Index

Abbey, Linda, 97, 100, 105–108	Blue Moon Gala, 4
Accountability, xix	Boats, chartered, 19
Advertising, 135, 156	Book signings, 13
Alcohol, see Liquor	Bradley, Ed, 4
American Federation of Television and	Breakfasts, 110
Radio Actors, 151	Brunches, 110
American Red Cross, 31	Budget, 33–50
Anderson, Pamela, 148	available funds for event, 34
Animal events, 22–23	for committee expenses, 44–45
Animal Haven Shelter, 6	for decorations, 40–41
Antique shows, 8	to determine feasibility of event, 32
Arts and crafts shows, 9	for entertainment, 40
The Association of Fund Raising	for food and catering, 38-39
Professionals, 154	for food for workers, 39
A-thons, 9–10	for free tickets, 45
Attendance guarantees, 39, 115	importance of, 33–34
Auctions, 2, 10–11, 127–135	for insurance, 41
budget worksheet for, 49	for lighting and sound, 37
resources for, 183-186	for location costs, 35-37
Auctionpay, 61, 133–134	need for, 7–8
Audiovisual requirements, 38	oversight of, 58
Axelrod, Terry, xxi, xxii	for postage, 45
	post-event evaluation of, 178-179
Balloons, as profit boosters, 136	preliminary, 7–8
Balloon races, 11	for printing costs, 42–43
Bank accounts, 59	for publicity, 43–44
Banquets, 112	for security, 41
Barton G., xx, 102, 105	and setting price of tickets, 47
Beach parties, 11–12	special categories in, 45-46
Benefit Events, 132	for special event planners, 46
Better Business Bureau, xix, 34	worksheet for, 48-50
Beverages, 38, 122–124	Buffets, 111–113
Bike shows, 14	Buffett, Warren, 130
Bingo events, 12, 18, 23	Business openings, 13-14

Care Resource, 117	of one, 75
Carnivals, 18	post-event evaluation of, 177
Carnival Cruise Lines, 98–99	recognition for, 81–82
Car shows, 14	recruiting members for, 71–74
Casino nights, 14–15	retention of volunteers for, 81
Casual dinners, 111	special, 79–81
Caterers, 38–39, 49, 115–118	working, 75–81
CD signings, 13	Concerts, 16, 17
Celebrity events, 2–3, 15, 145–154	Contracts, 147, 152–153
audiovisual requirements for, 38	Convention hotels, 35
budgeting for, 40	Convergence, media, 156
concerts, 17	Cookbooks, 142
contracts for, 152–153	Cooking demonstrations, 17
costs of, 3, 145–146	Coordinators, see Event coordinator or
dealing with celebrities, 153–154	manager
at homes of stars, 36	Costs. See also specific types of events
lining up celebrities for, 146–152	budgeting for, see Budget
reducing middlemen in booking,	printing, 42–43
150–151	of sites, 35–37, 99–100
resources for, 186–187	Costume parties, 17–18
scheduling dates for, 152	Countdown. checklist, 169–174
setting up, 150–151	County fairs, 18
speakers for, 149–150	Courie, Katie, 3, 148
Celebrity Service, 149–150	Cow-chip bingo, 18
Celebrity Talent International, 2, 3	Credibility, xix, xx
Control Dark Conservancy A	Credit cards, 59–60, 189–190
Chairs for events, 55	Cru, 106
Charity watchdogs/databases,	Cruises, 19–20
188–189	
Chartered boats, 19	Culinary Evening with the California
	Winemasters, 135
Check-in committee, 78–79 Chili cookoffs, 16	Dances, 20
	Day, Doris, 148
Choosing events, 1 financial issues in, 7–8	Decorations:
possible types of events, 8–29	budget for, 40–41 donations of, 100
step-by-step process for, 30–31	*
Christie's, 132	for hotel events, 114
Churches, 36	working committee for, 76
Clark, Shelley, 4, 99–100, 150–152	Designer homes, 20–21
Closed-market auctions, 132	Development directors, xvii
CMarket, 132	Dine-arounds, 21–22
Cocktail period, 106	Dinners, 111
Cohen, Richard, 148	Disasters, food, 121–122
Collins, Joan, 154	Donations, 84
Committees, 71–82	Donors, expectations of, xxi
budget for expenses, 44–45	Donor gifts, 190–192
honorary, 71, 72, 75	Door prizes, 144
invitations, 77–78	Duck pond, 136
motivating, 74–75	Dunk tank, 136

