



Revolution in the Mailbox: Your Guide to Successful Direct Mail Fundraising (The Mal Warwick Fundraising Series)

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This updated edition of Mal Warwick's landmark book "Revolution in the Mailbox" has been thoroughly revised to provide your nonprofit organization with the most current and comprehensive survey of direct mail fundraising available anywhere. If you follow Warwick's practical, down-to-earth advice, direct mail will help your organization grow, gain visibility, involve your donors, increase its efficiency, and achieve financial stability. Written in an easy, conversational style, this latest edition is filled with real world examples and illustrations showing how you can realize the full potential of direct mail by putting it to work as a strategic tool.

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