

## Recommended Readings

Armstrong, James, S. *Planning Special Events*. San Francisco, CA: Jossey-Bass, Inc., 200. This book is a step-by-step guide through the four phase process of managing fundraising events. The book shows how to produce events that will raise money effectively while attracting attention to the cause being promoted.

Freedman, Harry A. and Smith, Karen F. *Black Tie Optional: The Ultimate Guide to Planning and Producing Successful Special Events*. Rockville, MD: The Fund Raising Institute, 1991.

Key essentials to successful special event fundraising are examined. It discusses attention-getting techniques through booking celebrities, clever publicity, and more and includes budget worksheets and various checklists.

Freedman, Harry A. and Smith, Karen F. *Business of Special Events: Fundraising Strategies for Changing Times*. Sarasota, FL: Pineapple Press, 1998.

This reading takes a business-like approach to events, including practical, experiential advice with worksheets, checklists, samples, examples, and anecdotes.

Harris, April L. *Raising Money and Cultivating Donors Through Special Events*. Washington, DC: Council for the Advancements and Support of Educations, 1991. This how-to for beginning fundraisers offers special event planning strategies and gives advice on how to give new energy to traditional events or ideas for new events.

Hauser, Cindy and Elliot, Chuck. *Aspen's Guide to 60 Successful Special Events*. Gaithersburg, MD: Aspen Publishers, Inc. 1996.

They offer a simple, straightforward "recipe" for planning a wide variety of fundraising events of varying complexity. Each entry contains a description of a successful event and one organization's history of hosting it, how much money must be spent and can be raised, suggestions for securing underwriting or in-kind donations; how much time and effort is needed for planning, the community participation required, and how many staff members and volunteers will be needed.

Levy, Barbara R. and Marion, Barbara. *Successful Special Events: Planning, Hosting, and Evaluations*. Gaithersburg, MD: Aspen Publishers, Inc. 1997.

Includes guidance necessary to plan, implement and evaluate an event. You'll discover how to establish your primary goal and learn about the importance of market identification, special event opportunity ratings, and the barriers to planning.

Stallings, Betty and McMillion, Danna. *How to Produce Fabulous Fundraising Events; Reap Remarkable Returns with Minimal Effort*. Pleasanton, CA: Building Better Skills, 1999.

This fundraising book emphasizes the importance of volunteers and the principles of volunteer management with valuable guidance on selecting a fundraiser that fits the project and yields the most revenue.

Wendroff, Alan L. *Special Events: Proven Strategies for Nonprofit Fundraising*, (2<sup>nd</sup> Edition). New York, NY: John Wiley & Sons, Inc. 2003.

Presenting the essential knowledge necessary for organizing and holding events that will meet your objectives, this book includes a Master Event Time Tables, which walks you through each stage of the process.

Source: Principles & Techniques of Fundraising, the Center on Philanthropy Fundraising School