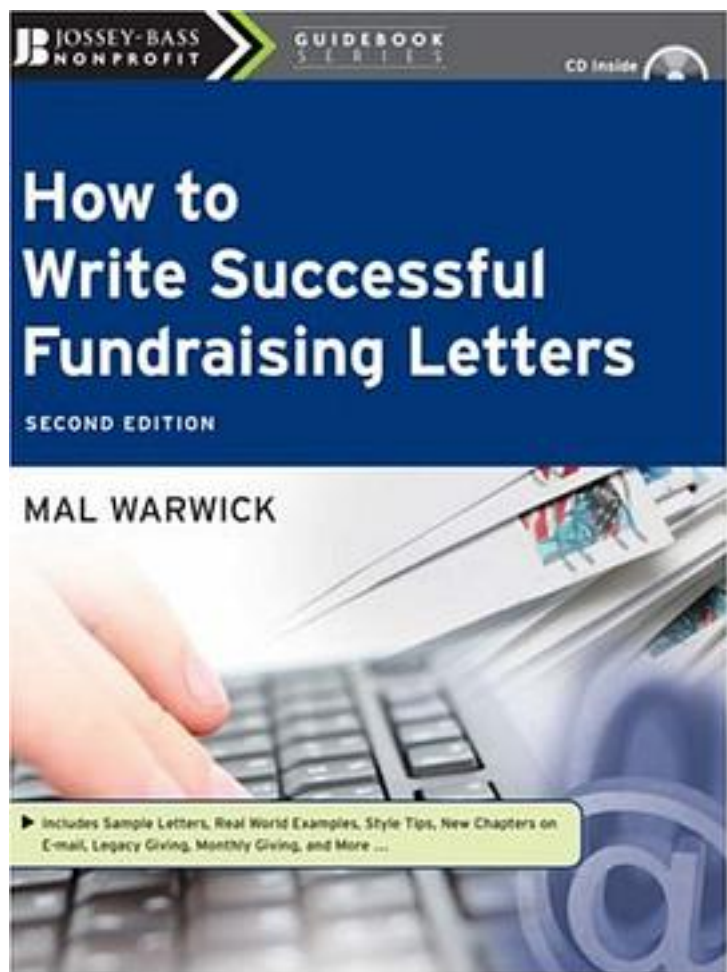


How to Write Successful Fundraising Letters (w/CD) (The Mal Warwick Fundraising Series)



[How to Write Successful Fundraising Letters \(w/CD\) \(The Mal Warwick Fundraising Series\) 下载链接1](#)

著者:Mal Warwick

出版者:Jossey-Bass

出版时间:2008-03-28

装帧:Paperback

isbn:9780787999087

You'll learn all the essential components of writing for success from this go-to book for writing for fundraising! Mal Warwick, the nation's premier letter-writing tutor and direct mail expert, shows you the essential tools for making your direct marketing program a success. He gives you both general advice about the most effective direct mail strategies and specific guidance. Learn his step-by-step model through all the critical stages -from laying the groundwork for a prosperous campaign through the importance of thanking donors. Includes new chapters on E-mail solicitations, monthly and legacy giving and free downloads on josseybass.com. Refreshed and Revised:* Gain insight into current trends in the field with updated cases, samples, and examples* Access more content for small to medium NPOs with limited budgets and resources* Learn the latest technology with new sections on typography and lay out

作者介绍:

目录:

[How to Write Successful Fundraising Letters \(w/CD\) \(The Mal Warwick Fundraising Series\)_下载链接1](#)

标签

评论

[How to Write Successful Fundraising Letters \(w/CD\) \(The Mal Warwick Fundraising Series\)_下载链接1](#)

书评

[How to Write Successful Fundraising Letters \(w/CD\) \(The Mal Warwick Fundraising Series\)_下载链接1](#)