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Nota di contenuto	Announcements, Press Releases and Promotional Strategies -- Leveraging Anniversaries and Milestones -- Awards and Appreciation Events -- Programs and Experiences that Make an Impact -- Utilizing Celebrities and Speakers -- Construction and Dedication Events -- Engaging Tours and Open Houses -- Reaching Out through Volunteer-Focused Events -- Notable Fundraisers and Friend-Raisers -- Keys to Creating Top-Notch Events -- Online, Virtual and Electronic Tools.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource covers a wide variety of strategies to help garner more attention and support for nonprofit events. In addition to tips, techniques, and best practices, it includes examples successfully used by other nonprofit organizations and associations.