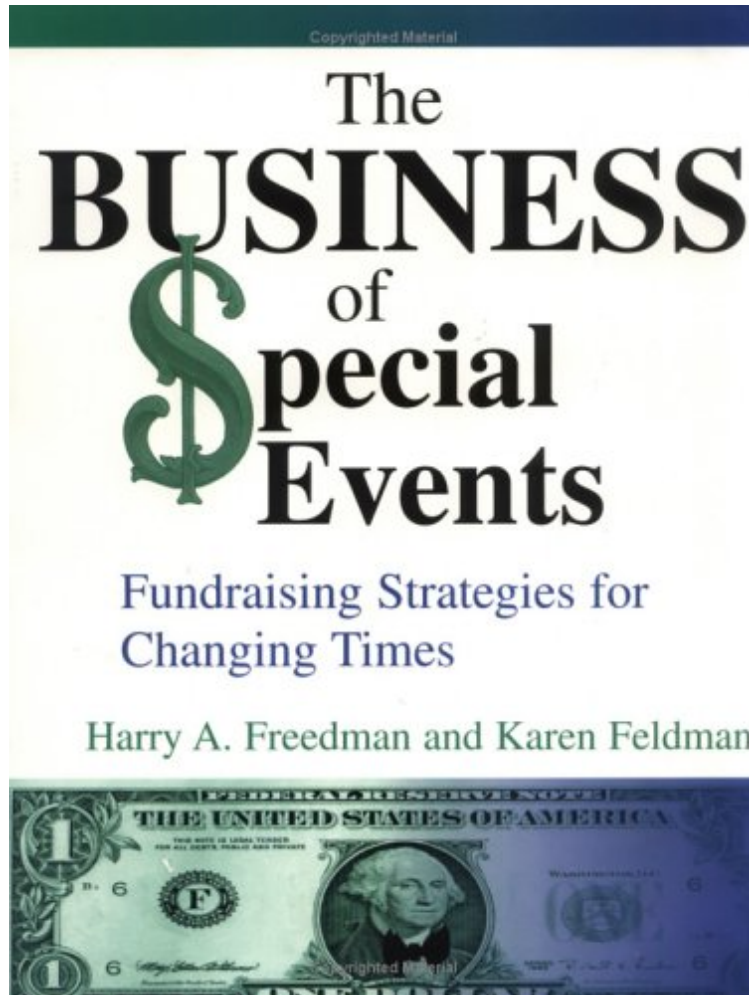


The Business of Special Events: Fundraising Strategies for Changing Times

Harry A Freedman, Karen Feldman
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Harry A Freedman, Karen Feldman : The Business of Special Events: Fundraising Strategies for Changing Times before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business of Special Events: Fundraising Strategies for Changing Times:

15 of 16 people found the following review helpful. What a how-to guide! By Gabriella Waters I purchased this book several years ago and I still refer to it whenever I am planning a special event. Freedman Feldman provide a guide that literally lays the groundwork for conducting a successful special event (I hope that is not a Kent Dove title). Every subject from selecting the right event to post-event evaluation is covered in this resource. Great pains are taken to illustrate the areas discussed and tips abound throughout the book. I found the samples of event materials particularly

useful in gaining an understanding of some of the principles that are illustrated. The Business of Special Events is a must have edition to your library. A great resource for volunteers, chairpersons, staff and Board. I completely agree with George R. Reis, Editor, Fundraising Management when he says "When other writers discuss special events, they often quote Harry Freedman. This book is the final word on the subject." 7 of 8 people found the following review helpful. A wealth of practical tips, tricks, and techniques By Midwest Book Review Collaboratively written by professional non-profit organization fundraiser Harry A. Freedman and Florida-based journalist Karen Feldman, The Business Of Special Events: Fundraising Strategies For Changing Times is a step-by-step guidebook that effectively instructs the reader in every step of organizing a successful fundraising effort in today's technological era. Individual chapters specifically address how to create a balanced budget; secure corporate sponsorship; maintain accurate records; get serviceable publicity; provide food, beverages, and entertainment at fundraising gatherings; and more. A wealth of practical tips, tricks, and techniques make The Business Of Special Events a top-notch and highly recommended resource. 0 of 0 people found the following review helpful. Handy Dandy Notebook ! By S. Nunez This book is practical and easy to understand. It touches base on every aspect of the business no matter how big or small. It is awesome for reference, since it's detailed and organized. I always go back to it. And the tips are great!

Nowhere else will you find such a wealth of practical, experiential advice along with plenty of worksheets, checklists, samples, examples, and anecdotes from the authors' years in nonprofit management. With wisdom, know-how, an eye on detail, the authors show you how to produce a special event, whether a sidewalk sale or a glamorous gala, to make money and friends in the name of your cause.

Five Star Rated!! --Richard B. Stolley, TIME, Inc About the Author Harry Freedman is nationally recognized as a leader in nonprofit fundraising. He has produced hundreds of large-scale special events, often featuring celebrities. A member of the National Society for Fundraising Executives, he speaks and writes on topics such as special events marketing for charities, major donor fundraising, and the cultivation of volunteers. Karen Feldman is a journalist based in Fort Myers, FL. Her writing has appeared in newspapers throughout the US and Canada.