

# The Charity Event Planning Guide

*David Mirisch, Godfrey Harris*  
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**David Mirisch, Godfrey Harris : The Charity Event Planning Guide** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Charity Event Planning Guide:

1 of 1 people found the following review helpful. Great Guide!By Maggie CMarisch makes the event simple with a step by step guide to take any event to a great event. It's a fast read with clear planning tools and checklists. I'll be showing this book to my class as an example of great planning.1 of 1 people found the following review helpful. Experience with The Charity Event Planning GuideBy Pat BooneI've worked with David Mirisch for over 30 years, partnering to create and administer many charity events. All have been successful, raising many thousands of dollars for worthy charities and furnishing fine entertainment and healthy fun for all participants. Dave knows, from long years of experience, how to plan, prepare and promote events. He and his team work diligently, and look after all the myriad details that are detailed in his excellent book, THE CHARITY EVENT PLANNING GUIDE.Pat Boone0 of 0 people found the following review helpful. Events HappenBy Sue FitzpatrickThis book is clear, concise and easy for anyone to use. Having done large lunches (400+ people) with a committee some of these forms would have been very helpful. Especially contingency considerations " if something can go wrong it will". I like the idea of event evaluations - what went well and what didn't. The author also suggests that you save your forms for future events, it can help with organizing and avoiding pitfalls.

An easy-to-use, but comprehensive, guide to organizing any charitable event more quickly, managing it more smoothly, realizing its potential more easily, having it remembered more fondly, and maximizing its fund raising potential more readily.

The devil is in the details and the Charity Event Planning Guide breaks them down into bite size digestible parts. The authors bring us through the process from the small ideas to the large ones. Once you complete the guide, if you re-read the forms in reverse order, from the back to front, you will find that you have the beginnings of a Business Plan

and strategies/tactics to achieve your goals. --Amy Bekier - Event Chair - Celebrity Charity Walk 'n' Roll for FSH Muscular Dystrophy

**About the Author** David Mirisch is the president of David Mirisch Enterprises, an international event production company that also places Hollywood celebrities and world-class athletes in paid and non-paid personal appearances. His company has produced more than 2,500 fundraising events throughout the United States and in 7 foreign countries including Canada, Bahamas, Ecuador, Haiti, Mexico, Japan, and Malaysia. The events have involved recreational activities such as golf, tennis, softball, bowling, walks, fishing, skiing, and equestrian demonstrations as well as social events such as fashion shows, luncheons, casino parties, and over 500 Galas/Auctions. David Mirisch has personally helped nonprofits raise more than \$35,000,000 during his 40+ year career. Depending on the event and the organization's goals, some have sought as little as \$10,000 while others have generated more than \$1,000,000. Mirisch brings his knowledge of social habits and his vast experience to help organizations put on great events that raise as many dollars as possible. David is a member of the renowned Mirisch family, a legendary power in the motion picture industry. Members of the family have produced 72 feature films, won 24 Academy Awards including a remarkable three Best Picture of the Year Oscars for *West Side Story*, *The Apartment*, and *Heat of the Night*. Prior to becoming involved in fund-raising for the nonprofit world, Mirisch was a publicity field agent for United Artists before opening his own public relations agency. That agency represented such Hollywood luminaries as Merv Griffin, Johnny Mathis, Pat Boone, Perry Como, Raquel Welch, Lindsay Wagner and Wilt Chamberlain. David is also credited with having discovered Farrah Fawcett in 1968. David is married and now lives in Missoula, Montana.

Godfrey Harris has been a public policy consultant based in Los Angeles, California, since 1968. He began consulting after serving as a university instructor at UCLA and Rutgers, a U.S. Army intelligence officer, a U.S. foreign service officer with the Department of State, an organizational specialist in President Lyndon Johnson's Executive Office, and as a program manager for an international financial company in Geneva. In all of these positions, Harris honed his planning skills when he was called upon to organize or manage meetings, dinners, trips, exhibits, funerals, conferences, seminars, receptions, parties, and other diplomatic, social, and commercial events requiring coordinating the activities of colleagues, contractors, and guests. At present, he serves as Curator of the Da Vinci Exhibit, a museum-quality display of the machines, art, and philosophy of Leonardo da Vinci. As President of Harris/Ragan Management Group, Harris has focused the firm's activities on projects that offer alternative solutions to matters of community concern. In fulfilling that role, he has specialized in political and economic analysis; marketing public and private sector services through word of mouth advertising; developing new environmental and commercial products; promoting international tourism to various destinations; and creating commemorative, enlightening, and educational events. Harris has written on his own or with associates 63 other books on business and public policy topics. He holds degrees from Stanford University and the University of California, Los Angeles, and is listed in *Who's Who in America* and *Who's Who in the World*.