

1. Record Nr.	UNINA9910830339403321
Autore	Sfr
Titolo	Profitable Direct Mail Appeals: Planning, Implementing, and Maximizing Results
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70435-5
Descrizione fisica	1 online resource (46 pages)
Disciplina	658.15224
Soggetti	Direct-mail fund raising - Handbooks, manuals, etc Nonprofit organizations - Finance Fund raising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Plan Your Direct Mail Year -- Lists and List Management -- Segment and Target Key Audiences -- Writing for Results -- Key Package Components -- Try and Test New Ideas -- Improve Your Response Rate -- Examples from Which to Learn -- Evaluation Should be Ongoing -- Planning Worksheet.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource helps nonprofit organizations plan and implement profitable and effective direct mail appeals. It includes planning strategies, examples from various nonprofit organizations, techniques to improve response rates, and developing appropriate and effective copy.