



How to Turn Your Words Into Money: The Master Fundraiser's Guide to Persuasive Writing

Jeff Brooks

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Are you ready to write your most effective fundraising message ever? One that touches donors' hearts, connects with their passions, and inspires them to give? Here's the book to help you do it. Jeff Brooks, one of America's top fundraising writers, pulls back the curtain on the counterintuitive world of fundraising to reveal, among other things, the sentence top writers always use to start every project; the easy revision that will improve your writing nearly every time; the tested truth about making donors feel guilty; how the pros tell powerful stories even when they can't find the right story; and a proven template for a sure-fire, never-fail fundraising letter.

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