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Titolo	Money for the cause [[electronic resource] ] : a complete guide to event fundraising / / Rudolph A. Rosen ; fundraising art and illustrations by Katie Dobson Cundiff ; foreword by Andrew Sansom
Pubbl/distr/stampa	College Station, : Texas A&M University Press, 2012
ISBN	1-283-58433-6 9786613896780 1-60344-752-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (298 p.)
Collana	Conservation leadership series
Disciplina	658.15/224 658.15224
Soggetti	Charities - United States - Finance - Management Fund raising - United States - Management Nonprofit organizations - United States - Finance - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Why hold an event? -- The secret to successful event fundraising in good times and bad -- Organizing for success -- Learning the basics -- Event business plan -- Programs, policies, and procedures -- Negotiating agreements with service providers -- Creating the perfect setting -- Site selection, rooms, and setup -- Food service -- Entertainment and the master of ceremonies -- The mission and strategic speech making -- Publicity -- Donation acquisition -- Conducting the fundraising -- Tickets and other advance "sales" -- The live auction -- The silent auction -- Raffles and other moneymakers -- Putting it all together -- The big event -- Applying the rules and covering all the angles -- Laws, risks, and liabilities -- Tax matters -- Ethics and security -- Honing to a fine edge -- After the event -- Advanced techniques -- Where to go from here -- Nonprofit resources for nonprofits.
Sommario/riassunto	There has never been a greater need for raising the funds necessary to promote the causes that will help build a sustainable future. In Money for the Cause: A Complete Guide to Event Fundraising, veteran

nonprofit executive director Rudolph A. Rosen lays out field-tested approaches that have been among those that helped him and the teams of volunteers and professionals he has worked with raise more than 3 billion for environmental conservation. As Rosen explains, fundraising events can range from elite, black-tie affairs in large cities to basement banquets a

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