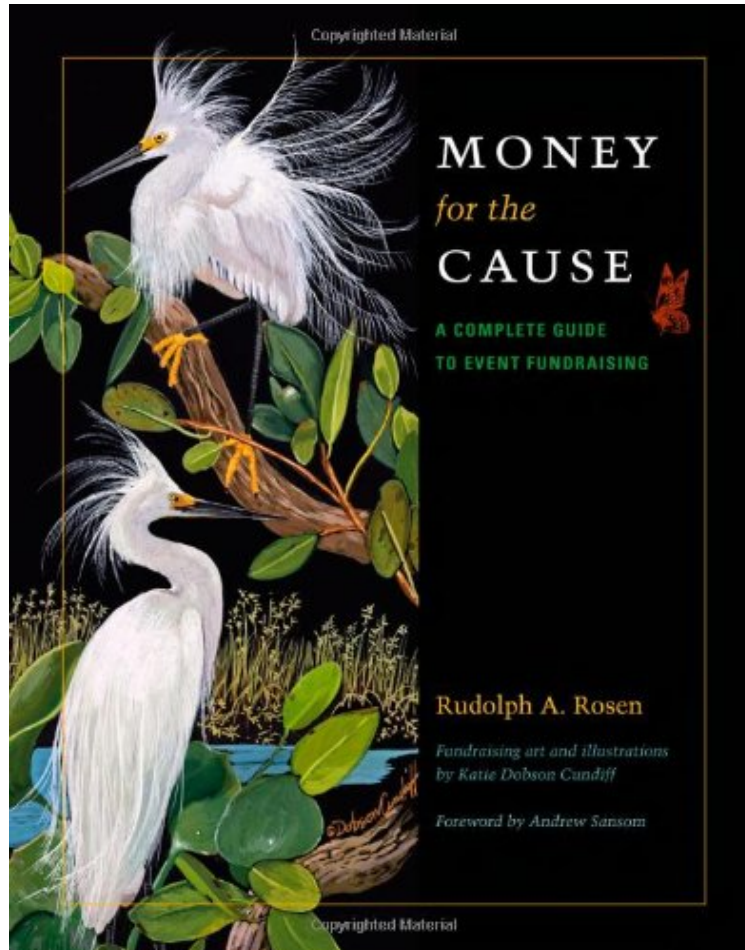


[Download] Money for the Cause: A Complete Guide to Event Fundraising

Money for the Cause: A Complete Guide to Event Fundraising

Rudolph A. Rosen

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Rudolph A. Rosen : Money for the Cause: A Complete Guide to Event Fundraising before purchasing it in order to gauge whether or not it would be worth my time, and all praised Money for the Cause: A Complete Guide to Event Fundraising:

5 of 5 people found the following review helpful. Fundraising A to Z, beginner to pro By Gigi Jacks McClaskey I just bought this book and have not yet finished it, but it's a book you can read in parts and still get what you need to succeed. The book is written in sections. There is an excellent index, and near the beginning there is a chart that tells you where to look in the book for information about each stage of event planning along with event timelines. I think it's safe to say that there is something for everyone in this book, but not everything is for everyone. Although it's mostly easy and interesting reading. Depending on whether you are just starting out or looking for new ways to increase revenue at an event held for many years there are sections written just for you. Also depending if you are planning a large event or a small one, or one that will be attended by people with a large or small amount of disposable income, there is good information and examples in the book for you. The author forces you to consider these factors in

designing your event. I think readers will enjoy the stories and then read the parts that pertain to their own situations. And then read the book again as they need more help in one area or another. 4 of 4 people found the following review helpful. Fantastic reference and story! By Winnifred I got this book because it appeared comprehensive and it is. It's all here. Everything anyone would want to know about fundraising and more. Even legal matters and ethical considerations are covered, with appropriate disclaimers. The book discusses elements of fundraising that I had not yet contemplated, but which are important and should be considered. It made me realize that a lot of work goes into holding an effective and efficient fundraiser. It also has convinced me that some of the charity events I have attended, although enjoyable, could have raised more money for the charity than I believe they did. I recommend all organizations that hold events to raise money review this book and use it as guide. We need more organized and effective events similar to those described in the book. I am still reading the book and will probably read it in parts because it covers some areas I am interested in now and some I'll probably be interested later as matters arise. Fortunately, even the more complicated areas of fundraising in the book are pretty easy to read. In fact, some parts which I thought I would skim I read through instead because I enjoyed the writing. 2 of 2 people found the following review helpful. Should be 6 stars By Jim McFelea This book deserves more than 5 stars because it contains so much more about how to hold a fundraiser than I ever thought there was to know. It's understandable and the instructional stories are interesting. Best part of the book is the way it somehow covered beginner information all the way up to advanced fundraising. Some parts of the book can be skimmed over and returned to later as reference material. For example, there are sections about negotiating the various service supplier contracts you may need and what kind of permits may be needed to hold an event outdoors. When you need to do these things, this book has all the details. There is even a section that covers what the author calls the darker side of fundraising which promotes good ethics and how to prevent misuse. The book emphasizes over and over the idea of net revenue and budgets that account for all costs. This is really a point about truth in fundraising. It's all about holding an event that raises money for actual charity work instead of holding a fundraiser that pays for little more than the expense of holding the fundraiser.

There has never been a greater need for raising the funds necessary to promote the causes that will help build a sustainable future. In *Money for the Cause: A Complete Guide to Event Fundraising*, veteran nonprofit executive director Rudolph Rosen lays out field-tested approaches that have been among those that helped him and the teams of volunteers and professionals he has worked with raise more than \$3 billion for environmental conservation. As Rosen explains, fundraising events can range from elite, black-tie affairs in large cities to basement banquets and backyard barbecues in small-town America. *Money for the Cause* runs the gamut, describing in easy to understand language methods adaptable to most situations and illustrating basic to advanced techniques that can be duplicated by everyone from novice volunteers to experienced event planners. Each chapter begins with a pertinent, real-life anecdote and focuses on a major area of event fundraising, including team building, auctions, raffles, food and drink service, planning, budgets, games, social media, websites, entertainment and more. The author applies each topic to the widest possible range of events and organization size, providing practical advice and easy to follow examples, sample materials, and many other aids to fundraising success for different types of organizations and their fundraising activities. Whatever the funding objective may be, *Money for the Cause* will quickly become indispensable to anyone involved in mission-driven organizations, whether as a volunteer, professional, student, or total beginner wanting to raise money for a cause. (20120109)

. . . there are literally tens of millions of volunteers in organizations of all sizes who would benefit from this book. . . This book will help to avoid the trial and error approach I see most organizations making as they attempt to raise funds through events . . . should be read by any professional fundraiser or by anyone who is in charge of their local charity fundraiser. It should become a part of the library of anyone who aspires to be proficient at this important part of charity work.--Alan Wentz, former chief conservation officer, Ducks Unlimited Inc.