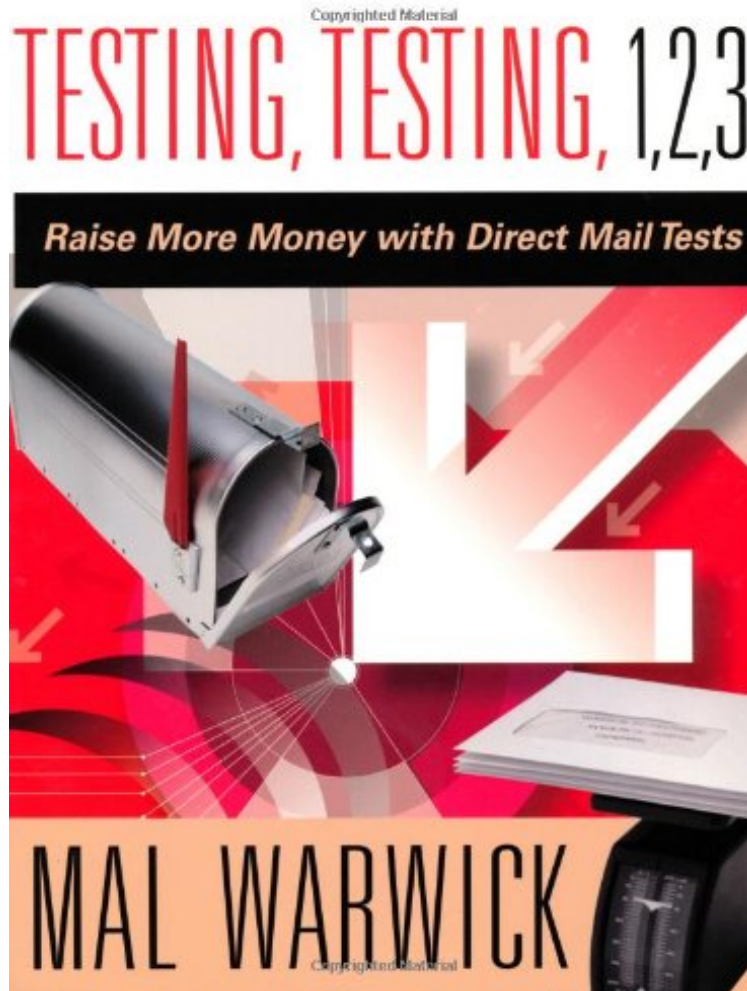


(Download free pdf) Testing, Testing 1, 2, 3: Raise More Money with Direct Mail Tests

Testing, Testing 1, 2, 3: Raise More Money with Direct Mail Tests

Mal Warwick

DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#581544 in Books Jossey-Bass 2003-03-12Original language:EnglishPDF # 1 9.41 x .78 x 6.97l, 1.14 #File Name: 0787967122272 pages | File size: 39.Mb

Mal Warwick : Testing, Testing 1, 2, 3: Raise More Money with Direct Mail Tests before purchasing it in order to gage whether or not it would be worth my time, and all praised Testing, Testing 1, 2, 3: Raise More Money with Direct Mail Tests:

3 of 3 people found the following review helpful. Great analytical tool!By Alice L. BensonBeyond the great examples and readable style, this book practically condenses information taught in statistical and data analysis courses ... and presents it in an extremely useful and readable way. So practical! This is a must read for people serious about improving their direct mail program. I am constantly getting mail and wondering "what were they thinking when they put this together?" This book will help you avoid some of those pitfalls.

Fundraising experts know that successful direct mail requires a continual search for improvements in copy, package

formats, and lists through trial-and-error testing. There is no doubt that testing when done correctly can raise more money for your organization. In *Testing, Testing, 1,2,3* direct mail and fundraising expert Mal Warwick shows how the cumulative value of thoughtful, systematic testing can help your organization reach its direct mail fundraising goals. This reader-friendly guide will take you through each phase of the scientific process of discovering your organization's ideal combination of direct mail offer, package, and postage. Like Warwick's other, widely quoted books on fundraising, *Testing, Testing, 1,2,3* is based on an abundance of real-world examples drawn from his more than two decades of experience in direct mail. Read a Charity Channel review: <http://www.charitychannel.com/publish/templates/?a=38>

Mathematically educative (Interactive Marketing, Vol. 6, No. 3, Jan/Mar 2005) From the Back Cover Fundraising experts know that successful direct mail requires a continual search for improvements in copy, package formats, and lists through trial-and-error testing. There is no doubt that testing when done correctly can raise more money for your organization. In *Testing, Testing, 1,2,3* direct mail and fundraising expert Mal Warwick shows how the cumulative value of thoughtful, systematic testing can help your organization reach its direct mail fundraising goals. This reader-friendly guide will take you through each phase of the scientific process of discovering your organization's ideal combination of direct mail offer, package, and postage. Like Warwick's other, widely quoted books on fundraising, *Testing, Testing, 1,2,3* is based on an abundance of real-world examples drawn from his more than two decades of experience in direct mail. *Testing, Testing, 1, 2, 3* offers the tools and guidelines you need to put direct mail testing to work for your organization. Step by step, Warwick shows how to design an effective test, interpret the results, and incorporate lessons learned into future mailings. He also shows how to identify those elements that best warrant testing. This vital information may save your organization thousands of dollars by helping you determine what's important to test and what isn't. And, since even experienced direct mail practitioners often find it hard to design statistically significant tests, Warwick shows how to know when you can trust the results. *Testing, Testing, 1, 2, 3* offers a wealth of information about direct mail testing, including Fundamental rules of the direct mail testing process When to test and when not to How to know when test results are meaningful Results from over three hundred separate direct mail fundraising tests Whether prospecting for new donors or resoliciting current or lapsed contributors, you will find the guidance that can be adapted to fit your organization's unique needs. About the Author Consultant Mal Warwick is the founder or cofounder of four affiliated companies: Mal Warwick Associates, Inc.; Share Group, Inc.; DONORDIGITAL.COM LLC; and Response Management Technologies, Inc. These companies provide a wide range of direct response fundraising and marketing services to nonprofit clients throughout North America. Warwick has taught fundraising techniques on five continents and is the author or editor of more than a dozen books on the topic of fundraising, including *How to Write Successful Fundraising Letters*.