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Collana	Innovative Approaches for Museums
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Nota di contenuto	Contents; Introduction; Chapter 1. BOOM! Crowdfunding the First Exhibit of the Museum of Food and Drink; Chapter 2. Public Art and Public Support: A New Direction at the Carnegie Center for Art & History; Chapter 3. Crowdfunding the Museum: Engaging Program Constituents in Resource Development; Chapter 4. Analysis and Interpretation: How Camp ArtyFact Solved a Programming Problem; Chapter 5. "Member Plus" to "Ocean Advocate": Rebranding a Membership Program to Support Fundraising Chapter 6. Check It Out!: A Case Study of the New Children's Museum's Program of Circulating Membership Cards in Public Libraries Chapter 7. Leveraging the Public-Private Partnership to Transform an Abandoned, Elevated Railway into New York City's Most Exciting Public Amenity; Chapter 8. Building for the Future: Converting Capital Campaign Success into Sustainable Major Gifts; Chapter 9. Successful Fundraising

Strategies for the Academic Museum; Chapter 10. Relevance and Twenty-First Century Fundraising Fundamentals; Chapter 11. Institutionalizing Innovation at the Toledo Museum of Art; Index; About the Contributors

Sommario/riassunto

Fundraising and Strategic Planning: Innovative Approaches for Museums appraise strategies museums employ to raise funds including admission prices, membership categories, donor and affinity groups, and specialized event-driven efforts while examining new crowdfunding models such as Kickstarter and Indiegogo.
