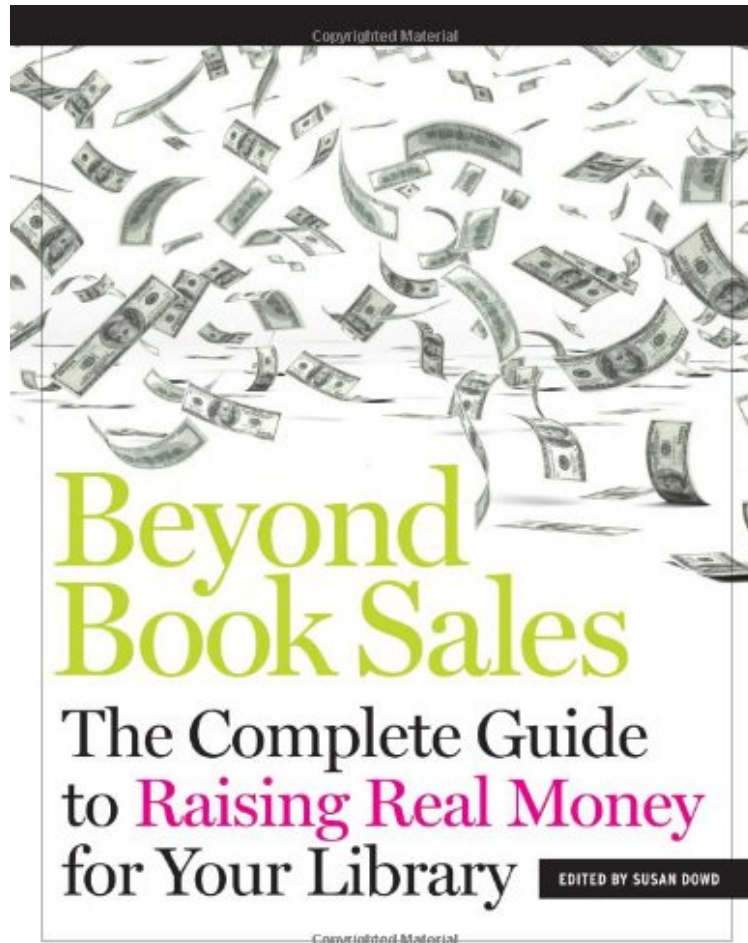


Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library

Susan Dowd

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Susan Dowd : Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library:

0 of 0 people found the following review helpful. Fundraising and Grant WritingBy JediDonatelloI had to get this book for the a fundraising and grant class I took in graduate school. It's an easy read with great ideas in it. I'm convinced that if someone reads this book cover to cover and takes the steps outlined... they would be unstoppable at fundraising...

Like library users, library donors hail from all walks of life. Regardless of the scope or complexity of library

fundraising, successful efforts are always about forging and strengthening relationships with the range of stakeholders throughout the community. Dowd and her team from Library Strategies, a consulting group of the Friends of St. Paul Public Library, share proven strategies that have brought in more than \$1 million annually. Believing that private fundraising is a natural for libraries large and small, they start with 12 facts about library fundraising and focus on activities with the highest return. Tips and features include: The gift pyramid model for developing the culture of giving that leads to big gifts Overcoming fears of sponsorship and embracing cause-related marketing Pitching the appropriate charitable gift Confronting common fears of requesting major gifts The pros and cons of membership programs

From BooklistAs stated in the preface of this book, The old model of banking on public revenues and occasional special fundsand hoping for the besthas gone the way of the card catalog. Fund-raising is not something one generally learns in library school, but in todays economic reality, librarians are finding themselves in need of creative ways to generate more money for their libraries. This guide offers a variety of ways to raise funds, whether for projects or for long-term coffers. The introductory chapters in part 1 (Focus on Fund-RaisingFund-amentals for Libraries) discuss the need and justifications for fund-raising, while the chapters in part 2 (Roll Up Your SleevesTypes of Fund-Raising Activities) get to the nitty-gritty, giving practical advice and examples. Appeals, membership programs, legacy gifts, special events, online donations, grants, and capital campaigns are all covered. Samples and examples abound in the Fund-Raising Toolkit and Fund-Raising Gallery appendixes, from flyers and bookmarks to worksheets and templates. Recommended for most public libraries. --Rebecca Vnuk "Lives up to its title ... [an] absolute 'must-have' for library professionals in today s rough economic times." --Midwest Book "A treasure trove of fundraising plans, examples, templates, and strategies. While the examples used in the book are primarily drawn from public libraries, many of the tips, charts, and solutions can be adapted for school and academic libraries." --Voya"The contributors do a thorough job laying out the fundraising process ... Beyond Book Sales successfully blends inspiration and practical advice. It is highly recommended." --Catholic Library WorldAbout the AuthorSusan Dowd is a staff member of The Friends of the Saint Paul Public Library, where she serves as Capital Campaign Coordinator and Special Projects Coordinator. She is also a Library Strategies consultant. She holds a Master of Librarianship from Emory University and is certified in Fundraising and Fund Development from the University of Saint Thomas. She has authored a number of advocacy and fundraising toolkits for ALA s Advocacy University and co-authored a how-to book on mergers for Minnesota nonprofits. She collaborated on Beyond Book Sales with co-authors, fellow Friends staff members and Library Strategies consultants Liz Boyd, Sue Hall, Ann McKinnon, Wendy Moylan, and Peter Pearson.