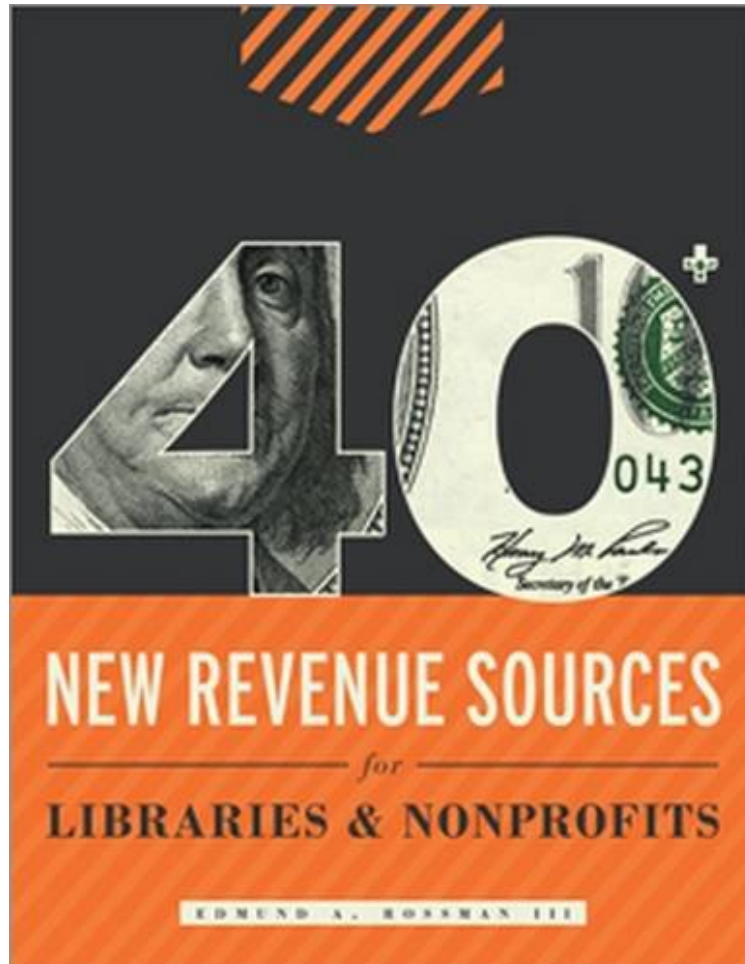


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## 40+ New Revenue Sources for Libraries and Nonprofits

*Edmund A. Rossman III*

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**Edmund A. Rossman III : 40+ New Revenue Sources for Libraries and Nonprofits** before purchasing it in order to gage whether or not it would be worth my time, and all praised 40+ New Revenue Sources for Libraries and Nonprofits:

In recent years, levies, grants, and other traditional sources of library funding have stagnated or even been scaled back. But as they've already done in other areas, libraries can take an innovative, proactive approach to funding. Change creates opportunities, and the ability to see and exploit opportunities is what creates new revenue streams, which can help maintain and enhance library services. Offering step-by-step guidance, in this book Rossman shares more than 40 revenue-generating methods to bolster the library's bottom line. Through plentiful examples, interviews, and implementation exercises this bookdiscusses the current context of funding for libraries and non-profits, using the

history of Public Broadcasting as a positive role model for libraries;examines how general market features from the worlds of advertising and broadcasting, such as location, traffic, the right cluster of skills, and technology, apply to the library environment ;demonstrates how to utilize these market features in the most professional and efficient manner to build new revenue streams;walks readers through numerous plans for raising revenue from memorial considerations, one-time events like art shows and athletic competitions, naming rights and sponsorships for permanent resources such as buildings and rooms, location specific promotions, online crowd-funding, establishing passport services, and many more;provides guidelines of how to establish value, craft board policies, and write comprehensive contracts using a toolkit approach that will make the sales process more efficient; andshows library boards and management how to address sensitive issues such as name changes, unforeseen bankruptcy or disgraceful situations with a sponsor, community concerns about selling out, and the use of technology for appeals.Libraries can use this book's to-the-point guidance to quickly develop plans that support financial stability and better library service.

"Will prove to be an enduringly valued, practical, and effective resource." --Library Bookwatch  
"In several chapters, he guides librarians through the challenges of fundraising with today's economic realities, providing usable solutions, case studies, and thought-provoking exercises to facilitate strategic decision making for all stakeholders. Significantly, the author focuses on ideas that establish and communicate the value of library or nonprofit collateral, whether measured in the impact of advertising space, public programming, or educational outreach This solid how-to guide functions as a workbook for anyone involved in library and nonprofit fundraising." --Library Journal  
"The first set of chapters ... lays the foundation for specific discussions about sources. Rossman covers why libraries might need more than what their traditional funding bases offer ... and how to establish and leverage value to secure new sources." --American Libraries  
About the Author  
Ed Rossman has been involved with libraries and broadcasting since 1980. Currently he is an adult service librarian in Shaker Heights, Ohio, and is a member of and past chair of the Business Reference in Public Libraries committee of BRASS. He is the author of *Castles Against Ignorance: How to Make Libraries Great Educational Environments* (2006). He has taught courses on the internet and mass media for the Kent State School of Journalism, and is currently teaching online courses on Business Writing for libraries at Kent State University's School of Library and Information Science. As a business manager of radio stations in two major markets, he coordinated dozens of sponsorship campaigns, as well as produced over 200 hours of sponsored specialty programming.