Chapter 15

Public Relations, Marketing, and Customer Service

Resources

California Society of Association Executives Update. 
Fifteen ways the Internet will prove to be a vital resource for your organization. (1996, Spring). 


Jackowski, M. (November, 2001). You don’t have to sell your soul: Marketing partnerships, not event sponsorships, can turn your wish list into reality without turning your parks into billboards. Retrieved March, 2004 from www.greenplayllc.com/articles_fundraising.shtml


**Online Resources:**

- www.pressblaster.net - press release software
- www.prwizard.com - automated press release software
- www.stetson.edu/rhansen/prguide.html - writing better press releases
- www.xpresspress.com/ - writing & formatting press releases for E-mail
- www.lin.ca/benefits.html - The Leisure Information Network - The Benefits Catalogue
- advisorsmarketing.com/index1.html- BAM! Benefits Activated Marketing