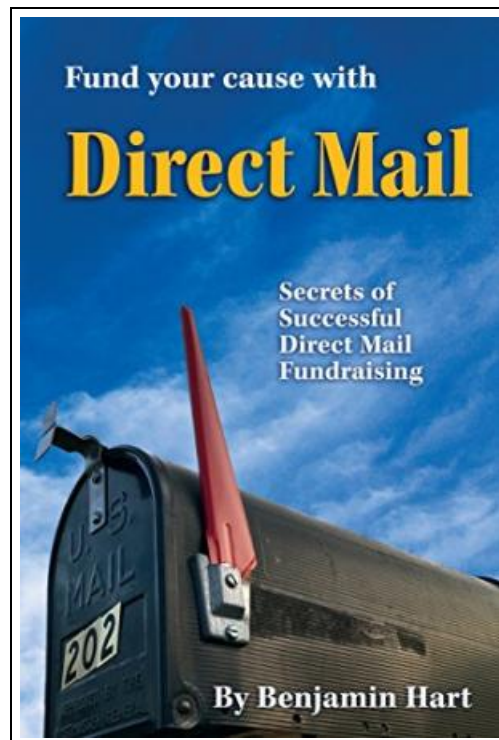


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FUND YOUR CAUSE WITH DIRECT MAIL: SECRETS OF SUCCESSFUL DIRECT MAIL FUNDRAISING (PAPERBACK)



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Jameson Books, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This is the most complete guide ever written on direct mail fundraising. The author is Ben Hart, whose direct mail programs have raised nearly a billion dollars for scores of non-profit organizations. But Hart s insights and secrets to profitable direct mail fundraising will work just as well for businesses and for-profit commercial enterprises. According to Hart, the three important rules for success in marketing through the mail are these: Make sure 1) that you are writing to the right people, that is, that you have compiled the right list; 2) that your letters come across as a personal communication from one person to another; and 3) that you are writing about what your reader is interested in, not what you, the writer, are interested in. Hart s book is chock full of rules, tips and axioms for effective letter writing, list selection, database management and the design and production of mailings that will help ensure the success of your direct mail marketing campaign. Anyone who is involved in direct mail marketing on any level should be required read Hart s book at least once a year. Ben Hart is absolutely the best in the business. His direct mail campaigns have single-handedly turned many floundering organizations into multi-million dollar powerhouses. Ben s book is packed full of strategies, rules, methods and tips that will profit direct mail experts and beginners alike. - Steven Loflin, Executive Director, National Association of Collegiate Scholars (which has 600,000 members).



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