MLA Format

Gregory Petri 2 October 2020

Work Cited

“5 Effective Tips to Increase Fundraising Event Attendance.” *Community Funded*, 30 Jan. 2019, www.communityfunded.com/blog/5-effective-tips-to-increase-fundraising-event-attendance/.

This resource is recommended for reference in the project, but not for business/professional writing. This blog/website provided a fantastic, organized outline for those interested increasing generic fundraiser attendance (exactly the project purpose), however does not use any credible data or sources to backup any claims.

Anderson, Albert. *Ethics for Fundraisers. Albert Anderson.* Indiana University Press, 1996.

This resource is recommended for both business/professional citing and project

material. The book has detailed published information that can be good for

professional reports, as well as provide practices to follow and avoid when planning

the projects’ fundraiser.

Parentini, Lynn. “MILLENNIAL MINDS: 7 Ways to Attract and Keep This Generational Clientele.” *Massage & Bodywork*, vol. 33, no. 1, Jan. 2018, pp. 54–59.

This resource is not recommended for business/professional citing; however, it is adequate for the project stated in the instructions. The resource is a magazine issue containing an author’s monologue that does not cite any scientific research or data collections to back-up statements; however, the author’s opinions developed from experience give valuable insight that can contribute to the project at-hand.

@shenanigins. “How can I increase attendance at events? ...” *Reddit*, 17 Jan. 2013, 01:14

p.m.,https://www.reddit.com/r/GreekLife/comments/16rmcv/how\_can\_i\_increase\_

attendance\_at\_events/.

This resource is recommended for neither business/professional writing, nor for the

project research. The post is not only seven years outdated, but also inquiring about

increasing attendance for fraternity events - quite different from organization

fundraisers (attendees must contribute money, not always member of the group, are

not always male, etc.).

Yesilevich, Allen. “Three Tips On How To Incorporate An Influencer Strategy At Your Next Event.” *Forbes*, Forbes Magazine, 10 Oct. 2018, 8:30 a.m., www.forbes.com/sites/ forbescommunicationscouncil/2018/10/10/three-tips-on-how-to-incorporate-an-influencer-strategy-at-your-next-event/.

This resource is recommended for both business/professional citing and project

material. This magazine and author are both reputable sources for business strategies;

additionally, one may consider attaining an influencer to increase fundraiser

attendance in this project.