

2020BaczynskiMae-abstract

Abstract

Hosting a non-profit launch party is the first big event the organization will put on. Beneficence Family Scholars is a non-profit in Muncie, Indiana that was created by 16 Ball State University students. None of the students had experience hosting an event as large as a launch party and had to overcome challenges along the way. This paper discusses the planning and execution of the launch party, invitations, silent auction, venue, catering, florist, entertainment, speakers, and fundraising that went in to hosting a successful launch party, followed by suggested improvements that could have been made or should be made in the future.

Honors College
Ball State University
Muncie, IN 47306