

<<Event Marketing and >>

图书基本信息

书名：<<Event Marketing and Special Events事件营销与特别活动>>

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内容概要

"This comprehensive and detail-rich book is a great addition to a fundraising library. Novices will find their anxiety banished and seasoned professionals will find they still can learn some things. If you want maximum mileage out of your events, use this book!"

-Kim Klein, Publisher Grassroots Fundraising Journal

"Applause for Alan Wendroff's book, *Special Events: Proven Strategies for Nonprofit Fundraising*, called for a Second Edition--an encore. Alan Wendroff uses his return to the stage as an opportunity to expand upon and enrich his previously presented special event strategies. In this updated edition, Wendroff guides the reader onto the Internet with its cost-effective, timely, and considerable means for planning and conducting special events. The Web-based strategies discussed in the Second Edition include volunteer enlistment, marketing to an expanded audience, and moment-by-moment stewardship. The newly presented strategies can further your event's success and attract greater returns for addressing organizational mission objectives."

-Skip Henderson, MSW Providing Fund Raising Counsel

"Alan Wendroff takes special events seriously. This updated edition of his work is essential for organizations seeking to involve today's potential donors and volunteers."

-Eugene R. Tempel, Executive Director The Center on Philanthropy at Indiana University, Headquartered at Indiana University-Purdue University Indianapolis

"Once again, Alan Wendroff provides 'doable' step-by-step planning and strategizing for special events fundraising. His proven method is so sufficiently down-to-earth that both volunteers and staff can benefit tremendously from this simple implementation guide. In fact, it would make an excellent 'thank you' gift for volunteers. They'll feel empowered and more equipped to assist with the charitable cause for which they are willing to give time and money."

-Nancy May, Resource Development Consultant Good Samaritan Foundation

"Alan Wendroff significantly upgrades every development officer's library with *Special Events: Proven Strategies for Nonprofit Fundraising, Second Edition*. In one volume, Alan provides specifics that are culled from his years of experience and delivers his counsel with the touch of a mentor and a sense of humor. This work provides additional and valuable resources for the experienced professional and sage advice for the novice."

-Paull Kuznekoff, Director of Development The Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers, The State University of New Jersey

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