



# How to Write Successful Fundraising Letters, with CD

*Mal Warwick*

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# How to Write Successful Fundraising Letters, with CD

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## **How to Write Successful Fundraising Letters, with CD** Mal Warwick

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](http://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

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