

How Small Groups Can Raise Big Funds



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(Dr. Ron Kovacek)

HOW SMALL GROUPS CAN RAISE BIG FUNDS



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Viva Books Private Limited, 2010. Softcover. Book Condition: New. Description: So you need to raise money for a good cause ? a favourite charity, the church roof, a new community centre, or a campaign to save the local wildlife sanctuary. How much do you need: a few hundred? Maybe a few thousand or so? It?s not easy, is it? There?s only so much money to go round, and the big charities employ professional fund-raisers. That doesn?t give smaller groups or individuals like you much of a look in. Unless, that is, you have a few tricks up your sleeve. Jessica Ruston has talked to plenty of people just like you who have successfully raised money for all kinds of causes. Whether you want to run a marathon or put on a fete, hold a charity auction or organize a quiz night or even ride a bike across the Indian subcontinent, she?s got hundreds of fund-raising ideas including: ? Community events ? Sponsored events ? Major missions ? Balls and banquets ? Auctions and sales You?ll also find plenty of advice on getting support from celebrities and businesses, and on how to organize and publicize your events. Let the big charities keep their professional fund-raisers. You won?t need them once you?ve read this book. Contents: Acknowledgments ? Introduction ? Part 1 Ideas for events: Community events ? Major missions ? Grand Events ? Part 2 Planning: Forming Committees, delegating responsibilities and keeping organized ? Celebrities ? Businesses and other sponsors ? Publicity and media ? Rules and regulations ? conclusion ? Index Target Audience: Any one planning to raise funds for a social cause. Printed Pages: 192.



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