



Successful Special Events (Aspen's Fund Raising Series for the 21st Century)

By Barbara Levy

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Special events can be the backbone of a nonprofit fund-raising program; they're also very hard work. A successful and cost-effective event takes a great deal of planning, coordination, and effort. *Successful Special Events: Planning, Hosting and Evaluating* provides the guidance necessary to efficiently plan, implement, and evaluate such an event. You'll discover how to establish your primary goal, the importance of market identification, special event opportunity ratings, setting goals, and the barriers to planning a successful special event.

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Editorial Review

About the Author

Sidney M. Levy (Baltimore, Maryland) is an independent construction industry consultant with more than 30 years in the industry. He is the author of numerous books on construction methods and operations. Received the British Chartered Institute of Building Silver Metal for the 3rd edition of Project management in Construction in the category of Managing Construction.

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