

1. Record Nr.	UNINA9910464458903321
Titolo	Beyond book sales : the complete guide to raising real money for your library // edited by Susan Dowd ; consultants who contributed to this book Liz Boyd [and five others]
Pubbl/distr/stampa	Chicago, Illinois : , : ALA Neal-Schuman, , 2014 ©2014
ISBN	1-55570-892-7 9781555708927 1-55570-912-5
Descrizione fisica	1 online resource (305 p.)
Disciplina	025.1/1
Soggetti	Library fund raising - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Beyond Books Sales: The Complete Guide to Raising Real Money for Your Library; Contents; Foreword; Preface; Part 1: Focus on Fund-Raising--Fund-amentals for Libraries; Chapter 1: Libraries Need Fund-Raising More Than Ever; Chapter 2: Four Reasons Why Now Is a Good Time for Library Fund-Raising; Chapter 3: Private Fund-Raising Is a Natural for Libraries; Chapter 4: Twelve Must-Know Facts about Library Fund-Raising; Chapter 5: Who Can Help with Fund-Raising?; Chapter 6: Ready, Set, Go!; Chapter 7: Thanking, Honoring, and Nurturing Your Donors . . . and Keeping Track of Them Chapter 8: The Role of Marketing of Public Relations in Library Fund-Raising Chapter 9: Fund-Raising for ""the Other 95 Percent"" of Your Library's Budget; Part 2: Roll Up Your Sleeves--Types of Fund-Raising Activities; Chapter 10: Creating a Culture of Giving through Annual and Special Appeals; Chapter 11: Membership Programs; Chapter 12: The Gift of Remembrance: Tributes and Memorials; Chapter 13: The Big Bang: Major Gifts; Chapter 14: Leaving a Legacy through Planned Giving; Chapter 15: Taking the Fear Out of Fund-Raising Events; Chapter 16: Donate Now! Getting Started with Online Giving

Chapter 17: Building Relationships with Businesses for Library Fund-Raising Chapter 18: Securing a Grant (It's Not Just about Writing) ; Chapter 19: Capital Campaigns Are Not Just for Dreamers; Afterword: What Does It All Mean? ; Appendix A: Fund-Raising Toolkit; Toolkit Contents; Appendix B: Fund-Raising Gallery; Fund-Raising Gallery Contents; About the Authors; Index

---

**Sommario/riassunto**

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.

---