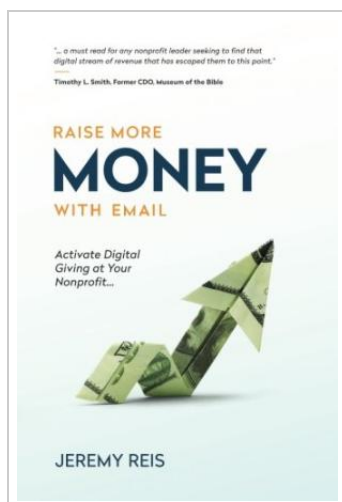




Raise More Money with Email: Activate Digital Giving at Your Nonprofit (Paperback)

By Jeremy Reis

Nonprofit Donor Press, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.To succeed today in email fundraising, you need to do more than just email your donors. You need to tell a compelling story that moves the reader emotionally to give. Raise More Money with Email will equip you to do just that. In this book, Jeremy shows you how to: Understand the elements of what goes into an email appeal Write an effective email appeal Create a repeatable process for producing high quality nonprofit fundraising campaigns Generate more email addresses for your fundraising Build a nonprofit email marketing program that gets results You may be creating your first nonprofit fundraising email campaign, or perhaps you want to learn more so that your next effort generates improved results. Either way, this book will help you write more effective appeals that get results. This book will help your NGO get more results from your email marketing program. What Others Say About Raise More Money with Email Jeremy Reis brilliantly reveals the secret to crafting an email appeal that inspires response. Breaking down each component and presenting clear examples, he delivers exactly what you and your...



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