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ABSTRACT

This bibliography provides a listing of 174 books and articles to assist libraries in fund raising activities. Sources were suggested by the National Society of Fund Raising Executives, the Foundation Center, and the Special Activities Committee, Fund Raising and Development Section of the Library Administration and Management Association of the American Library Association. Listings are found under nine headings: (1) Annual Giving; (2) Capital Campaigns; (3) Corporate Philanthropy; (4) Evaluation; (5) General Resources; (6) Grantsmanship and Foundation Fund Raising; (7) Identifying and Involving Prospects and Donors; (8) Planned Giving; and (9) Public Relations and Marketing. (EW)

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