



## Perfect Phrases for Fundraising

*Beverly Browning*

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# Perfect Phrases for Fundraising

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**Perfect Phrases for Fundraising** Beverly Browning

## **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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