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Autore	Warwick Mal
Titolo	How to write successful fundraising appeals [[electronic resource] /] / Mal Warwick with Eric Overman
Pubbl/distr/stampa	San Francisco, CA, : Jossey-Bass, c2013
ISBN	1-118-57321-8 1-118-61808-4
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (384 p.)
Collana	The Jossey-Bass nonprofit guidebook series
Altri autori (Persone)	OvermanEric
Disciplina	658.15/224
Soggetti	Direct-mail fund raising Nonprofit organizations - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Free Professional Content; How to Write Successful Fundraising Appeals; Copyright; Contents; Preface to the Third Edition; About the Author; Introduction: Why You Should Read This Book; From Fundraising Letter to Fundraising Package; Why You Can Learn from the Examples-Even Though Your Organization Is Different; Part One: Motivating Your Audience; 1: Why People Respond to Fundraising Appeals; People Send Money Because You Ask Them to; People Send Money Because They Have Money Available to Give Away; People Send Money Because They're in the Habit of Sending Money People Send Money Because They Support Organizations Like Yours People Send Money Because Their Gifts Will Make a Difference; People Send Money Because Gifts Will Accomplish Something Right Now; People Send Money Because You Recognize Them for Their Gifts; People Send Money Because You Give Them Something Tangible in Return; People Send Money Because You Enable Them to ""Do Something"" about a Critical Problem, if Only to Protest or Take a Stand; People Send Money Because You Give Them a Chance to Associate with a Famous or Worthy Person People Send Money Because You Allow Them to Get Back at the Corrupt or the Unjust People Send Money Because You Give Them the Opportunity to ""Belong""-as a Member, Friend, or Supporter-and Thus 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 campaig

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2. Record Nr.	UNINA9910816452703321
Autore	Yasuoka Takashi
Titolo	Economics . Volume 1 : current and future developments : interest rate modeling for risk management market price of interest rate risk / / Takashi Yasuoka
Pubbl/distr/stampa	Sharjah, UAE : , : Bentham Science Publishers, , [2018] ©2018
ISBN	1-68108-689-1
Edizione	[Second edition.]
Descrizione fisica	1 online resource (325 pages)
Disciplina	330
Soggetti	Economics Risk management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia