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| Titolo | Successful fundraising for the academic library : philanthropy in higher education // Kathryn Dilworth, Laura Sloop Henzl |
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| Edizione | [First edition.] |
| Descrizione fisica | 1 online resource (200 pages) |
| Collana | Chandos Information Professional Series |
| Disciplina | 025.11 |
| Soggetti | Library fund raising Academic libraries - Finance |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Library culture. What is "the library world"? -- A librarian plays many roles -- Positioning library resources to your donors -- Library space on a university campus -- Bridging development efforts with library staff -- Cases : information literacy and informed learning. Information literacy -- Education and student success -- Curriculum development/informed learning -- Career readiness -- Specific areas of study -- Cases : archives and special collections -- Cases : the university press -- Capital projects and renovations -- Cases : resources and technology. Learning commons -- Makerspaces -- Cases : faculty positions -- Cases : student support. Scholarships for student workers -- Student awards -- Tools : partnerships on campus. Partnering with academic colleges and units -- Partnering with athletics -- Tools : individual giving. Annual giving -- Major gifts -- Campaigns -- Planned giving -- Faculty giving -- Student giving -- Class gifts -- Gifts-in-kind -- Tools : foundations, private and corporate -- Tools : corporations. Workforce development -- Faculty research -- Corporate match -- Named spaces -- Tools : sponsored research. Provide connection to potential private funders and assistance to faculty for their research -- Repurpose failed SPS grants for private or corporate foundation proposals -- Tools : advisory councils and friends of the library -- Tools : events -- Tools : crowdfunding and social media. Project focused towards alumni and friends -- Project with global |

Sommario/riassunto

interest -- Conclusion: The academic library message. Messaging fundraising internally -- Messaging fundraising externally -- Finally

Successful Fundraising for the Academic Library: Philanthropy in Higher Education covers fundraising, a task that is often grouped into a combination role that may include, for example, the university museum or performance venue, thus diluting the opportunity for successful fundraising. Because the traditional model for higher education fundraising entails the cultivation of alumni from specific departments and colleges, the library is traditionally left out, often becoming a low-performing development area with smaller appropriations for fundraising positions. Most higher education development professionals consider the library fundraising position a stepping stone into another position with higher pay and more potential for professional advancement down the road rather than as a focus for their career. However, for universities that invest in development professionals who know how to leverage the mission of libraries to the larger alumni and friend community, the results include innovative and successful approaches to messaging that resonates with donors. This book provides information that applies to all fundraising professionals and academic leaders looking to strengthen their programs with philanthropic support, even those beyond university libraries. Makes the case for university libraries as a viable avenue for donor engagement that translates to all academic areas of higher education fundraising Highlights the importance of collaborative relationships and fundraising strategies with academic leaders, donors, and fundraising staff Outlines strategies that have resulted in fundraising success for academic and research libraries at universities of varying size and culture
