



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...



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