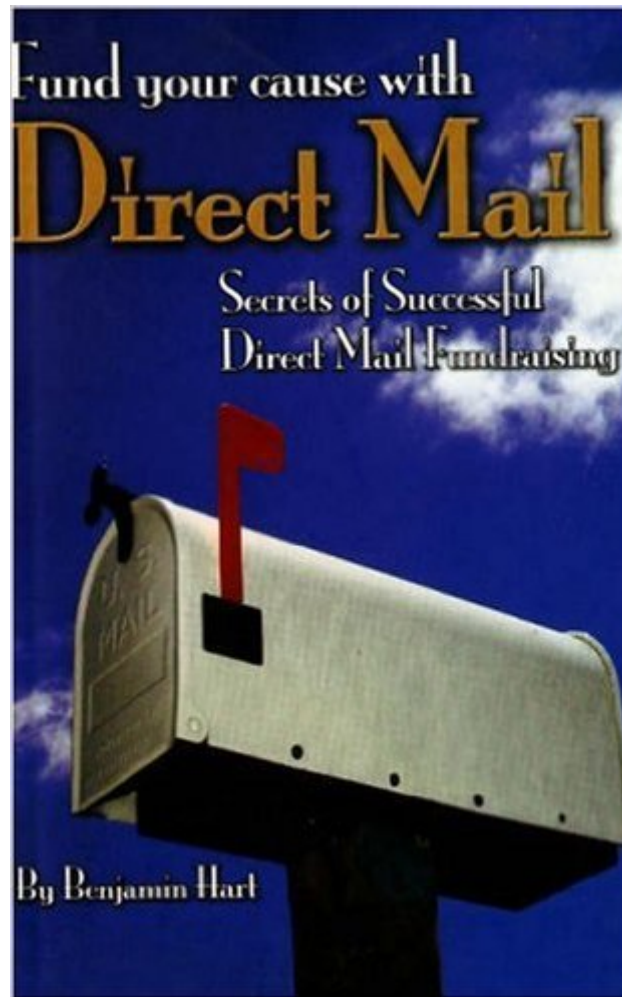


The book was found

Fund Your Cause With Direct Mail: Secrets Of Successful Direct Mail Fundraising



Synopsis

This is the most complete guide ever written for non-specialists on direct mail fundraising. Ben Hart's direct mail programs have raised hundreds of millions of 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: * make sure that you are writing to the right people, that is, that you have secured the right mailing list * your letters should come across as a personal communication from one person to another * write about what your reader is interested in, not what you, the writer, are interested in. Hart's book is chock full of other rules, tips and axioms for effective letter writing, list selection, database management and the design and production of mailings that will help ensure success. Anyone who is involved in direct mail marketing on any level should read, and re-read, this book often.

Book Information

Paperback: 240 pages

Publisher: Jameson Books, Inc. (January 1, 2010)

Language: English

ISBN-10: 0915463962

ISBN-13: 978-0915463961

Product Dimensions: 8.3 x 5.3 x 0.9 inches

Shipping Weight: 13.6 ounces

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #1,601,482 in Books (See Top 100 in Books) #929 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#) #1121 in [Books > Business & Money > Skills > Business Writing](#) #1663 in [Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities](#)

Customer Reviews

Great place to start, if you're starting out. This book dissects the parts of a successful direct mail appeal and acquaints readers with the world of mail appeals. Very good book to start. My copywriting improved dramatically with it.

Ben Hart is a pro - but a lot of his stuff is familiar. Good for a newbie who hasn't had much experience.

[Download to continue reading...](#)

Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup) Secrets of Successful Direct Mail PASSIVE INCOME :MUTUAL FUND (Book #3): Make Your Money Work for you by Mutual Fund (passive income in 90 days,passive income top 7 ways to make \$500-\$10k a month in 70 days) (MONEY IS POWER) Diversify Your Mutual Fund Portfolio : Morningstar Mutual Fund Investing Workbook, Level 2 The Complete Guide to Fundraising Management (The AFP/Wiley Fund Development Series) Autoimmune: The Cause and The Cure (This book identifies the cause & the cure for: Chronic Fatigue Syndrome, Fibromyalgia, Lupus, Rheumatoid Arthritis, Raynaud's, Rosacea, Myasthenia Gravis, Hashimoto's, Type 2 Diabetes, Multiple Sclerosis, Sjogren's, and more) How to Successfully Crowd Fund Your Dream Idea on Kickstarter: Learn the secrets of what it really takes to run a successful Kickstarter or crowd funding ... from those who've collectively raised The Fundraising Habits of Supremely Successful Boards: A 59-Minute Guide to Assuring Your Organization's Future Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Christmas Mail Order Angels #1: A collection of 6 historical romantic novellas of mail order brides (Mail Order Angels Collection) Successful Fundraising for Arts and Cultural Organizations, 2nd Edition Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events Trade Like a Hedge Fund: 20 Successful Uncorrelated Strategies and Techniques to Winning Profits The Generosity Network: New Transformational Tools for Successful Fund-Raising Successful Direct Marketing Methods Minecraft Secrets: Master Handbook Edition: Top 100 Ultimate Minecraft Secrets You May Have Never Seen Before (Unofficial Minecraft Secrets Guide for Kids) (Ultimate Minecraft Secrets Handbook) The Little Book of Successful Secrets: What Successful People Know but Don't Talk About

[Dmca](#)