

Nonprofit Fundraising 101

A PRACTICAL GUIDE with
EASY to IMPLEMENT IDEAS & TIPS from INDUSTRY EXPERTS

engaging your board
email measuring major gifts earned income
impact
online fundraising creating a fundraising plan
foundation & events
mobile fundraising government individual
grants donors CRM
run, walk, ride community-based fundraising crowdfunding
website donations donor volunteers
social enterprise research
direct mail social in-kind making the ask
media fundraising
corporate partnerships hiring development staff



DARIAN RODRIGUEZ HEYMAN
with LAILA BRENNER

WILEY

Raise more money for your cause!

About *Nonprofit Fundraising 101*

Based on expert advice and insights from a variety of respected industry experts, [*Nonprofit Fundraising 101*](#) is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause.

Built upon the success of the best-selling [*Nonprofit Management 101*](#), this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. With tips and tools, expert advice, and real-world insights from almost fifty industry leaders, this robust resource addresses the entire spectrum of fundraising for nonprofits, including:

- Planning, hiring, and tracking progress
- Individual donors, major gifts, events, and direct mail
- Board and volunteer engagement
- Foundation and government grants
- Corporate partnerships
- Online and email fundraising
- Social media and mobile crowdfunding
- Earned income and social enterprise

Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success. [*Nonprofit Fundraising 101*](#) features a foreword by fundraising guru and *Soul of Money* author Lynne Twist, insights from notable non-profit professionals such as CNN's Van Jones, and an afterword by Kiva.org Co-Founder & President Premal Shah.

This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge, and advice for organizations of all sizes and focus. Chapters are brief and easily digestible, featuring extensive resources for additional learning, concrete best practices, and pitfalls to avoid. Enjoy this must-read manual to learn tried and true ways to raise more money for your cause, nonprofit, or charity and [order now!](#)

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Chapter

Event-Based Fundraising

“A mind that is stretched by a new experience can never go back to its old dimensions.”

—Oliver Wendell Holmes, Jr.

Introduction

In today’s digital age, much of our fundraising and relationship-building happens through technology. It is becoming less common for fundraisers to have personal interactions with donors, but these are still critical when raising funds and developing connections. Events are an important way to engage with donors and create an experience that not only brings awareness to your cause, but also inspires a sense of community among supporters and generates much-needed funds. They’re also an important way to engage with Millennials and younger audiences. Eventbrite found that over 75 percent of the Millennials they surveyed would rather spend money on a desirable experience—such as an event—versus simply donating, and over two-thirds said events make them feel more connected to a cause. It’s crucial that your nonprofit effectively engage your next generation of donors, and events are one key to doing this.

Events require a significant amount of time and effort and aren't often an organization's primary source of funding. However, when done right the benefits you reap with a successful event far outweigh the resources you invest in it. Events can play a key part in cultivation and stewardship strategies, making critical differences in your efforts with major donors, foundations, and important allies like partners and board members. Live events will help you reap additional donations from key supporters and inspire new ones to join you. They're key marketing opportunities and great ways to get your cause and story in front of more people, and events provide a focal point for people to rally to your cause.

There are endless types of events, but all of them should reflect your organization and fit within your fundraising strategy. If your goal is to identify and cultivate a small group of high net worth donors, think about having a small event at the home of a board member or major donor. If you're a small, grassroots organization fighting economic injustice, you probably don't want to throw an expensive and fancy gala. Whatever your strategy, events provide an opportunity to inspire people in ways that other forms of communication simply cannot.

To learn more about maximizing the fundraising potential of nonprofit events, I sat down with Tracy Kosolcharoen, marketing manager and nonprofit lead at Eventbrite, and Daniel Lurie and Jen Pitts at Tipping Point Community. They shared ten great practical insights and tips to help you bring more money in the door.

