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James S. Armstrong

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James S. Armstrong : Planning Special Events (J-B Fund Raising School Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planning Special Events (J-B Fund Raising School Series):

Using the same principles and methods that have proven so successful for other fund raising activities, James S. Armstrong takes you step by step through the four-phase process of managing fund raising events. This down-to-earth guide--part of the Excellence in Fund Raising Workbook Series from The Fund Raising School at Indiana University--will show how to produce events that will raise money cost effectively, expand your support base, and attract attention to your cause. Designed to be a well-thumbed reference, the workbook also includes answers to the most frequently asked questions.

"For special events knowing all the right answers is not as important as asking the right questions . . . questions which tackle all the critical components for success. This book is an invaluable resource, a roadmap which systematically guides professional and volunteer alike toward adventures that will realize their bold dreams. A great tool that creates all-important confidence and optimism." (Gary Wolff, CFRE, consultant to philanthropy, Santa Fe, New Mexico) "The novice and seasoned professional alike will find Planning Special Events an essential desktop companion. This practical, easy-to-use guide contains everything you need to know to create and manage enjoyable, profitable special events." (John M. Vigo, director of development, Saint Mary's College High School, Berkeley, California) "Not only is this book good for professionals, I would recommend it to my nonprofit (and some corporate) clients. Understanding all the elements required to produce a successful event is as important for the client as it is for the professional. In my twenty years of producing events, I have not found a book until now that outlines all the practical steps required for a successful event. It's all clearly spelled out here." (Marinda Freeman, event design production, MF Productions) "Drawing on thirty years of experience, Jim Armstrong presents a very readable, step-by-step on how to organize a successful fund raising event. I like his approach to accomplish this task." (Edward T. Scholl, executive director of development, Passionist Monastery, Chicago, Illinois)

From the Inside Flap Whether you are new to the nonprofit field or a seasoned veteran, Planning Special Events? written in a practical workbook format? shows how to conduct special fund raising events that will get results. The author also explains how to seamlessly integrate these events into your larger, more comprehensive fund development program. Using the same principles and methods that have proven so successful for other fund raising activities, James S. Armstrong takes you step by step through the four-phase process of managing fund raising events. This down-to-earth guide mdash; part of the Excellence in Fund Raising Workbook Series from The Fund Raising School at Indiana University mdash; will show how to produce events that will raise money cost effectively, expand your support base, and attract attention to your cause. Planning Special Events will give you the information you need to:

- Target the events that are right for your organization
- Analyze your needs and set goals
- Select the best site
- Create a realistic budget
- Set in motion marketing and public relations plans
- Reap the benefits from post-event follow-up activities
- Measure and analyze the results

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The Author James S. Armstrong, CFRE, a management expert with more than thirty years experience in politics, business and nonprofit agencies, is vice president and director of the Children's Hospital Foundation in Oakland, California. "The novice and seasoned professional alike will find Planning Special Events an essential desktop companion. This practical, easy-to-use guide contains everything you need to know to create and manage enjoyable, profitable special events." mdash; John M. Vigo, director of development, Saint Mary's College High School, Berkeley, California

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