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You Help Them Fight Loneliness; People Send Money Because You Enable Them to Offer Their Opinions; People Send Money Because You Provide Them with Access to Inside Information; People Send Money Because You Help Them Learn about a Complex and Interesting Problem or Issue; People Send Money Because You Help Them Preserve Their Worldview by Validating Cherished Values and Beliefs  
People Send Money Because You Allow Them to Gain Personal Connections with Other Individuals Who Are Passionately Involved in Some Meaningful Dimension of Life People Send Money Because You Give Them the Chance to Release Emotional Tension Caused by a Life-threatening Situation, a Critical Emergency, or an Ethical Dilemma; People Send Money Because They Are Afraid; People Send Money Because You Allow Them to Relieve Their Guilt about an Ethical, Political, or Personal Transgression, Whether Real or Imagined; People Send Money Because You Give Them Tax Benefits  
People Send Money Because They Feel It's Their Duty People Send Money Because They Believe It's a Blessing to Do so; People Send Money Because They Want to "Give Something Back"; People Send Money Because You Offer Them a Choice of Specific Programs or Projects; 2: How a Fundraising Appeal Is Like a Personal Visit; What Happens in a Personal Fundraising Visit?; How People Decide Whether to Open Fundraising Letters; How a Fundraising Letter Is Like a Face-to-Face Dialogue; Answering Your Reader's Questions Before They're Even Asked; The Four Waves of Rejection; Wave One; Wave Two; Wave Three Wave Four

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#### Sommario/riassunto

Includes Sample Letters, Real World Examples, Style Tips, New Chapters on E-mail, Websites, Social Media, and More... Now in a completely revised third edition, this classic book shows how to create winning appeals that will realize the full potential of direct mail and online fundraising. Written by fundraising guru Mal Warwick, with assistance from Eric Overman, this comprehensive resource gives nonprofit fundraising staff the information needed to write compelling fundraising appeals for any medium. If you follow Warwick's guidelines, your direct mail and online fundraising campaign

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