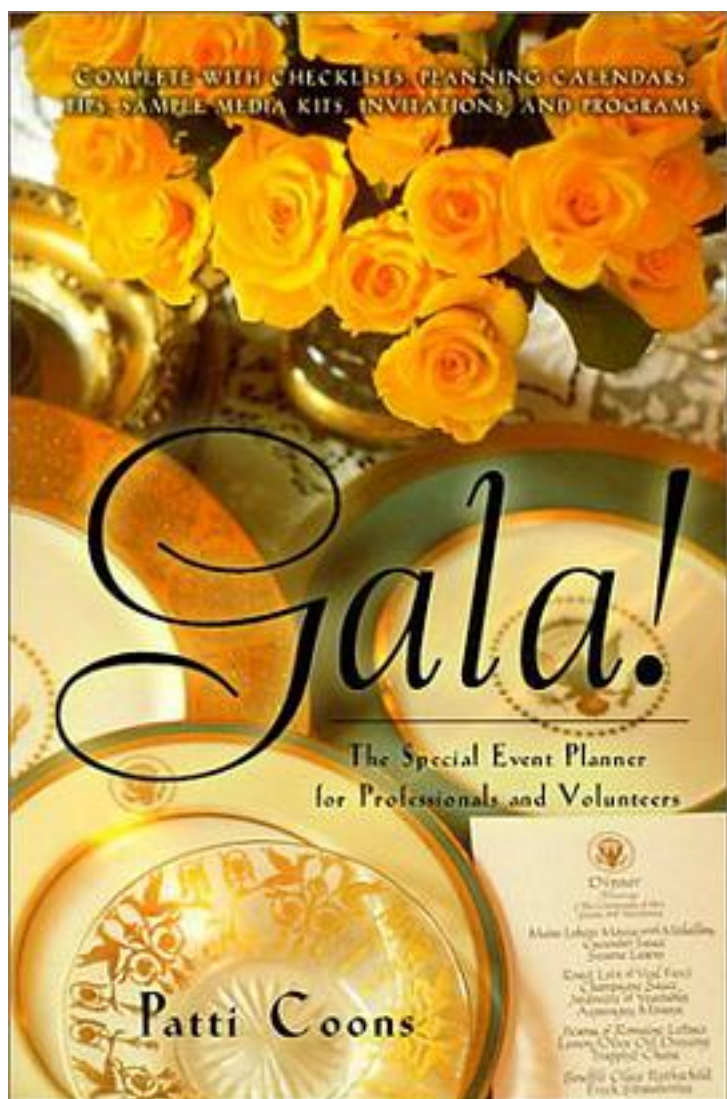


Gala!



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出版者:Capital Books

出版时间:1999-12-20

装帧:Paperback

isbn:9781892123138

If you are responsible for your organization's next big event - whether it is a black tie dinner, a political barbecue, a charity walk-a-thon, a celebrity speech, a school auction, a capital campaign, or a business launch to benefit your favorite cause - everything you need to know and do is in this easy-to-use book. From this handy check-listed guide, you'll learn how to select an event to fit the cause, set your fund-raising goals, plan and execute the entire event using a month-by-month event calendar and checklists, develop an effective charity team to assist you all along the way with the duties of each defined, get media attention using sample public service announcements and great new promotion ideas, build contacts and network with the community and other organizations, find sponsors, prepare inviting invitations and programs, and critique your event and maintain support for the future.

作者介绍:

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