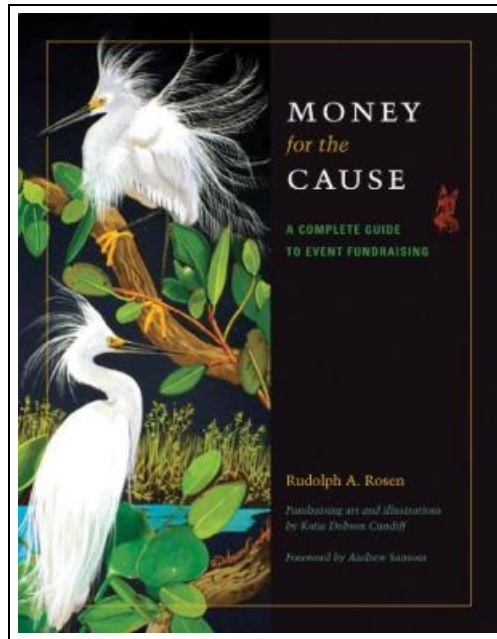


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MONEY FOR THE CAUSE: A COMPLETE GUIDE TO EVENT FUNDRAISING (HARDBACK)



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Texas A M University Press, United States, 2012. Hardback. Condition: New. Katie Dobson Cundiff (illustrator). New. Language: English . Brand New Book. 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 and backyard barbeques in small-town America. **Money for the Cause** runs the gamut, demonstrating methods adaptable to most situations and illustrating both basic and advanced techniques that can be duplicated by everyone from novice volunteers to experienced event planners. Each chapter begins with a pertinent, real-life anecdote and focuses on major areas of event fundraising: business plans and budgets, raffles and auctions, tax and liability matters, contract negotiation, games and prizes, site selection, food service, entertainment, publicity, mission promotion, food and drink service, and effective team building and use of volunteers. The author applies each topic to the widest possible range of events, providing practical detail and giving multiple examples to cover the differences in types of organizations and their fundraising activities. Whatever the funding objective may be, **Money for the Cause: A Complete Guide to Event Fundraising** is both a textbook and a practical reference that will be indispensable to anyone involved in mission-driven organizations, whether as a volunteer, a professional, a student, or an educator.



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