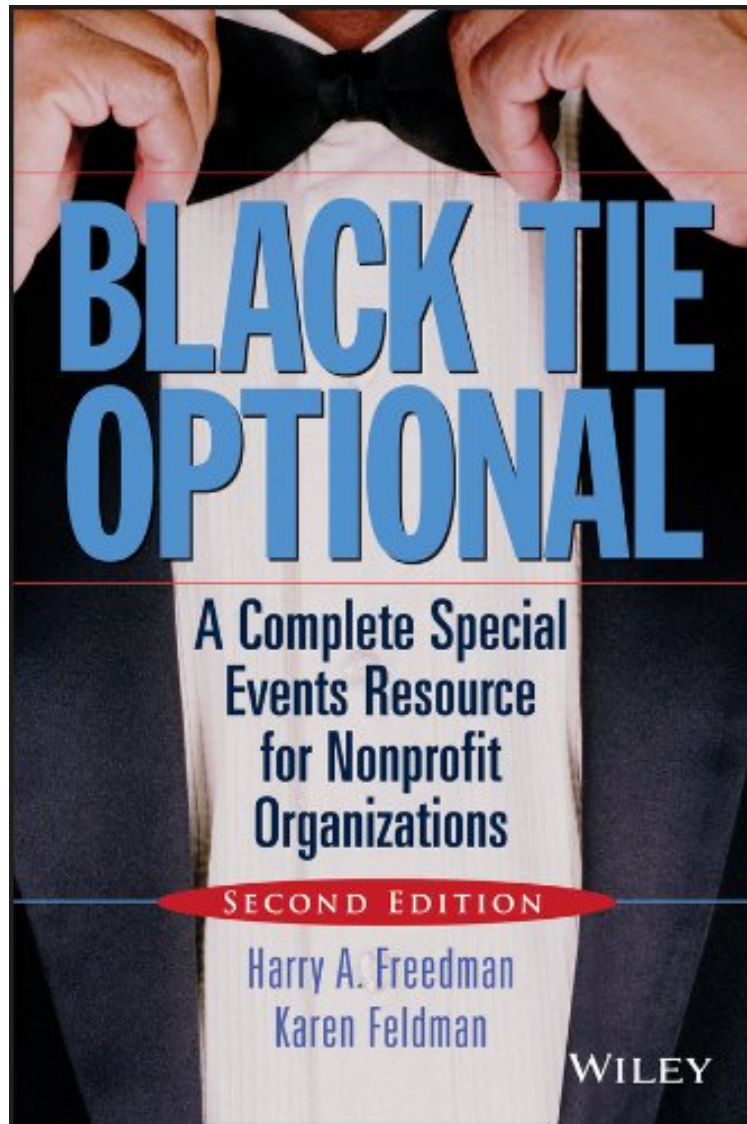


Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations

Harry A. Freedman, Karen Feldman
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Harry A. Freedman, Karen Feldman : Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations before purchasing it in order to gauge whether or not it would be worth my time, and all praised Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations:

0 of 0 people found the following review helpful. Full of great ideas. I refer to it frequentlyBy CarynFull of great ideas. I refer to it frequently.0 of 0 people found the following review helpful. Five StarsBy Stephen Almas0 of 0 people found the following review helpful. Great resource guide for the little detailsBy Patricia A. SeilerIt is one thing

to have a great idea for a fundraiser and quite another to pull it off successfully. I have authored "Nation's Hottest Fundraising Events" as a resource book for event ideas but suggest that people then get a book like "Black Tie Optional" for all of the specific planning details. this book covers them all in depth and detail.

