



# Fundraising

## Slogans

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- 1 Charity Doesn't Hurt.
- 2 Don't Defer Give Today!
- 3 Give so Others Can Live.
- 4 They Deserve Better
- 5 Every Penny Counts

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- 1 Share Trust.
- 2 Your Change Can Change Lives.
- 3 Donation Brings Smile
- 4 Share for The Future
- 5 Share Your Bit
- 6 Donation Indicates Appreciation.
- 7 Don't Dismiss, Give Today!
- 8 Donate What You Can
- 9 Giving for Change Makes Cents
- 10 Your Donation Matters



# Library Fundraising Slogans

**LP Steffe**



## **Library Fundraising Slogans:**

**Promoting the Library** Brian Mathews, Jonathan Michael Bodnar, 2008      *Strategic Marketing in Library and Information Science* Linda S Katz, 2013-03-07 Combine marketing and strategic planning techniques to make your library more successful With cutting edge research studies as well as theoretical chapters that have not been seen before in the marketing literature for LIS this book examines the current and quite limited state of marketing by LIS practitioners and institutions It provides you with examples of how marketing can be made more widely applicable within LIS and illustrates some of the usefulness of marketing in special LIS settings and contexts The book explains how and why managers should combine marketing strategy with strategic planning and demonstrates the means by which LIS could move toward a more full fledged use of marketing relationship marketing and social marketing in particular In order to be a more effective tool Strategic Marketing in Library and Information Science is divided into two sections The Basis and Context for Marketing theoretical information and The Application of Marketing practical applications that you can put to use in your institution Chapters cover existing literature on marketing in LIS what it has to offer and what it lacks strategic planning that must take place before marketing money is spent the branding process and how it can be helpful in LIS marketing a marketing method for bridging the gap between staffing needs and the current shortage of librarians a way to use relationship marketing techniques to respond to the challenge of marketing electronic resources marketing applications relevant to theological libraries the effective use of social marketing at the Austin History Center a fascinating case study a fresh marketing approach to bridging gaps between cultural history and education the importance of marketing for public libraries

**Fundraising for the Small Public Library** James Swan, 1990 This guide offers both librarians and trustees expert advice on competing successfully for scarce monies It then explains how to establish a foundation how and when to use professional fundraisers and how to utilise direct mail effectively      **Outreach for Music Librarians** Scott Stone, 2019-01-01 Many music librarians are tasked with reaching out to their primary user groups but don't know how to start this process or need new ideas to spur them forward Outreach for Music Librarians is a manual designed to provide immediate practical help in the planning implementation and assessment of outreach projects This manual is divided into three sections 1 foundational principles to be kept in mind no matter the project 2 an introduction to six different outreach projects with all the information needed to implement and 3 case studies of outreach projects at four vastly different libraries While this manual is aimed at newer practitioners Outreach for Music Librarians provides such a wide breadth of information that even experienced music librarians should find new inspiration and should include it in their own collections

**Strategic Marketing in Library and Information Science** Irene Owens, 2002 Combine marketing and strategic planning techniques to make your library more successful With cutting edge research studies as well as theoretical chapters that have not been seen before in the marketing literature for LIS this book examines the current and quite limited state of

marketing by LIS practitioners and institutions It provides you with examples of how marketing can be made more widely applicable within LIS and illustrates some of the usefulness of marketing in special LIS settings and contexts The book explains how and why managers should combine marketing strategy with strategic planning and demonstrates the means by which LIS could move toward a more full fledged use of marketing relationship marketing and social marketing in particular In order to be a more effective tool Strategic Marketing in Library and Information Science is divided into two sections The Basis and Context for Marketing theoretical information and The Application of Marketing practical applications that you can put to use in your institution Chapters cover existing literature on marketing in LIS what it has to offer and what it lacks strategic planning that must take place before marketing money is spent the branding process and how it can be helpful in LIS marketing a marketing method for bridging the gap between staffing needs and the current shortage of librarians a way to use relationship marketing techniques to respond to the challenge of marketing electronic resources marketing applications relevant to theological libraries the effective use of social marketing at the Austin History Center a fascinating case study a fresh marketing approach to bridging gaps between cultural history and education the importance of marketing for public libraries *VLA Newsletter*, 2005

**Library and Information Studies for Arctic Social Sciences and Humanities** Spencer Acadia, Marthe Tolnes Fjellestad, 2020-11-26 Library and Information Studies for Arctic Social Sciences and Humanities serves as a key interdisciplinary title that links the social sciences and humanities with current issues trends and projects in library archival and information sciences within shared Arctic frameworks and geographies Including contributions from professionals and academics working across and on the Arctic the book presents recent research theoretical inquiry and applied professional endeavours at academic and public libraries as well as archives museums government institutions and other organisations Focusing on efforts that further Arctic knowledge and research papers present local regional and institutional case studies to conceptually and empirically describe real life research in which the authors are engaged Topics covered include the complexities of developing and managing multilingual resources working in geographically isolated areas curating combinations of local regional national and international content collections and understanding historical and contemporary colonial industrial influences in indigenous knowledge Library and Information Studies for Arctic Social Sciences and Humanities will be essential reading for academics researchers and students working the fields of library archival and information or data science as well as those working in the humanities and social sciences more generally It should also be of great interest to librarians archivists curators and information or data professionals around the globe

**Marketing the Library** Benedict A. Leerburger, 1982 Marketing a response to a need Basic publicity techniques Special programs and events Developing and maintaining community relations Fund raising Marketing academic and special libraries

**Winning Library Referenda Campaigns** Richard B. Hall, 1995 A guide which contains everything required to develop and implement successful referenda campaigns This work offers an analysis of capital referenda results

since 1987 Chapters include statistical information on referenda campaign organization market research and campaign strategy     **Library Journal** Melvil Dewey, Richard Rogers Bowker, L. Pylodet, Charles Ammi Cutter, Bertine Emma Weston, Karl Brown, Helen E. Wessells, 2007 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately     *Great Library Promotion Ideas II* Ann Heidebreder Eastman, Evelyn Shaevel, Library Administration and Management Association, American Library Association, 1986     **Library Journal** , 2001     **National Librarian** , 1989     **Library Literature** , 1992     **Successful Fundraising** Meredith A. Butler, 2001 The primary purpose of this book it to assist library directors and those who want to become fundraisers for libraries to learn more about fundraising and find answers to their questions The 12 case studies presented in this book address issues of building a major gift program developing library capital campaigns competing for National Endowment for the Humanities Challenge Grants and Kresge Foundation Challenge Grants building library endowments finding support for technology and innovation and library renovation raising funds for a new library attracting donors through special collections programs and raising money for international library associations The book also provides information on the reasons why college and university presidents like to raise money for their libraries Finally the book provides an extensive annotated bibliography of the last decades of literature on library fundraising AEF     **Library Insights, Promotion & Programs** , 1993     Libraries & Culture , 1996     Financing Public Library Buildings Richard B. Hall, 1994 Financial difficulties are a common plague of library facility projects This text aims to provide a comprehensive treatment of the subject in both broad and detailed terms Topics addressed include planning cost estimates funding sources and federal state and private funding     *Great Library Promotion Ideas IV* John Cotton Dana Library Public Relations Award, 1988 Contains public relations ideas for summer reading programs reading clubs author or book festivals fundraising events and other library activities     **Winning the Money Game** Baker & Taylor Co, 1979

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