EBay Giving Works, 128–131	leftover, 124
Entertainment. See also Celebrity events	meal and setting ideas, 110–115
budget for, 40	post-event evaluation of, 180–181
budget worksheet for, 49	prepared/served by members, 118–121
post-event evaluation of, 181	serving alternatives for, 107–108
	for staff and volunteers, 39, 124
working committee for, 76	
Estefan, Emilio, 75	time-savers for, 120
Events. See also specific types of events	tipping for, 40, 125
appropriateness of, xx	working committee for, 78
countdown checklist for, 169–172	Food events:
evaluation of, 175–172	chili cookoffs, 16
first-time, 2	cooking demonstrations, 17
market research for, 5–6	dine-arounds, 21–22
mission presentation during, xxii	food festivals, 4, 22, 111
news releases for, 6	ideas for, 110–115
novelty factor in, 4	iron chef, 24
reasons for having, 1	pancake breakfasts, 26
time and place for, 31–32	replacing celebrity events, 105
Event coordinator or manager, 51–70	themed meals, 28
budget for, 46	Forte, Marcello, 6
event timeline for, 64–70	Frederick P. Rose Hall, 97
financial control by, 57-64	"frae" appearances, costs of, 145–146
fundraising director as, 51	Free tickets, 45, 63–64
hiring, 51	Fundraising, xvii, xviii
post-event evaluation of, 181–182	Fundraising consultants, 46, 192–194
primary tasks of, 53–54	Fundraising directors, 41
record keeping by, 54–57	Fundraising/trade organizations, 195–200
required by venue, 52	Fur balls, 22–23
resources for, 192–194	
seasoned volunteer as, 52	Gay bingo, 23
selecting, 52–53	Goldstein, Hank, xxii–xxiii
Event notebook, 55–57	Gourmet lunches, 110
Event timeline, 64 70	Grab bags, 136
Executive directors, 41	Gratuities, 40, 114, 125
Executive directors, 41	
E-i 10	Greater Talent Network, 2, 149
Fairs, 18	Great Performances, 97, 100
Farm Aid, 16	Guarantees (attendance), 39, 115
Festivals, 4, 22, 111	Guessing games, 136–137
Financial control, 57–64, 81. See also	GuideStar, xx, 34
Budget	"Guide to Sponsorship" (International
Fireman, Simon, 53	Events Group), 85
First-time events, 2	
Food, 105–125	Haircuts, 23–24
and beverages, 122–124	Harry Walker Agency, 2
budget for, 38-39, 49	Hazel Wolf High School, 131
caterers, 115–118	Health Crisis Network, 99
choosing, 107–110	Homes of stars, 36
critical details related to, 106-107	Home tours, 24
innovative, 105–106	Honorary committee members, 71, 72

214 INDEX

Honorary committees, 75	Lighting budget, 37
Hoogerhuis, Peter, xx, 134	Light lunches, 110
Hostettler, Caroline, 106	Light refreshments, 113
Hotels, 35–36	Liquor, 38, 122–124
food and liquor costs at, 38	Live auctions, 127, 132–135
food at, 113–115	Local talent concerts, 16
liquor served at, 122	Location for event, see Sites
Houses of worship, 36	Lorenz, Clam, 128–130
•	Love, Norman, 106
IEG, see International Events Group	Lunches, 110–112
Independent Sector, xix	
Indoor sites, 35–36	Mailing lists, 156
Insurance, 41, 120	Mall events, 13–14
International Events Group (IEG), 85, 88,	Managers, see Event coordinator or manager
90	Market research, 5–6
International Red Cross Ball, 53	Meals on Wheels Delaware, 137, 142
Internet:	Media, 155–167
auctions on, 128–132	advertising, 156
fundraising on, 8	budget for, 43–14
weather information on, 32	invitation events, 156–163
Invitations, 156–163	need for publicity via, 6
budget for, 43	new coverage, 164–166
following up, 163	p int media, 165
fresh look for, 160	promotions, 155–156, 163
	-
identifiable image on, 157	public service appearaments 164
multipart, 159	public service announcements, 164
ordering, 161–162	radio talkshows, 165
raffle ticket options included with, 143 schedule for 162	as sponsors, 89–90
seriedare for, for	time frame for promotions via, 166
working committee for, 77–78	Mini-auctions, 137
Iron chef events, 24	MissionFish, 128–129, 131
1.11	Moveable feasts, 113
Jail events, 25	Muscular Dystrophy Association telethon,
Jennings, Peter, 4	28, 148
Jetton, Jeff, 133	Mystery hunts/nights, 25
John, Elton, 148	N. 1 1977 1977 E : 1 00 422
H 1 0 1 01 00	Naples Winter Wine Festival, 98, 132
Kenneth Cole Shoes, 99	National Multiple Sclerosis Society, Greater
Keys, for prizes, 137	Delaware Valley, 148
King, David, xvii, xviii, xx, 84, 85, 88	Nelson, Willie, 16
Knight, Gladys, 148	Newman, Paul, 86
Kroft, Steve, 4	News coverage, 164–166
	Non-events, 25
Lawrence, David, 75	Notebook, event, 55–57
Lee County AIDS Task Froce, 106	Novelty, 4
Leftover food, 124	
Legends Ball, 81–82	Ohio Metropark Zoo, 87
LeRoy, Warner, 4	Online auctions, 128–132
Lewis, Jerry, 148	Online resources, 200

