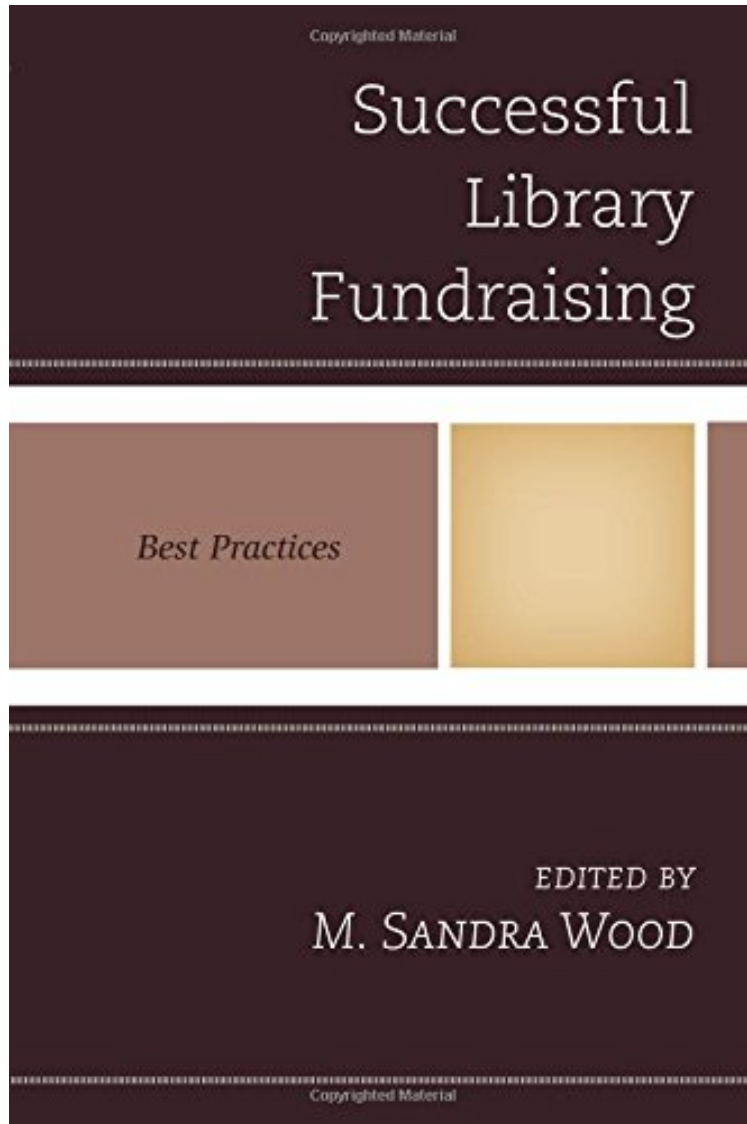


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M. Sandra Wood

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M. Sandra Wood : Successful Library Fundraising: Best Practices (Best Practices in Library Services) before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Library Fundraising: Best Practices (Best Practices in Library Services):

Obtaining the funding to maintain and grow library services and resources has always been a challenge. *Successful Library Fundraising: Best Practices* brings together a wealth of information from public, academic, special, and school libraries who share their successful approaches to raising funds through a variety of traditional and outside-the-box methods: Library development (cultivating donors) Endowments Corporate financing Special events Friends groups and volunteers Grants, and more Fundraising is critical in today's economic climate. Tips and ideas from this volume will help library professionals gain confidence to begin a fundraising program or improve their current fundraising activities.

M. Sandra Wood has gathered an excellent collection of articles to inspire academic and public librarians the quest to raise funds for their libraries at a time when many sources of income are shrinking. . . . this book is primarily intended for professional librarians who work in academic and public library settings and is an excellent source of creative ideas for that audience. (*Congregational Libraries Today*) This would be an extremely helpful book for librarians who have never done fundraising to find out what is involved before trying it for the first time. (*American Reference Books Annual*) *Sandy Woods Successful Library Fundraising: Best Practices* is required reading for those who do library development work either full time or part time as well as library directors, Friends groups, advisory and governing Boards, foundation staff and Boards, and anyone involved in library PR and marketing. The best practices presented here offer not only new ideas of value to all types and sizes of libraries, but also new ideas matched to new modes and methods of delivery. Both those new to development and seasoned development professionals will learn about the very best in planning single events down to the last detail for maximum effect, long term campaigns with million dollar goals, and successful practices for establishing and maintaining donor relationships. Too busy raising money to read the entire book? Don't miss the chapters on Duke University and digital philanthropy. (Julie Todaro, Dean, Library Services, Austin Community College) Obtaining the funding to maintain and grow library services and resources has always been a challenge. *Successful Library Fundraising: Best Practices* brings together a wealth of information from public, academic, special, and school libraries who share their successful approaches to raising funds through a variety of traditional and outside the box methods. About the Author M. Sandra Wood, MLS, MBA, AHIP, FMLA is librarian emeritus, Penn State University Libraries. She was a librarian at Penn State's George T. Harrell Library for over 35 years, specializing in reference, educational, and database services.