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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.