

## THE WELL-READ LIBRARIAN: FUNDRAISING RESOURCES

by Marissa Priddis



### ARTICLES:

Albanese, Andrew Richard. (2002). Foundations for the future. *Library Journal*, 127(8), 40.

This article details several "success stories" of private fundraising through the establishment of library foundations, often run by full time, non-library staff. While several of the libraries mentioned are in larger, urban areas, many of the same philosophies about private fundraising can apply to smaller libraries through outreach and partnerships.

Alexander, Johanna Olson. (1998). Fundraising for the evolving academic library: The strategic small shop advantage. *Journal of Academic Librarianship*, 24(2), 131.

This article focuses on the unique challenges and advantages that academic institutions have over public libraries in terms of fundraising. It includes strategies for working within the campus structure, defining the evolving academic library, and includes information on other literature or sources to investigate.

Balas, Janet L. (2000). Fundraising beyond book sales and bake sales. *Computers in Libraries*, 20(5), 53.

This article covers both the efforts of various state libraries as well as ALA to assist libraries in raising funds in frugal times. The article also presents specific fundraising efforts by both public and academic libraries to finance proposed projects.

Collings, Terry R. (1998). Books, bytes & believers: Seattle's grassroots fundraising campaign. *American Libraries*, 29(8), 40.

This article details the "Books, Bytes & Believers" campaign the Seattle Public Library undertook to raise funds for a capital campaign. The author describes what worked - and what didn't - in terms of various aspects of the campaign from flyers to door hangers to cold calling and the success that the campaign enjoyed.

Dembowski, Sheila. (2005). Read-A-Thons: A new fundraising opportunity. *Library Media Connection*, 24(3), 33.

This article provides guidance to library media specialists in creating and administering a read-a-thon to raise funds. The article includes incentive suggestions, recommended length of programs, and the creation of packets for participants.

Mates, Barbara T. (2004). Funding the project. *Library Technology Reports*, 40(3), 71.

This article focuses primarily on grant opportunities for libraries - preparing the grant, knowing what questions to ask, and making sure the application is noticed. Mates also includes a number of "funders" (and their websites) to approach for grants, including Wal-Mart, Newman's Own, and the Magic Johnson Foundation.

McDermott, Irene E (2006). Get Outta Here and Get Me Some Money, Too: Web Resources for Public Library Fundraising. *Searcher*, 14(7), 13.

This article is packed with Web resources to consult when trying to fundraise for a public library. The author has links to everything from the IRS to grant opportunities for non-profits (not exclusively libraries) and various foundations, as well as links to sites providing advice, book sale locations, and even recycling opportunities.

### BOOKS:

Reed, Sally Gardner, Nawalinski, Beth, and Patterson, Alexander. (2004). *101+ great ideas for libraries and friends: Marketing, fundraising, friends development and more*. New York: Neal-Schuman Publishers.

This book covers a range of topics, particularly geared towards Friends groups, including membership campaigns, advocacy, and contains over 100 tried and tested fundraising ideas culled from nationwide Friends groups. The guide also contains forms, logos, and graphics for use.

Swan, James. (2002). *Fundraising for libraries: 25 proven ways to get more money for your library*. New York: Neal-Schuman Publishers.

This title was lauded as "indispensable" for libraries seeking funding by *Booklist*. Designed to assist libraries in financial difficulty, the guide contains advice, tips, and ideas for fundraising. The book includes guidance on grants, endowments, mailings, book sales, memorial gifts, and many more. Swan's title expands on his 1990 manual, *Fundraising for the Small Public Library*.

#### WEBSITES:

WebJunction: Funding.

<http://webjunction.org/do/Navigation?category=392>

LibrarySupportStaff.com's Fundraising for Libraries.

[http://www.librarysupportstaff.com/find\\$.html](http://www.librarysupportstaff.com/find$.html)

Friends of Libraries USA: Fundraising.

<http://www.folusa.org/sharing/fundraising.php>

Library Grants blog.

<http://librarygrants.blogspot.com/>

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