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Titolo	Fundraising for Libraries: How to Plan Profitable Special Events
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70378-2
Descrizione fisica	1 online resource (59 pages)
Disciplina	025.1
Soggetti	Library fund raising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Selecting the Right Event, Targeting the Right Audience -- Pre-Event Planning: First Steps -- Creating a Budget to Visualize Profits -- Outlining an Organizational Structure -- Ideas and Themes -- Revenue-Generating Components -- Maximizing Sponsorship Revenue -- Strive for Record-Breaking Attendance -- Logistics: Food, Refreshments, Programs and More -- Promoting and Publicizing Your Event -- Pump Up the Wow Factor -- Post-Event Evaluation, Follow-Up Actions.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource provides libraries with tips, techniques, and best practices to plan and execute effective fundraising events.