Critical Skills and Competencies

1. Identify Specific Goals

What is the primary goal of your event—raising money, identifying new donors, spreading awareness, or promoting your cause? According to Lurie and Pitts, *the key to success is a clear purpose that drives and focuses all of your efforts*. Once you've identified your primary goal, you need to set additional, specific event goals, like number of attendees, tickets sold, money raised, and so forth. Take the time to think through the impact of your event. What will you accomplish, and *why* are you doing this? You need to be able to clearly communicate the purpose and impact of your event in marketing materials and to the supporters who join you in person.

Think about your key stakeholders—donors, board, volunteers, staff, vendors, and more—and ask yourself: What do we want the experience to

be like for them? Remember, *your event begins long before the actual day*; it begins the moment you start talking to people about it.

2. Create a Calendar and a Budget

Create a calendar and work backward from your event date. List all necessary tasks (such as creating marketing materials, securing volunteers, selling tickets, securing sponsors and auction items, solidifying logistics like venue and catering) and assign deadlines and people responsible for each item. Create a *conservative* budget that estimates the revenue you expect, plus all related expenses. Use past events as a baseline if possible, justifying any increases in expectations, and keeping those to 10 to 25 percent, unless there's a significant change in format. If this is your first event, think through how many tickets, tables, and sponsorships you can realistically sell. And be conservative when it comes to your expenses as well, especially around items like beer and wine that you hope to have donated.

Once you have a reasonable budget, including both projected revenue and expenses, compare those two numbers. ***If you don't project raising at least twice as much as you spend, then don't call it a fundraiser.*** That's not to say you shouldn't do the event, but think of it as a "friend raiser" or networking event to manage expectations. Keep people accountable to the budget and your deadlines by holding regular meetings to assess your progress.

3. Recruit Key People

Your next step is mobilizing the human resources needed to succeed. These people, including staff, board, volunteers, and key supporters, will be critical to maximizing your fundraising results. ***Recruit an event committee at least six months out,*** so that you have a team of people helping to focus and drive your efforts. Key duties and roles include recruiting and managing volunteers, coordinating logistics, promoting ticket sales, securing auction items, and most importantly, enlisting speakers, performers, in-kind and media partners, and sponsors and table captains. If you have enough people on your committee, divide their roles and assign responsibility for these.

As detailed in Chapters 3 and 4, when engaging your board or volunteers in fundraising, the key to success is making it as easy as possible for them to support you. Again, think "low touch, high value" and ***create toolkits with sample emails and social media posts and images to facilitate outreach.*** This is helpful to drive ticket sales down the road, and to securing sponsors,

table captains, and partners when you're starting out. And as we discuss in Chapter 17, Social Media and Crowdfunding, "seeding the tip jar" helps drive support, so tap this inner circle of supporters to secure initial ticket sales, event hosts, and sponsors *before* engaging the public.

Ensure expectations are clearly communicated to everyone you recruit, and that you leverage them strategically so they feel engaged and see the impact of their contributions.

4. Secure Sponsors

If your event strategy includes securing corporate, individual, or foundation sponsorships, ***begin outreach at least six months in advance***. Securing sponsors requires time and cultivation, and many institutions need months to budget for this support.

Think through what you are asking of sponsors, and what you are offering in return. Having a solid sponsorship package that outlines the various levels and associated benefits will be key in driving results. Even if you're soliciting people and foundations, ***the most effective event sponsorship proposals typically follow the corporate framework outlined in Chapter 23 and include an option for table captains***, also known as event hosts. Table captains typically buy eight to ten tickets and receive recognition at the program, plus entry to a VIP reception beforehand if you include that in your agenda. Often, their guests will pay for their tickets anyway, resulting in twice the revenue. And as discussed in Chapter 25, pursue in-kind and media sponsorships using your corporate proposal as a template, and then make a few edits to customize it for this audience.

