

LIBRARY TRENDS

WINTER 2000

VOLUME 48, NUMBER 3, 525-637

Development and Fund-Raising Initiatives

Susan K. Martin

Issue Editor

UNIVERSITY OF ILLINOIS
GRADUATE SCHOOL OF
LIBRARY AND INFORMATION SCIENCE

LIBRARY TRENDS

Library Trends, a quarterly thematic journal, focuses on current trends in all areas of library practice. Each issue addresses a single theme in depth, exploring topics of interest primarily to practicing librarians and information scientists and secondarily to educators and students.

Editor: F. W. LANCASTER

Managing Editor: JAMES S. DOWLING

Publications Committee: LEIGH ESTABROOK, JANICE DEL NEGRO, MARLO WELSHONS, BETSY HEARNE

Library Trends is published four times annually—in summer, fall, winter, and spring—by the Graduate School of Library and Information Science at the University of Illinois, Urbana-Champaign, 501 E. Daniel Street, Champaign, IL 61820-6211.

Subscriptions: Institutional rate is \$85 per volume (plus \$7 for overseas subscribers). Subscriptions for an individual are \$60 (plus \$7 for overseas subscribers). Registered students may subscribe for \$25 (plus \$7 for overseas subscribers). Individual issues are \$18.50 (shipping included); back issues other than those from the present year are \$10 (plus shipping). Claims for missing numbers should be made within six months following the date of publication. All foreign subscriptions and orders must be accompanied by payment.

Address orders to: University of Illinois Press, Journals Department, 1325 S. Oak Street, Champaign, IL 61820. For out-of-print issues, contact Bell & Howell Information and Learning, 300 North Zeeb Road, Ann Arbor, MI 48106-1346. **Postmaster:** Send change of address to University of Illinois Press, 1325 S. Oak Street, Champaign, IL 61820-6903.

Copyright © 2000 by the Board of Trustees of The University of Illinois.

All rights reserved. Printed in the U.S.A. ISSN 0024-2594.

Postage paid at Champaign, Illinois.

Authorization to photocopy items beyond the number and frequency permitted by Sections 107 and 108 of the U.S. Copyright Law is granted by the Board of Trustees of the University of Illinois, provided that copies are for internal or personal use, or for the personal or internal use of specific clients and provided that the copier pay a fee of 10 cents per page directly to the Copyright Clearance Center (CCC), 222 Rosewood Dr., Danvers, MA 01923. The CCC code for *Library Trends* is 0024-2594/88 \$0 + .10. To request permission for copies for advertising or promotional purposes, or for creating new works, please contact the Graduate School of Library and Information Science, Publications Office, 501 E. Daniel Street, Champaign, IL 61820-6211.

This journal is abstracted or indexed in *Library and Information Science Abstracts*, *Current Contents*, *Current Index to Journals in Education*, *Information Science Abstracts*, *Library Literature*, *PAIS*, and *Social Sciences Citation Index*.

Procedures for Proposing and Guest Editing an Issue of *Library Trends*

We encourage our readers to submit ideas for future *Library Trends* themes; issue topics are developed through recommendations from members of the Publications Committee and from reader suggestions. We also encourage readers to volunteer to be issue editors or to suggest others who may be willing to be issue editors.

The style and tone of the journal is formal rather than journalistic or popular. *Library Trends* reviews the literature, summarizes current practice and thinking, and evaluates new directions in library practice. Papers must represent original work. Extensive updates of previously published papers are acceptable, but revisions or adaptations of published work are not sought.

An issue editor proposes the theme and scope of a new issue, draws up a list of prospective authors and article topics, and provides short annotations of the article's scope or else gives a statement of philosophy guiding the issue's development. Please send your ideas or inquiries to F. W. Lancaster, Editor, Publications Office, 501 E. Daniel Street, Champaign, IL 61820-6211.



I L L I N O I S

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

PRODUCTION NOTE

University of Illinois at
Urbana-Champaign Library
Large-scale Digitization Project, 2007.

LIBRARY TRENDS

Winter 2000

48(3) 525-637

Development and Fund-Raising Initiatives

Susan K. Martin

Issue Editor

UNIVERSITY OF ILLINOIS
GRADUATE SCHOOL OF
LIBRARY AND INFORMATION SCIENCE

This Page Intentionally Left Blank

Development and Fund-Raising Initiatives

CONTENTS

Introduction <i>Susan K. Martin</i>	525
Donor Relations as Public Relations: Toward a Philosophy of Fund-Raising <i>Robert Wedgeworth</i>	530
Factors for Success: Academic Library Development Survey Results <i>Irene M. Hoffman, Amy Smith, and Leslie DiBona</i>	540
Academic Library Fund-Raising: Organization, Process, and Politics <i>Susan K. Martin</i>	560
Annual Fund Programs for Academic Libraries <i>Jennifer Paustenbaugh and Lynn Trojahn</i>	579
It's Hard to Make New Friends: What to Think About in Creating a Friends of the Library Group <i>Merrily E. Taylor</i>	597
Entrepreneurs in the Public Library: Reinventing an Institution <i>Edwin S. Clay, III and Patricia C. Bangs</i>	606

Cybergifts	619
<i>Adam Corson-Finnerty</i>	
About the Contributors	634