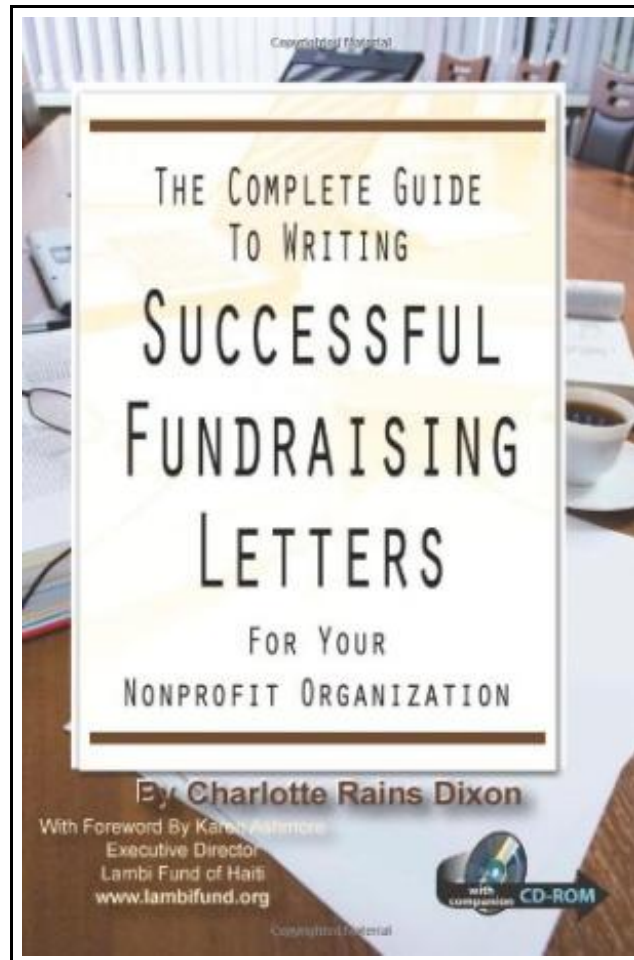# Complete Guide to Writing Successful Fundraising Letters: For Your Non-Profit Organization



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## Reviews

*An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication.*
*(Prof. Maya Hand)*

# COMPLETE GUIDE TO WRITING SUCCESSFUL FUNDRAISING LETTERS: FOR YOUR NON-PROFIT ORGANIZATION

Atlantic Publishing Co. Mixed media product. Book Condition: new. BRAND NEW, Complete Guide to Writing Successful Fundraising Letters: For Your Non-Profit Organization, Charlotte Raines Dixon, Book & CD-ROM. With over 1.4 million non-profit organisations in operation in the United States and an estimated 100 million fundraising letters mailed out each year, you may find yourself wondering how you can separate yourself from the hordes of nonprofits clamouring for donations. If you employ the techniques provided in this book, you will ensure that your letter stands out and achieves its goal. In this new, exhaustively researched book, you will learn everything you need to know about formatting a letter, using the word you, structuring a letter, emotional triggers, what works, what does not work, asking for year-end contributions, asking for the right amount, and common pitfalls to avoid. You will learn about follow-up letters, thank you letters, front-end premium letters, back-end premium letters, survey letters, special event letters, petition and protest letters, special appeal letters, renewal series letters, major donor letters, sustainer letters, and lapsed donor letters, as well as letters for recruiting new donors. Additionally, you will learn how to generate the best response, how to phrase your appeals, how to address your letter, how to write strong leads, how to open and close your letters, how to structure your letter, how to use compelling stories to your advantage, how to be personal, how to write with a sense of urgency, and hundreds of other writing tips. The guide provides you with a wealth of sample letters, examples, writing exercises, and forms all of which are included on the companion CD-ROM as well as detailed advice and instructive case studies. By reading this book, you will come to understand your donor and his attitudes. You will ultimately create a successful...

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