



**The Mercifully Brief, Real World Guide to...  
Raising More Money With Newsletters Than You  
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*Tom Ahern*

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## **The Mercifully Brief, Real World Guide to... Raising More Money With Newsletters Than You Ever Thought Possible** Tom Ahern

Today, countless organizations are raising more money with their newsletter than with traditional mail appeals. And after reading Tom Ahern's acclaimed book, you'll understand why. Great newsletters, as distinguished from the mundane ones many of us receive, have so much more going for them. For starters, they deliver real news (not tired features such as "From the Director's Desk" and "Introducing Our New Staff"). They make the donor feel important. They use emotional triggers to spur action. They're designed in a way to attract both browsers and readers. And they don't depend on dry statistics to make the organization's case. The essence of Ahern's book centers around seven fatal flaws, which he exposes one by one. Nicely complements Ahern's other books: How to Write Fundraising Materials that Raise More Money, and Seeing Through a Donor's Eyes.



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