Praise for Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations, Second Edition "I wish I had had this invaluable book when I was helping plan fundraisers in the past. My life would have been easier, and our bank account healthier. Don't torture yourself: get this book, follow its advice and be a hero!" —Richard B. Stolley, Senior Editorial Adviser, Time, Inc. Founding Editor, People magazine "Black Tie Optional is anything but an optional read. This step-by-step guide on how to strategize and execute a successful fundraiser is essential to anyone considering how best to tackle the complicated world of event planning. Black Tie Optional is the archetypal roadmap for those undertaking the rewarding yet overwhelming journey of successful fundraising. An absolute must read!" —Cathy Elkies, Senior Vice President and Charity Auctioneer, Christie's "Harry Freedman knows how to plan an event. He has it down to an art." —World-renowned artist PETER MAX Regardless of the kind of big event your organization has planned for its next fundraiser, everything you need to know and do is in this thorough and essential handbook. Now in a Second Edition, Black Tie Optional demystifies the process and makes it as easy as possible to have a successful event that generates money as well as new supporters. Authors and industry experts Harry Freedman and Karen Feldman cover all the angles and show you how to: Decide on the best kind of event for your organization Select the best location and date for your event Develop budgets Reach and book celebrities Create invitations and get publicity Set ticket prices Organize and motivate your committees This handy, how-to manual takes you step by step through the entire process of selecting and producing simple and complicated events and arms you with all the information you need, including practical advice, real-world examples from actual events, summary checklists, and worksheets. Black Tie Optional is destined to become your dog-eared blueprint for making money and allies in the name of your cause.

From Library Journal This short and practical book by a leading Florida fundraiser is a good introduction for any group contemplating its first charitable event. Using examples drawn from his own experience, Freedman outlines planning, coordination, and execution from date selection and ticket pricing to post-event evaluation. While smaller groups may feel overwhelmed by the extravaganzas described, the basic tactics given will work for small events as well as for an evening with a Hollywood star. At the same time, it would have been nice to have some examples of modest fundraising outside the Miami area. Sample contracts and letters of agreement with hotels, suppliers, and entertainers provide useful support to the text and will help committee chairs avoid the surprise costs that often turn an apparently successful event into a financial loss. This will be a valuable and often-consulted addition to public library collections.— Mary Jane Ballou, Ford Fdn. Lib., New York Copyright 1991 Reed Business Information, Inc. From the Inside Flap Whether your nonprofit's fundraising event is an auction or a celebrity dinner, there is a great deal at stake when planning an event. From the invitations to the food to the entertainment, your event leaves a lasting impression of your organization's image. Now in a fully revised and significantly expanded Second Edition, Black Tie Optional is the complete primer you'll turn to for planning, organizing, and running your organization's special events. This practical handbook will show you how to choose the events that will make the most money — and friends — for your organization. Packed with commonsense advice from one of the country's leading special events producers, this new edition provides helpful checklists, flow charts, and worksheets outlining every element of assembling and managing special events, including: Choosing the right event Picking an event coordinator/manager Motivating your board and committee members Getting maximum support Promoting your event While the concept of fundraising is not new, never has the need for money been so great. More and more, it is up to individual groups to come up with creative ways to raise money and new supporters. Black Tie Optional, Second Edition is the all-in-one resource both beginning and seasoned event planners will rely on for creating a truly special event. From the Back Cover Praise for Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations, Second Edition "I wish I had had this invaluable book when I was helping plan fundraisers in the past. My life would have been easier, and our bank account healthier. Don't torture yourself: get this book, follow its advice and be a hero!" —Richard B. Stolley, Senior Editorial Adviser, Time, Inc. Founding Editor, People magazine "Black Tie Optional is anything but an optional read. This step-by-step guide on how to strategize and execute a successful fundraiser is essential to anyone considering how best to tackle the complicated world of event planning. Black Tie Optional is the archetypal roadmap for those undertaking the rewarding yet overwhelming journey of successful fundraising. An absolute must read!" —Cathy Elkies, Senior Vice President and Charity Auctioneer, Christie's "Harry Freedman knows how to plan an event. He has it down to an art." —World-renowned artist PETER MAX Regardless of the kind of big event your organization has planned for its next fundraiser, everything you need to know and do is in this thorough and essential handbook. Now in a Second Edition, Black Tie Optional demystifies the process and makes it as easy as possible to have a successful event that generates money as well as new supporters. Authors and industry experts Harry Freedman and Karen Feldman cover all the angles and show you how to: Decide

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