The Smart Guide to a Smarter Annual Appeal: A Step-By-Step Guide to Planning, Managing, and Improving Your Annual Fundraising Appeal (Paperback)



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Reviews

Very good eBook and beneficial one. It generally is not going to price a lot of. I discovered this ebook from my i and dad advised this book to learn.

(Tyrel Bartell)

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Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Your annual appeal is the backbone of your fundraising program. Something this important doesn t deserve to be an afterthought. This guide walks you step-by-step through how to plan, design, budget, write, print, mail, and evaluate an appeal package that will raise more money for your organization. This guide will show you how to: -Create a more valuable mailing list. -Develop accurate budgets and revenue projections. -Craft a compelling letter and reply device. -Communicate with designers and printers. -Increase response rates and average gift. - Manage logistics of segmenting your donors. -Upgrade your donors giving levels. -Measure and analyze your appeal s performance. Working through these pages will help you avoid being overwhelmed by endless options, save you time, and help you create an appeal that will reengage your donors and grow your relationship with them through the years. Your purchase includes: Free download of the following bonus materials: *82-page step-by-step guide including the 25-page workbook. * Budget Template * Design and Print Template * Production Schedule and Timeline Template.

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