When reaching out to sponsorship prospects, start with past event sponsors and your biggest supporters. Thank them for their patronage and remind them of the impact they've made possible before inviting additional support. For example, with the \$100 million Tipping Point Community raised over the past ten years, they've impacted nearly 500,000 people living in poverty. In addition to these big numbers, they often personalize impact by sharing individual stories of those who've benefited from their work.

Finally, remember that providing sponsors with a great experience is key to securing their support in the future. Nurture these valuable relationships, and make sure to fulfill and over-deliver on any promises you make. And take the time to figure out what's most important to these key partners

so you can be sure to meet their needs. For example, ask sponsors what information they'd like to know about your audience, and then integrate relevant questions into the registration process or follow-up surveys.

5. Build a Strong Event Page

All-in-one event registration platforms like Eventbrite allow you to easily build an integrated event page to sell tickets and promote your event. *Your goal with the event page is to maximize your conversion rate*, meaning the percentage of people who visit the page who actually sign up to attend.

The first step to improving your event page's conversion rate is leveraging your prime content areas, including the upper-right-hand corner of the page, the middle of the page "above the fold," and in your navigation bar. "Above the fold" is an old newspaper term, meaning people see it without needing to scroll down or flip the page. These key areas are where you want to share the what, where, when, and how of your event, and **be sure to focus on only one call to action**. Ideally, create a button that says "Sign up now," "Order Tickets," or "Register."

Once people click on the button, *offer group registration options and provide people with opportunities to donate if they are unable to attend*. Use a tool like Eventbrite to ensure your event page is compatible with mobile devices, able to be integrated with your database or CRM, and that it enables people to easily share the event information through email and social media. *It's critical that you use a platform that prompts people to invite their friends to attend immediately after registering*. Just as with online fundraising, making it easy for people to invite their social networks to follow their lead after they donate or sign up drives huge results; in fact, Eventbrite discovered that 67 percent of event shares happen after registration and that *every Facebook share is worth \$4 in ticket sales*. Social media shares can also drive "FOMO," or fear of missing out, since people considering attending can see which of their friends registered and be motivated to do the same.

One final note on the registration portion of your event page: keep it simple and ask only for necessary information. Eventbrite's research established a clear, direct correlation: *the more fields in your registration form, the lower your conversion rate*. Part of this is due to load time—the Aberdeen Group found that a one-second delay decreases conversion rates by 7 to 10 percent. You can always collect more details later, so focus exclusively on securing the information you need to register people. If you really want

to know what music people want, secure input on the direction of the event, or figure out which conference sessions people plan to attend, send a follow-up email after people sign up.

6. Promote Your Event

Now that you have your team and plan in place, as well as your event registration page, it's time to spread the word. Start by leveraging your existing networks and outlets, including social media, public relations, your newsletter, mailing list, etc. Eventbrite found that *email is the most effective way to recruit event attendees*, followed by social media, particularly Facebook and Twitter. *Coordinate and plan all your outreach in an editorial calendar*, as detailed in Chapter 17.

Remember that you're not in this alone: engage your events committee and volunteers, possibly including a social media marketing committee, also outlined in that chapter. Recruit any event speakers or VIPs to this team, reminding them the commitment is limited to just five minutes a week and providing outreach toolkits to make emailing and posting as easy as cut and paste. Ideally, give each person or partner on your event committee a unique tracking link or URL so you can easily gauge which team members proved most valuable as you plan future events.

Collectively, all this outreach drives excitement and momentum. This is crucial since typically *people need to hear about an event six times before they sign up*. Beyond the peer-to-peer and organizational marketing, don't forget that media sponsors are another great way to generate tremendous exposure, as detailed in Chapter 25. Finally, if you have a Google Grant, leverage AdWords to drive traffic to your event page, and add keywords there to maximize search engine rankings.

