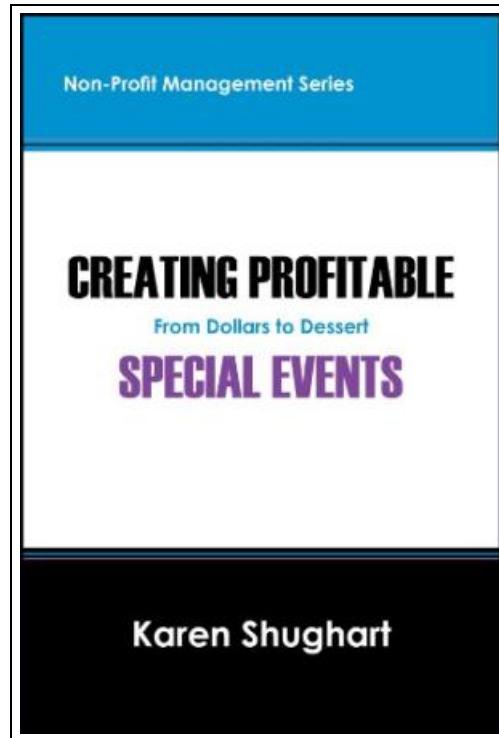


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CREATING PROFITABLE SPECIAL EVENTS: FROM DOLLARS TO DESSERT (PAPERBACK)



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Outskirts Press, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book will help your non-profit organization make money! Arts and human service agencies, religious organizations, PTOs, and even non-profit economic development groups will benefit from reading this book. By following the simple steps described in this guide, those working in the non-profit world, whether as volunteers or staff members, are guaranteed to learn not only how to coordinate effective special events, but also how to maximize profitability and gain visibility for their organization. If you are a novice, you ll learn how to develop an agenda, generate ideas, create your committee, construct a timeline, establish a budget, and work with volunteers and staff. You ll also learn how choose a venue, develop a menu, decorate on a shoestring, promote the event, and maximize the bottom line through cash and in-kind underwriting and events within events. If you are an experienced events planner, you may gain some fresh ideas and insights plus ways to streamline procedures to make your special events even better than ever. The author uses personal and true-to-life examples to support her goal of making special events planning a simple, enjoyable and lucrative experience. A resource guide at the end of the book includes actual fundraising ideas with detailed planning instructions.



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