




Festival Planning Guide: Creating Community Events with Big Hearts and Small Budgets


By Betty Lucke



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A Festival Planning Guide was written to help nonprofits, civic organizations, school groups, business leaders, and other volunteers create successful events that celebrate special occasions, holidays, and milestones, promote awareness, and raise funds for their organizations. This resource is adaptable to all types of events that depend on volunteers and have very small budgets. This down-to-earth guide leads the way through the whole planning process: vision, planning and organization, celebrating the event, and the evaluation which leads back into the vision for next time. Using the Festival Planning Guide, success is reached with creativity, big hearts, small budgets, and neighbor helping neighbor making the community a better place to live. The reader will find: Real event experiences giving an inside look at the planning process. Ideas, activities, and resources for designing a fun, family-friendly event. How-to chapters for gathering a committee, getting art and craft vendors, finding the best entertainment, drafting a budget, raising funds for the cause, working with volunteers, engaging sponsors, creating outstanding décor, dealing smoothly with logistics, and stretching promotion dollars. A book instilling confidence, leading step-by-step, and teaching how to negotiate through the mine field of bureaucratic regulations. Practical sample forms, timelines, and checklists. An Appendix with resources giving help and inspiration on the spectrum of subjects in event planning.

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Editorial Review

About the Author

Betty Lucke received a Bachelor's degree in elementary education from Macalester College, St. Paul, MN, and the Master of Religious Education and the Master of Divinity degrees from Princeton Theological Seminary, Princeton, NJ. She brings her experiences as a pastor and elementary school teacher to this Festival Planning Guide. She also has many years experience in retail. As a business owner, she worked to organize the Downtown Vacaville Business Association and was its first president. She served on the Board of Directors of the Downtown Vacaville Business Improvement District where she worked on many special events. She has worked extensively in education, group leadership, organization, planning, and with volunteers.

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