7. Understand the Ticketing Lifecycle

According to Eventbrite, most nonprofits *launch ticket sales six to eight weeks out*, which they've identified as a best practice. Kosolcharoen recommends you *provide a 10 to 20 percent early bird discount for the first two weeks* to drive initial registrations, since *40 percent of events sell less than half their tickets until the week of the event*. This results in tremendous stress; plus it complicates planning and logistics, such as catering orders. Anything you can do to combat people postponing their registrations will help on many levels, but be sure that you're covering your costs before offering any discounts.

Use social media to build momentum and encourage early signups with things like hashtags, which allow you to track and encourage conversations around your event, and which can result in your event trending on social media. Use free tools like Twubs or Hashtag.org to look these up and ensure no one else is using them, or simply search on Twitter itself. We talked about FOMO earlier; Eventbrite found that 80 percent of Millennials experience and are driven by this phenomenon. To capitalize on it, *offer incentives through contests promoting your hashtag, price discounts, or reserved seating to drive ticket sales*. Invite people to tweet about your event in exchange for a chance to win tickets, or hold a contest where the person with the most retweets or shares gets to meet a VIP or keynote speaker.

8. Create an Agenda

Well before event day, it's very helpful to *map out a detailed timeline, or "Q2Q," for your program*, including time for both preparation and breakdown. Map out a realistic agenda and leave in cushions, because things almost always run late. Here's a typical sample agenda for a donor event, including a few tips for each component:

- Welcoming Reception (cocktails, appetizers, and time to mingle; Jazz or other light background music; if you have a VIP Reception, it typically happens here in a private room)
- Food Service (dinner or lunch with sit-down service for more formal events; it's ideal to wait until plates are cleared before starting the program to avoid background noise)
- Welcoming Remarks (two-to-three-minute welcome from a key board member, MC, or sponsor; this can also be accomplished via a short video)
- Client Testimonial/Mission Moment (a client shares the impact of your work on his or her life, personalizing your work; can also be a brief partner report speaking to your effectiveness and the impact of a compelling program/project. Either way, this can also be accomplished via a short video)
- Live Auction (use an experienced auctioneer if possible; secure minimum bids ahead of time to ensure responses and kick-start momentum; packages revolving around unique prizes that money can't buy, like lunch with a celebrity, are ideal)
- Presentation from Executive Director (outline the history and impact of the organization; share the event's purpose and fundraising goal and the overall impact it will make possible)

- The Ask (pass around donation envelopes and have volunteers poised with mobile devices to collect donations—see insert below for detailed process and tips)
- Announce the Results (thank the audience and let them know how much was raised and what these funds will allow you to accomplish)

This may sound like a lot to get through, but in fact, you're best off keeping your program as short as possible. After years of experimentation, Tipping Point Community recommends you ***keep the spoken portion of your program to 15 to 45 minutes***. If you're hosting a small, casual event—especially one where people remain standing—keep it to no more than 15 to 20 minutes. If it's a larger, more formal event like a gala or luncheon, keep your presentation to less than 45 minutes. If you talk for too long, you'll lose people's attention. ***Give your speakers and presenters clear guidance and provide them with key messages and talking points*** in advance. And definitely take the time to rehearse with them before the big day.

9. Maximize Your Ask

There are lots of ways to raise funds on site at your event, including silent and live auctions, “fund a need”s, and of course, making an ask. If one of your main event goals is fundraising, then—unless there's a compelling reason—***it's crucial you explicitly and directly invite people to donate*** and support your good work. There are different approaches for doing this, including the one detailed below by one of my personal heroes, Van Jones. Not surprisingly, after raising more than \$100 million, in large part via their annual benefit, Tipping Point Community has dialed in their unique recipe for success.

As with many nonprofits, the CEO and founder, Daniel Lurie, has traditionally been the spokesperson who makes the big fundraising ask. Tipping Point creates an exciting, dynamic environment that evokes peer pressure and friendly competition to maximize giving. After sharing the overall work of the organization to date, and the impact its current campaign will unlock, he tells the audience that the group's board underwrites all operating expenses—so every dollar raised goes directly to the cause—and, when possible, shares a matching or challenge grant to inspire giving.

