

DIRECT RESPONSE

Your course of action to get more donors

Branding creates general awareness of your nonprofit and its mission, but it doesn't ask for a donation. Direct response promotions do. They convert awareness into immediate action — and allow you to accurately measure response, too. Follow the direct response course below to raise more money and reach your donation goal.



GRAPHIC DESIGN & COPYWRITING

Specializing in Creative that Drives Response

meryl@merylrandman.com

www.merylrandman.com

212-876-5950

**RESPONSE:
MORE
DONATIONS!**