



Planning Special Events

James S. Armstrong

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Using the same principles and methods that have proven so successful for other fund raising activities, James S. Armstrong takes you step by step through the four-phase process of managing fund raising events. This down-to-earth guide--part of the Excellence in Fund Raising Workbook Series from The Fund Raising School at Indiana University--will show how to produce events that will raise money cost effectively, expand your support base, and attract attention to your cause. Designed to be a well-thumbed reference, the workbook also includes answers to the most frequently asked questions.

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