In partnership with an auctioneer, Lurie then invites attendees to stretch themselves as much as they can, with gifts ranging from \$25 to more than \$1 million. Over the years, Tipping Point has experimented with using glow sticks as bidding paddles, asking everyone to bid at once using event technology

like LUMI, and visibly opting in at various pledge levels. Of course, there are donation envelopes on the tables for people to complete, as well as volunteers poised to assist donors with giving. Pitts cautions double-checking your cellular and Wi-Fi connection before experimenting with various technologies and mobile phone-based giving transactions. Finally, just as with auction items, Lurie advises securing some gifts in advance if you plan to invite support at various levels, which helps inspire others to follow suit and match giving.

Van Jones' Live Ask Recipe

In all my years of fundraising and running in nonprofit circles, I've been to lots of galas and fundraising events. Hands down, I've never seen anyone better at making an ask at a live event than Van Jones, CNN correspondent and president and co-founder of Dream Corps. I sat down with him to learn a few of his secrets, and he graciously shared his formula for unlocking support.

Establish credibility. Speak to your past impact and the strengths as an organization. Focus on your accolades and accomplishments, versus the needs or challenges of your organization. Frame your work and progress as powerfully as possible; remember that **people want to be part of a winning team, not bail out a sinking ship**. It's also helpful to share a quick story to put a face to your work; perhaps you talk about Martin, the 15-year-old who dropped out of school, but whom you helped to get back on track, and who is now a successful college student.

Humanize your work. Notwithstanding the last comment, it's still important to authentically share the passion and dedication needed to drive impact. Have one of your staff members share the obstacles you've overcome along the way, including those he or she faced in their personal role. Jones finds this often to be even more effective than talking about the people in need, since your audience can identify with them as peers, and they believe in and want to support their good work.

As Jones says, "It's getting people to think about, 'How can I help this person, who's doing something every day that's hard and that I believe in, but the fact is, I'm not doing it myself? Look at the sacrifice this person is making; their time, their life, their energy. What can I do to help them be more effective?' These are your good, hard-working peers who need you to chip in." Instead of merely sharing the same pitch as

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every other organization, with an exclusive focus on the need, the numbers, and maybe some anecdotes, don't be afraid to pull the curtain back on how difficult—and even scary—the work can be and what keeps you going. *Be vulnerable* and share your emotional roller coaster, and let the audience know how much is riding on the event as you head into the next day, the next week, and the next month. **Help attendees realize that what they do in the next few moments is going to really make a difference for the people you serve, and also on your staff's ability to help them.**

Communicate the need. Now that people understand the human impact of your work on both staff and clients, it's time to share the event goal and help your audience understand the increased impact their support will make possible. Be clear about what you're raising money for and *exactly* how it will make a difference. Communicate a specific overall dollar amount and impact, and clarify what specific gift amounts can enable, similar to the gift string concept outlined in Chapter 15.

For example, "With your support, we aim to raise \$10,000 tonight, which will allow us to help 50 at-risk kids, just like Martin. Every gift of \$200 empowers us to provide a mentor and after-school programming for a child in need. For every \$1,000 we raise, we can expand our programs to a new school, and every \$2,500 underwrites our expansion into another low-income community like West Oakland." If you have a projector, display these levels of giving and associated impact on the screen, using compelling photos to visually enforce each.

Make the ask. Before diving into the ask, make sure you express gratitude for the support your attendees have already provided simply by registering or sponsoring the event. Remind them that their presence is a demonstration of their commitment to the cause. Then start your ask and **make it clear you're excited to invite their support, and let them know you are also a donor** by saying something like, "I now have the honor of inviting you to *join me* in supporting this crucial work." Be real and authentic, and remind them that their support will help create more success stories like the one they just heard. **Have volunteers pass out donation envelopes and pens, but tell the audience not to fill them out yet.**

Once everyone has an envelope, take a breath and ask the audience to take a moment to reflect on everything they've heard.

