



**Generate more donations. Recruit more volunteers.
Save time. Increase productivity. Build a better non-profit.**

Invest 20 minutes a month reading *Non-Profit Nuts & Bolts*
and you'll discover dozens of non-profit management tips to help you succeed!

Dear Busy Executive:

If you're like most non-profit executives, you're expected to handle so many tasks, from planning fundraising campaigns and coordinating special events to conducting training sessions and recruiting volunteers. And yet, there's so little time to read all those trade magazines and books. . . and so few dollars to hire advisors and consultants . . . that can provide the expert help you need to get the results you're expected to produce.

That's where *Non-Profit Nuts & Bolts* steps in. Our monthly, quick-read newsletter will help you tackle the nuts-and-bolts of running your non-profit organization in about 20 minutes. We know the problems you face as a non-profit executive: raising much-needed money; motivating staff; obtaining media coverage; serving clients; implementing outreach programs; incorporating technology into your day-to-day operations. We also know you don't have time to read all the thick books and advertising-loaded magazines to get up to speed on the latest non-profit tips and techniques. With *Non-Profit Nuts & Bolts*, you can read a single issue in about 20 minutes and get all the great ideas you need to succeed. That's why just one useful non-profit management tip, from one issue, can pay for your entire subscription. **So how will you benefit as a subscriber?**

■ **You'll save time.** We review dozens of resources and condense the best information into a reader-friendly format, including how-to articles, quizzes, tips, checklists—perfect for busy executives. We do the time-consuming research for you so you can focus on what you do best: running your organization.

■ **You'll gain dozens of practical ideas that you can put into action right away.** Each month you'll receive an idea-packed newsletter with ideas to help you boost your fundraising results; recruit more volunteers; improve community relations; bolster your marketing efforts; generate more media coverage; increase your effectiveness in managing staff; sharpen your leadership skills; improve your time management skills; enhance your communication efforts; conduct better meetings; stretch your hard-earned dollars; AND MUCH MORE!

■ **You'll reap the rewards of "freebies" and other goodies.** We give you more bang for your subscriber buck by sending you (every three months) a *Nuts & Bolts Bonus* — one-topic tip sheets, reproducible forms, worksheets, etc. You'll also get an annual index of articles and reprint rights so you can share articles from *Non-Profit Nuts & Bolts* with your key people. Plus, you get additional benefits, such as exclusive savings on all our Nuts & Bolts publications. All this for one low subscription price!

■ **You're protected 100% by our Nuts & Bolts Guarantee.** We guarantee that you'll find this newsletter of practical value in building a better non-profit. Try *Non-Profit Nuts & Bolts* at our risk for a full year. If you are dissatisfied for any reason, you can cancel your subscription at any time and receive a 100% refund. That's a can't-lose offer.

Over, please . . .

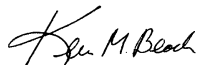
■ **You'll increase your effectiveness with our expert advice.** *Non-Profit Nuts & Bolts* brings you expert advice from our 12 years of non-profit experience, from our readers and from dozens of books, magazines, brochures, newsletters and reports which we review each month. It's like adding a non-profit consultant to your team for a fraction of the cost!

We aren't going to try to entice you with a set of steak knives or some cheap plastic premium with our logo on it. All of these things cost money, and we would rather pass the savings on to you. We offer one bottom-line price backed by a great guarantee. We run our business much like you run your organization — lean and simple.

So, can I appeal to your intellect? Read the enclosed sample issue, with our compliments. Remember, *Non-Profit Nuts & Bolts* is the only digest newsletter that delivers all the non-profit management information you need in a quick-read format. Reap the benefits, realize the value and do yourself a favor — take a moment now, while you're thinking about it, to order your subscription. With our outstanding subscriber benefits — including our 100% money-back guarantee — *you can't afford not to subscribe.*

To introduce you to *Non-Profit Nuts & Bolts*, we'd like to make you a special, limited-time offer of a one-year subscription (reg. \$89) for only \$79. Plus, **save an EXTRA \$10** by sending your payment with your order. This introductory offer expires December 15, 1996, so act now to get practical information delivered to your mailbox every month. Complete the enclosed Introductory Subscription Certificate and mail or fax it today to start the ideas coming!

Sincerely,



Kevin M. Beach, Publisher

P.S. **Hurry! This special offer expires December 15, 1996**, so return your Introductory Subscription Certificate today. Plus, save an extra \$10 if you pay now!

What Others Say About Us . . .

"I love your newsletter! It's a refreshing alternative to the publications that are long on theory and short on nuts and bolts information."

— Bill Harrison, Blood Systems, Inc.

"Great newsletter!"

— Dennis Heron, Contact Philadelphia

"The information in one issue covers the range of fields we work with most often. Few of us have time to research the current information in all these areas. Nuts & Bolts does that for us and presents it in a practical, user-friendly way."

— Mary Wightman, Big Brothers/Big Sisters of Burlington County

Who Subscribes?

Our subscriber list includes executive directors and staff specialists from a variety of local and national non-profit, volunteer and membership organizations, including:

Adoption Alliance
Alzheimer's Association
American Cancer Society
American Kennel Club
American Red Cross
Bend Recycling Team
Big Apple Circus
Big Brothers/Big Sisters
Boone County Senior Services
Boston Bar Foundation
Chesapeake General Hospital
Children's Wish Foundation Intl.
Congregation Beth Judah
Council Against Domestic Assault
Dallas Legal Hospice
Delaware Valley Transplant Program

Drenk Mental Health Center
Epilepsy League of Idaho
Father Maloney's Boys' Haven
Focus Center Science
Friends of Lee Richardson Zoo
Georgia Cities in Schools
Glaucoma Foundation
Goodwill Industries of Mid-East. PA
Habitat for Humanity-Anderson Co.
Hunger Task Force of Milwaukee
Indianapolis Symphony Orchestra
KCET Public TV
Lawyers Committee on Violence
Long Island Minority AIDS Coalition
Lyric Theatre of Oklahoma
March of Dimes Birth Defects Fndtn.

National Funeral Directors Assn.
Nebraska Humane Society
New Jersey Museum of Agriculture
Ozark Literacy Council
Paralyzed Veterans Assn. of Florida
Partnership for a Drug-Free America
Pocono Northeast Development Fund
Right to Life of Michigan
Texas A&M University
United Arts Council of Rowan
United Blood Services of Albuquerque
United Way of East Central Iowa
Very Special Arts
Variety Club of Pacific Northwest
Waterbed Council
YMCA of the USA
