If you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line.'*

[23] *'You can make a one-off donation today, as an individual or on behalf of an organisation.'*

[24] *'You can make a regular donation either monthly or annually by setting up a Direct Debit.'*

[25] *'You can pay in the money you have collected or fundraised as a group.'*

[26] *'Your donation will help to make sure the world-class research taking place in our labs and the life-changing care and support we provide to those who so desperately need it continues.'*

[27] *'If we act now, we can create a future where everyone who develops breast cancer lives – and is supported to live well.'*

[28] *'Your donation will help to provide support for today and hope for the future.'*

[29] *'Your help is needed now more than ever to protect our wildlife.'*

[30] *'Every penny helps protect wildlife in our city.'*

[31] *'It's through the generosity of people like you that London Wildlife Trust is able to continue to give wildlife a voice, to*

	<p><i>nurture 36 reserves, and inspire people to take action for wildlife.'</i></p> <p>[32] <i>'Your donation today will go to help London's wildlife, wherever it's needed most.'</i></p> <p>[33] <i>'If you would prefer to support London Wildlife Trust with a regular donation, you can become a member.'</i></p> <p>[34] <i>'You can also donate by post'</i></p> <p>[35] <i>'Alternatively you can donate by phone'</i></p> <p>[36] <i>'Your support will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.'</i></p> <p>[37] <i>'You can choose from pre-set amounts (£30, £50, £100)'</i></p> <p>[38] <i>'One-off donation: Your gift will help assist and protect people around the world who've been forced to flee.'</i></p> <p>[39] <i>'Monthly donations help assist more families forced to flee.'</i></p> <p>[40] <i>'By making a regular gift to UNHCR, you can provide refugees and displaced people worldwide with ongoing relief, protection, and hope for a better future.'</i></p> <p>[41] <i>'With your help, UNHCR, the UN Refugee Agency can give refugees what we'd want for ourselves and our loved ones.'</i></p> <p>[42] <i>'But we can't do it without your support.'</i></p>
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	<p>[43] <i>'US \$385 can provide a fuel-based heating appliance to help a family in Ukraine keep their home warm.'</i></p> <p>[44] <i>'US \$220 can provide a vulnerable family in Yemen with cash assistance to meet their basic needs for a month.'</i></p> <p>[45] <i>'US \$111 can provide a kit of core relief items such as blankets, jerry-can, bucket, mosquito net, and kitchen set to a family in Mozambique'</i></p> <p>[46] <i>'By choosing to give a regular donation, you will be helping UNHCR to plan ahead and invest in long-term projects to improve the lives of the refugees.'</i></p> <p>[47] <i>'Monthly donations allow UNHCR to respond to emergencies when a crisis occurs.'</i></p> <p>[48] <i>'You can update your donations by contacting our Donor Care team'</i></p> <p>[49] <i>'Your money helps UNHCR provide protection, shelter and other forms of assistance, and advocacy on behalf of displaced and stateless people every year.'</i></p> <p>[50] <i>'Your donation will get us one step closer to a world where dementia no longer devastates lives.'</i></p> <p>[51] <i>'Your donation will fund vital support and life-changing research to give help and hope to someone living with dementia.'</i></p> <p>[52] <i>'Every purchase you make helps fund our vital work.'</i></p>
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Appendix 6

Function of directives in the interrogative form

Function	Directives
Polite request	[1] <i>'Will you help build this bright future?'</i> [2] <i>'Will you support us?'</i> [3] <i>'Will you vow to support someone with dementia today?'</i>