Let silence do some of the work, since getting your attendees to be fully present is critical. Jones says this is the part of the program where you have to “stop the show.” You’ve talked about the work, the impact, the stories, and about the passion of the staff, but often many attendees are likely trying not to get “shaken down” too badly and want to get out of the event as cheaply as possible. *Stopping the show is the key to fighting this lowest common denominator.* To do that, you ask for the attendees’ presence, in the form of handing them the donation envelope, but telling them not to fill it out, but instead to reflect for a moment.

Instead of immediately asking them to complete the form, ***invite your audience to think about a donation amount that they’d be proud to announce*** if they had to come up on stage and read it out loud. As Jones shares, “Can you honestly say that this number, given what you now know—how important this is to people doing this work—is a number you’d be proud to stand up and yell out? If it’s not, you should pick another number, because I might call on you! Then, once they pick that number they’re proud of, push it one step further and say, ‘OK, what if you went one level higher? Could you pay your bills? Is everything going to be OK? Who’s willing to go one click higher? Just raise your hand. We don’t even care what the click is, it’s just who’s willing to go one level higher?’”

Just as your organization is stretching as it seeks to expand its impact, invite them to stretch with you. To Jones’ point, ask them to think about their intended gift amount, and then to contemplate the difference it would make in their lives if they were to add a zero, or check the next box over. What kind of sacrifices would they need to make? And then invite them to consider the impact that additional contribution would make possible for your staff and the people you serve. And then, finally, invite attendees to complete their envelopes.

Your goal when doing all this isn’t to inspire your most loyal donors; they’re likely already committed to supporting your work to the full extent possible. Rather, you’re looking to untap the potential of the 75 percent of your attendees who, with proper motivation, can go from giving nothing to writing a check for \$500, or even \$5,000.

Close the ask. Once you’ve secured the presence of your audience, had them contemplate their donation amounts, invited them to stretch with you, and asked them to fill out their

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donation forms, you'll need to fill a few minutes. Jones likes to use this time to share a personal story, whether his own or that of another donor who stretched financially and witnessed the impact it unlocked. Often he'll invite a board member up to talk briefly at this point, which provides a public forum of recognition for one of your major donors.

Either way, the message you're looking to convey here is that this isn't about them; it's about donating to the cause with humility. Your speaker should communicate why he or she is taking a stand, underscoring the hard work and commitment of the staff, the tremendous value the organization offers the community, and gratitude to the supporters—like your attendees—who make it all possible. Once people have filled out their forms, thank them for their incredible support, and encourage the volunteers to start collecting the envelopes.

10. Follow Up and Debrief

Your event doesn't end when everyone goes home. Seize the opportunity to maximize the experience and ride the wave of goodwill created. ***Thank people as soon as possible after the event for their attendance and donations, ideally with calls and hand-written notes*** from your executive director or key board members. Make them feel celebrated. Share the goals you reached and the impact their contributions will make possible. Per Chapter 23, send sponsors impact summaries and ask about their experience, looking for clues on how you can improve in future years. You can even send a post-event survey using tools like Eventbrite or SurveyMonkey to collect key data points, input, and overall approval ratings. ***Debrief with your staff and key volunteers*** to get their input on what went well and what needs work in the future. Capture all of this and reference it closely when planning future events.

Conclusion

Of all the ways to raise money while building relationships with your supporters, events are one of the most powerful. No other form of fundraising allows you to give people a *shared*, in-person experience that can inspire generosity and loyalty. A well-organized and professionally executed event can deliver new donors, increase the giving of existing supporters, create a strong sense of community and impact, and rally people and partners to support your

cause and take action. When done right, your events will create a positive, long-term memory for people that serves as a keystone in your relationships. To maximize your success, make sure that your event is focused, well planned, and properly promoted, and that it leverages key resources, including your existing support network, sponsors, and partners, and an event registration platform. And remember: things *always* go wrong at events, but your audience rarely notices. They only see what happens in front of the curtain, so provide them with the best experience possible, and you will reap the rewards.

