



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

Mal Warwick

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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.

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