Record Nr. UNINA9910812610503321 Autore Cilella Salvatore G Titolo Fundraising for small museums: in good times and bad / / Salvatore G. Cilella Pubbl/distr/stampa Lanham, : Altamira Press, c2011 **ISBN** 1-283-04631-8 9786613046314 0-7591-1970-8 Edizione [1st ed.] Descrizione fisica 1 online resource (237 pages) American Association for State and Local History book series Collana Disciplina 069.068 069/.068 Soggetti Museum finance - United States Fund raising - United States 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 Fundraising for Small Museums; CONTENTS; PREFACE; CHAPTER ONE: PHILANTHROPY AND THE NONPROFIT WORLD; CHAPTER TWO: THE UNIVERSE OF FUNDRAISING; CHAPTER THREE: STEWARDSHIP; CHAPTER FOUR: METHODS OF SOLICITATION; CHAPTER FIVE: MEMBERSHIP, ANNUAL APPEAL, AND SPECIAL EVENTS; CHAPTER SIX: MANAGING A CAPITAL CAMPAIGN; CHAPTER SEVEN: GRANTSMANSHIP; CHAPTER EIGHT: MAJOR GIFTS, TRANSFORMATIONAL GIFTS, AND PLANNED GIVING; NOTES; BIBLIOGRAPHY; INDEX Sommario/riassunto This brief manual is designed specifically for people running the thousands of small museums and historic sites across the U.S. and Canada. These smaller institutions tend to lack funding and professional staff, so this book is meant to help the busy administrators perform their job of fundraising better and more

efficiently.