Do's and Don'ts

Do...

- . . . send out a save the date as soon as you confirm your date and venue.
- . . . select an event registration platform that integrates with social media, your CRM, and other key technology platforms.
- . . . use unique tracking links or discount codes so you can analyze which partners, volunteers, and campaigns drive ticket sales.
- . . . have your keynote speaker or a supportive celebrity or VIP send out your event invitation to drive response rates.
- . . . have a Twitter wall at your event so people can read and contribute tweets branded with your event hashtag.

Don't...

- . . . start or end your event late; it demonstrates disrespect for your attendees' time and is unprofessional.
- . . . let the verbal program of your event run longer than 45 minutes.
- . . . let anyone speak at your event without first giving him or her talking points and rehearsing.

About the Experts

Tracy Kosolcharoen is marketing manager at Eventbrite, an organization that helps nonprofits use technology to improve event strategies and increase fundraising and awareness for their causes. Prior to spearheading nonprofit events at Eventbrite, Kosolcharoen managed marketing at American Express and OpenTable.

Daniel Lurie is the CEO and founder of Tipping Point Community, a San Francisco–based nonprofit that raises money for the fight against poverty. Previously, Lurie worked for the Bill Bradley Presidential Campaign, Accenture Consulting, and the Robin Hood Foundation. In 2013, Lurie chaired the successful Bay Area Super Bowl bid to host Super Bowl 50. He serves on the board of directors for Single Stop USA, the Mimi and Peter Haas Fund, and the Levi Strauss Foundation.

Jen Pitts is the managing director of communications, events, and development at Tipping Point Community, which raises about half of their \$21 million budget from their annual event. Prior to Tipping Point, Pitts spent four years working in communications, events, and special projects at the Robin Hood Foundation.

Resource Review

Eventbrite (www.eventbrite.com)

Eventbrite is a leading event registration platform, with a special focus on serving nonprofits. Check out their Event Academy at www.eventbrite.com/academy to find fundraising, sponsorship, and volunteer management resources, including case studies, templates, and a valuable blog.

Ortiz, Claire. *Twitter for Good: Change the World One Tweet at a Time*. Jossey-Bass, 2011.

This is a great book that breaks down how nonprofits can leverage social media to promote their causes and events.

Kingston, Kathy. *A Higher Bid: How to Transform Special Event Fundraising with Strategic Auctions*. Jossey-Bass, 2015.

This book offers a fresh approach to fundraising and walks you through how to make a benefit auction one of the centerpieces of your next fundraising event.

The Nonprofit Times (www.thenonprofittimes.com)

Find a variety of helpful resources on nonprofit issues, and check out their article “9 Rules for Event Planning.”

Grayson, Harriet. *Special Events Planning for Non-profits*. Ocean Breeze Press, 2015.

This book is a guide to creating, designing, organizing, implementing, and evaluating special events for nonprofits.

Network for Good Blog (www.fundraising123.org)

Find a lot of helpful resources on nonprofit issues, including planning, implementing, and evaluating the success of events. Check out their article “Planning and Executing a Successful Nonprofit Fundraising Event” and the whitepaper “Analyze This: A Nonprofit’s Guide to Event Fundraising Analytics,” which highlights key metrics and best practices that drive event fundraising success.

Nolo (www.nolo.com)

Find helpful templates, contracts, and worksheets on a variety of topics, including nonprofit events, and check out their article “Special Events 101 for Nonprofit Fundraising.” Attend other fundraising events of like-minded organizations. This is a great way to learn best practices, see pitfalls to avoid, and find inspiration.