

Perfect Phrases For Fundraising - Beverly Browning

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THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME Precise language in a fundraising campaign is an absolute must. The words you choose can make the difference between having your appeal read . . . or tossed. Perfect Phrases for Fundraising provides everything you need to craft a message that recipients will read and respond to. This quick-access guide is packed with time-saving tips, message-crafting strategies, and ready-to-use phrases sure to get results in any campaign. Master the right language for: Telephone soliciting YouTube, Facebook, and Twitter One-on-one meetings Board of director appeals Organization website campaigns

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