Openings events, 13–14	Publicity, 6, 43–44, 77
Outdoor events, 32	Publicity stunts, 167
Outdoor sites, 37	Public service announcements, 89, 164
Pancake breakfasts, 26	Races, 26
Papering the house, 64	Radio talkshows, 165
Parker, Robert, Jr., 133	Raffles, 144, 183–186
Parking, 103	Rahtz, Kenny, 3, 149
Party planners, 46	The Raiser's Edge, 60
Penn State University THON, 4-5	Recognition of workers, 81-82
People needs, 8. See also specific types of events	Recordkeeping, 54–57
estimating, 34	Registration, 78-79, 172-174, 180
recruiting for, 71–74	Resources:
valets, 103	auctions/raffles, 183-186
PETsMART, 91	celebrities, 186–187
Phone-a-thons, 26	charity watchdogs/databases, 188-189
Photographing event, 44	credit cards, 189–190
Pin Oak Charity Horse Show, 87-88	donor gifts, 190-192
Plans, site, 103	fundraising consultants/event
Post, Marjorie Merriweather, 53	management, 192–194
Postage budget, 45	fundraising/trade organizations, 195-200
Post-event evaluation, 175-182	online, 200
Powell, Colin, 154	promotional materials, 201
Pre-events, 167	publications, 201–204
Pre-events, 167 Preliminary budget, 7–8 Printing budget, 42–43 Print media, 165 Profit boosters, 127–144 auctions, 127–135 balloons, 136 door prizes, 144	software, 205–208
Printing budget, 42–43	speakers' bureaus, 188
Print media, 165	travel, 208–209
Profit boosters, 127–144	Web site management, 209
auctions, 127–135	Retention of volunteers, 81
balloons, 136	Rivers, Joan, 154
door prizes, 144	Rooney, Andy, 4
duck pond, 136	Rose, Charlie, 4
dunk tank, 136	
grab bag, 136	Safer, Morley, 4
guessing games, 136-137	Save-the-date messages, 42, 157, 159-160
mini-auctions, 137	Scheduling events, 31–32, 152
program books, 137-143	Screen Actors Guild, 151
raffles, 144	Security budget, 41
selling advertising at event, 135	ServiceU Corp., 60-61
selling keys for donated prizes, 137	Share Our Strength, 86
Program, time allowed for, 108	Shopping days, 14
Program books:	Sidewalk sales, 27
as profit boosters, 137–143	Sites, 95–103
working committee for, 79	budget for, 35-37, 48
Promotions, 155–156, 163, 179–180	choosing, 31-32
Promotional materials, 201	cost of, 99–100
Publications, 201–204	event coordinators specified by, 52
Public buildings, 36	facilities of, 101-102
Publicists, 150–151	homes of stars, 36

Safer, Morley (cont.)	Themed meals, 28
hotels, 35–36	THON (Penn State), 4-5
houses of worship, 36	Tickets:
indoor options, 36	accounting for, 62-63
location of, 96–99	budget for, 45
outdoor, 37	free, 45, 63–64
plans of, 103	handling sales of, 60-62
post-event evaluation of, 177–178	preventing counterfeiting of, 61
potential, 96–98	setting price of, 47
primary factors in assessing, 96	working committee for, 76–77
public buildings, 36	Time for events, choosing, 31–32
researching, 95–96	Timeline, event, 64–70
size of, 100–101	Tipping, 40, 114, 125
Software, 205–208	Touring shows, 28–29
Sotheby's, 132	Tournaments, 29
Sound budget, 37	Travel resources, 208–209
Speakers, 2–3, 27, 149–150	
Speakers' bureaus, 3, 149, 188	Umbrella policies, 41
Special event planners, 46	Underwriting, 50, 83-84, 91-92
Special events production firms, 46	United Way, 75
Sponsors, 83–93	University of Miami Burn Center, 167
benefits to, 85–88	US Weekly magazine, 130
conflicts of interest with, 93	
follow-up with, 92-93	Valets, 103
maximizing support from, 90–91	Venues, see Sites
1: 00 00	Vieira, Meredith, 148
media, 89–90 negotiating with, 88 obtaining, 84–85 sources of, 90–91 Sporting events, 29 Staff:	Volunteers. See also Committees
obtaining, 84–85	as event coordinators, 52
sources of, 90–91	feeding, 39, 124
Sporting events, 29	food prepared/served by, 118–121
Staff:	number needed, see People needs
feeding, 39, 124	recruiting, 71–74
food prepared/served by, 118-121	retention of, 81
ratio of number of guests to, 116	Voyages Unlimited, 98–99
Stallone, Sylvester, 75	
Stone, Sharon, 148	Warwick, Dionne, 148
Store events, 13–14	Weather, 32, 41
Strategies, xxii, xxiii	Web sites, xxii
Street fairs, 18	Web site management, 209
Synagogues, 36	Weiss, Barton, xx, 102, 105, 106, 108
	White Party, 117
Table sales committees, 76–77	Whole Foods Market, 91
Target market, 1	Winfrey, Oprah, 81-82, 148
Taste of the town events, 112	Wise Giving Alliance (Better Business
Taylor, Elizabeth, 148	Bureau), xix–xx, 34
Technology, xxiii	Wonder, Stevie, 148
Telethons, 28	Working committees, 75–81
Theme dinners, 111	Worksheet, budget, 48-50