



# Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising

*Benjamin Hart*

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## **Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising** Benjamin Hart

This is the most complete guide ever written for non-specialists on direct mail fundraising. Ben Hart's direct mail programs have raised hundreds of millions of dollars for scores of non-profit organizations. But Hart's insights and secrets to profitable direct mail fundraising will work just as well for businesses and for-profit commercial enterprises. According to Hart, the three important rules for success in marketing through the mail are: \* make sure that you are writing to the right people, that is, that you have secured the right mailing list \* your letters should come across as a personal communication from one person to another \* write about what your reader is interested in, not what you, the writer, are interested in. Hart's book is chock full of other rules, tips and axioms for effective letter writing, list selection, database management and the design and production of mailings that will help ensure success. Anyone who is involved in direct mail marketing on any level should read, and re-read, this book often.



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