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

*Gwyneth J. Lister*

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**Gwyneth J. Lister : Building Your Direct Mail Program: Excellence in Fund Raising Workbook Series (J-B Fund Raising School Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Your Direct Mail Program: Excellence in Fund Raising Workbook Series (J-B Fund Raising School Series):

In Building Your Direct Mail Program; part of Excellence in Fundraising Workbook Series; Gwyneth J. Lister provides the tools you need to make direct mail programs as effective and efficient as possible. With material tailored for volunteers and professionals who have little or no experience with direct mail, Lister walks you step-by-

step through the process of creating a strong direct mail program. Filled with handy worksheets, checklists, and tips for avoiding the most common pitfalls, the book takes you through the process from start-to-finish--from knowing who should receive the direct mail package and working with list brokers, to creating and budgeting the package and evaluating the results. In addition, Lister provides specific tips and strategies throughout all phases of the direct mail process, including guidelines for projecting mailing costs, advice on determining when it is most effective to use a direct mail campaign, suggestions for testing direct mail packages, and more. Nonprofit fund raisers, professionals, consultants, and managers will find *Building Your Direct Mail Program* an invaluable guide to developing one of the key fund raising tools of any organization--a successful direct mail program.