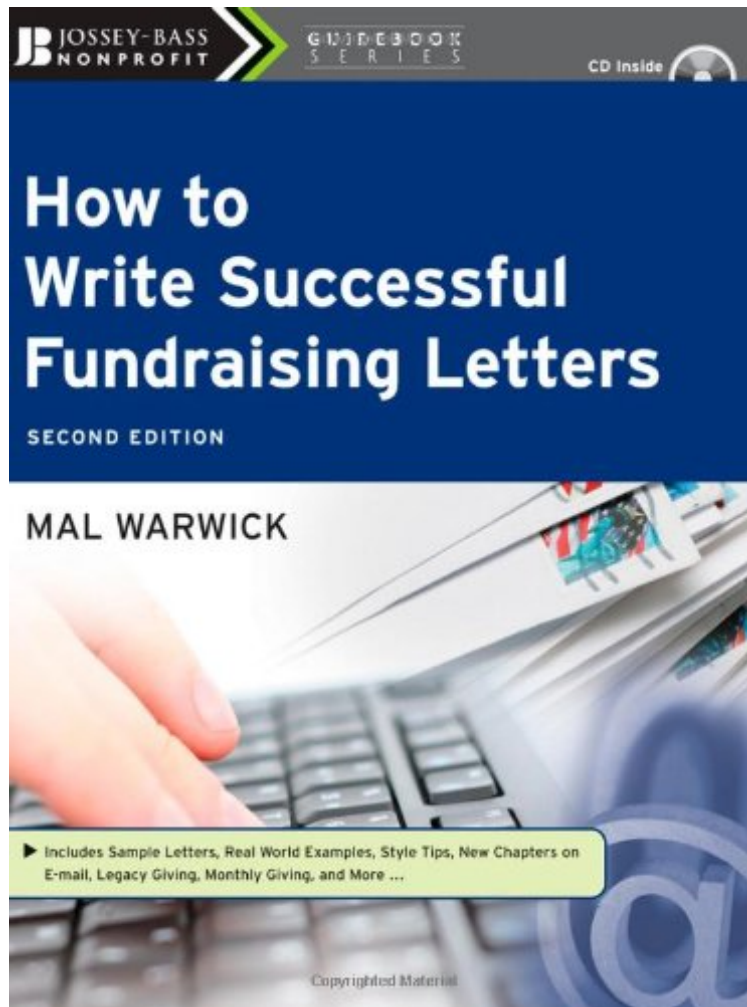


(Library ebook) How to Write Successful Fundraising Letters, with CD

How to Write Successful Fundraising Letters, with CD

Mal Warwick

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Mal Warwick : How to Write Successful Fundraising Letters, with CD before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Write Successful Fundraising Letters, with CD:

1 of 1 people found the following review helpful. Do as he does. By GskFn This is an outstanding how-to guide for direct mail copywriters. I first read it (an earlier edition) when, already a seasoned direct mail fundraiser, I needed to show a new staff member how to write copy. I lacked the budget to hire consultants or an experienced direct mail fundraiser. So I started "from scratch" with a bright, creative writer who knew nothing about direct mail - yet. We both read this book to provide a common frame of reference. Little did I know, the experience of reading this book - and teaching the skills to an entry-level colleague - would lead to major improvements in my own writing. My colleague and I both became Warwick's students. We read this book backwards and forwards, and pulled it off the shelf every few months. Excellent copy emerged. Acting like an in-house direct marketing agency serving nine separate annual

funds, we cranked out dozens of letters - helping to account for a 90% expansion in the pool of donors over a four-year period. If you read one book about direct mail, let it be this one. As a bonus, the author's brisk, witty style sings out from the pages. Warwick makes the reader really *feel* what he has to say. The message is, do as he does. 0 of 0 people found the following review helpful. Very Helpful By Victor M. Martinez Every type of fundraising letter copywriters need to know. Great reference! 1 of 1 people found the following review helpful. Loads Of Info By Claudia Strasbaugh Big book, delivers many pages of examples, print outs of just exactly what one needs to do to succeed in Fundraising. Claudia Strasbaugh

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

' You'll learn all the essential components of writing for success from this go--to book for writing for fundraising.' (Fundraising.co.uk, May 2011). From the Back Cover Your Guide to Writing Fundraising Letters That Will Get Results! "This book helps us move from successful direct mail to the next mass appeal medium the Internet. The final chapter is a must for all who are contemplating Internet appeals." Eugene R. Tempel, executive director, The Center on Philanthropy at Indiana University "Once again Mal Warwick has shown why he is the 'guru of direct marketing.' Readers of the second edition of How to Write Successful Fundraising Letters will find themselves returning to its pages again and again to enhance and reposition their own fundraising efforts." Judith E. Nichols, author, Pinpointing Affluence in the 21st Century, and senior vice president, Covenant House International "Mal Warwick is a true fundraising guru and a source of indispensable knowledge. Fundraisers who omit reading the second edition of Mal's classic, How to Write Successful Fundraising Letters, do so at their own peril." Per Stenbeck, international fundraising director, UNICEF "Mal has done it again! He's linked all the attributes of the Internet and e-mail to existing fundraising methods." James M. Greenfield, author and editor, The Nonprofit Handbook: Fundraising, Third Edition "Mal Warwick has taken a great book, already a classic in the field, and made it even better. How to Write Successful Fundraising Letters is indispensable for any fundraiser who communicates with donors by mail or online. You'll keep it on your desk and refer to it again and again." Tan Chee Koon, executive director, National Volunteer and Philanthropy Center, Singapore "Fundraisers who use the mail to raise money have long turned to Mal Warwick's classic, How to Write Successful Fundraising Letters. Now, those who are interested in using the web to increase donations and decrease costs should also read this new edition of Mal Warwick's book. The recommendations are practical, intuitive, and can be easily applied to help reach fundraising goals." Lauren Kass Harnishfeger, vice president, Individual and Institutional Giving, National Park Foundation "Any organization will benefit from Warwick's vast experience, critical insights, and copious examples. I couldn't put the book down." Simone P. Joyaux, ACFRE, Joyaux Associates About the Author Mal Warwick, consultant, author, and public speaker, is the founder of Mal Warwick Associates and three related companies that provide a wide range of fundraising and marketing services to nonprofit clients throughout North America. Warwick has written or edited 18 books including Revolution in the Mailbox, The Five Strategies for Fundraising Success, and Fundraising on the Internet. He teaches fundraising throughout the world and chairs the Global Resource Alliance, which promotes civil society worldwide. Find more information on Mal and his books at www.malwarwick.com and www.josseybass.com/go/warwick.