



# **Building Your Direct Mail Program (The Excellence in Fund Raising Workbook Series) (J-B Fund Raising School Series)**

*Gwyneth J. Lister*

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This workbook shows how nonprofit organizations can make their direct mail programmes as effective and efficient as possible. It includes suggestions for every step of the direct mail process from who receives the direct mail package through evaluating the results. It provides guidelines for projecting mailing costs and has suggestions for all phases of the direct mail process.

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