



How to Write Successful Fundraising Letters

By Warwick, Mal

Jossey-Bass, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "This book is the definitive guide for those working in the development, public relations, or marketing offices of colleges, hospitals, museums, and other nonprofit institutions; for their directors and board members, and for all those who simply want to get better results from their fundraising appeals."-Paul Wellstone, United States Senator, Minnesota "And I though I knew something about direct mail letters! Now I do, thanks to Mal's step-by-step guidance. This book is a gem. Mal's remarkable collection of wisdom and practical advice in his 'Letter Writer's Toolbox' alone is worth the purchase price. It contains everything you will ever need to know, beginning with envelope teasers, winning lead sentences, how to use 'you' multiple times, writing challenges, ending a letter well, writing a great P.S., etc., even how not to get results.'-James M. Greenfield, author, Fund-Raising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers "If you want to learn about basketball, turn to Michael Jordan. If you want the ins and outs of investing, look to Warren Buffett. And, if you want to dramatically enhance your fundraising letters, turn to Mal Warwick-the...



Reviews

This composed ebook is wonderful. It really is writter in basic words rather than hard to understand. You may like the way the writer compose this pdf.

-- Ryder Nolan

This book can be well worth a go through, and a lot better than other. It is writter in simple words and phrases and not confusing. Its been printed in an exceptionally simple way in fact it is merely right after i finished reading through this pdf by which basically changed me, modify the way i think.

-- Margot Carter V

Related Kindle Books



Star Flights Bedtime Spaceship: Journey Through Space While Drifting Off to Sleep

CreateSpace Independent Publishing Platform, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Star Flights Bedtime Spaceship" is a charming and fun story with the purpose to help children unwind and go to sleep. The underlying...



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...



Maisy's Christmas Tree

Candlewick, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The final scene of the gang caroling around the tree, complete with paper crowns from British Christmas crackers, is delightful. Toddlers celebrating the holiday will enjoy...



The Web Collection Revealed, Premium Edition: Adobe Dreamweaver CS6, Flash CS6, and Photoshop CS6 (Stay Current with Adobe Creative Cloud)

Cengage Learning, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: You can now maximize and integrate the design and development power of Adobe Creative Suite 6 with WEB COLLECTION REVEALED PREMIUM EDITION. This one of...



America's Longest War: The United States and Vietnam, 1950-1975

McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 5th. 206 \times 137 mm. Language: English . Brand New Book. Respected for its thorough research, comprehensive coverage, and clear, readable style, America's Longest War explores the origins of the...



Pete's Peculiar Pet Shop: The Very Smelly Dragon (Gold A)

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Pete's Peculiar Pet Shop: The Very Smelly Dragon (Gold A), Sheila May Bird, This title is part of Bug Club, the first whole-school reading programme that joins books with an online reading world...