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ABSTRACT

The literature presented in this bibliography emphasizes practical techniques. Words such as "guide," "handbook," "collections," "tips," "strategies," "techniques," "writing," and "fund-raising," are common in the titles. Eleven citations are listed under the subject heading "annual giving," 17 under "capital campaigns," 34 under "corporate philanthropy," 11 under "evaluation," 58 under "general resources," 36 under "grantsmanship and foundation fundraising," 16 under "identifying and involving prospects and donors," 20 under "planned giving," 25 under "public relations and marketing," and 14 under "specialized journals." Thirty additional resources are listed in a funding information directory. (JB)

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KEEPING HISTORY ALIVE: FUND RAISING FOR NONPROFITS
A BIBLIOGRAPHY

March 3, 1990

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KEEPING HISTORY ALIVE: FUND RAISING FOR NONPROFITS

A BIBLIOGRAPHY

Introduction

To best describe this bibliography, perhaps we should start with what has been omitted! It does not contain many traditional citations of foundation directories and standard sources for funds. We leave that to your local library. It does not include every innovative grant, public relations effort, or capital campaign reported in professional journals. If you need additional models and comparisons of success, examine journals from your professional organizations. You won't find much "fund raising theory" or many research reports on successful techniques. In reviewing the latest literature, we didn't come across much of this information nor would I have necessarily understood it if I had!

Well, what is in here? The literature emphasizes practical techniques and most sources use words in the titles such as "guide, handbook, collections, tips, strategies, techniques, writing," and most important "fund-raising." We incorporate published bibliographies and suggested sources from preservation literature and professional fund raisers and specifically analyzed bibliographies from the National Society of Fund Raising Executives (Alexandria, Virginia) and the Foundation Center (New York, New York). It is important to recognize and use the extensive literature from the permanent and long-standing fund raising profession for non-profit organizations. While you must select specific issues and opportunities tailored to your situation, the approaches and techniques in many cases are highly adaptable to your needs.

Subject divisions follow recommendations from two umbrella groups, the National Society of Fund Raising Executives and the Foundation Center, and illustrate how the terminology of professionals in the field helps us see the divisions and strategies for fund raising. The majority of history entries fall into GENERAL RESOURCES (read "how to") and PUBLIC RELATIONS AND MARKETING. Specialized categories, such as ANNUAL GIVING, CAPITAL CAMPAIGNS, and CORPORATE PHILANTHROPY are dominated by non-history fund-raising journals and books. We were surprised and pleased to find a growing number of specific technical articles in history literature written by preservation and fund-raising professionals.

We have probably left out some important and timely publications and ask your assistance for future editions of this bibliography. If you know of particularly effective materials not cited here, drop us a note and we will include them in the next publication.

- Sherman Hayes

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- "Worth Knowing" section gives alerts to available grants.

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Washington, DC 20006

American Association for State and Local History (615) 255-2971
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172 Second Avenue North
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American Association of Fund Raising Counsel (212) 354-5799
25 West 43rd Street
New York, NY 10036

American Association of Museums (202) 289-1818
Post Office Box 33399
Washington, DC 20033

American Council for the Arts (212) 354-6655
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New York, NY 10018

Business Committee for the Arts (212) 921-0700
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Center for Community Economic Development (212) 659-3986
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Council on Foundations (202) 466-6512
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Institute of Museum Services 1100 Pennsylvania Avenue, NW Washington, DC 20506	(202) 786-0539
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National Assembly of Local Arts Agencies Suite 413 1785 Massachusetts Avenue, NW Washington, DC 20036	(202) 483-8670
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National Society of Fund Raising Executives Suite 831 1511 K Street, NW Washington, DC 20005	(202) 638-1393
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Public Service Materials Center 111 North Central Avenue Hartsdale, NY 10530	(914) 949-2242
Technical Assistance Center, A-504 1385 S. Colorado Boulevard Denver, CO 80222	(303) 691-9610

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