



Benefit Auctions: A Fresh Formula for Grassroots Fundraising

Sandy Bradley

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In a climate in which community services funding is more and more scarce and the causes are getting more and more urgent, grassroots fundraising is the brightest light at the end of the tunnel. The easiest grassroots fundraiser is a benefit auction, and this book offers tried-and-true methods for putting on a wildly successful event.

In this comprehensive, step-by-step guide, author Sandy Bradley draws on her many years of experience as an organizer and auctioneer for nonprofits and arts organizations.

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