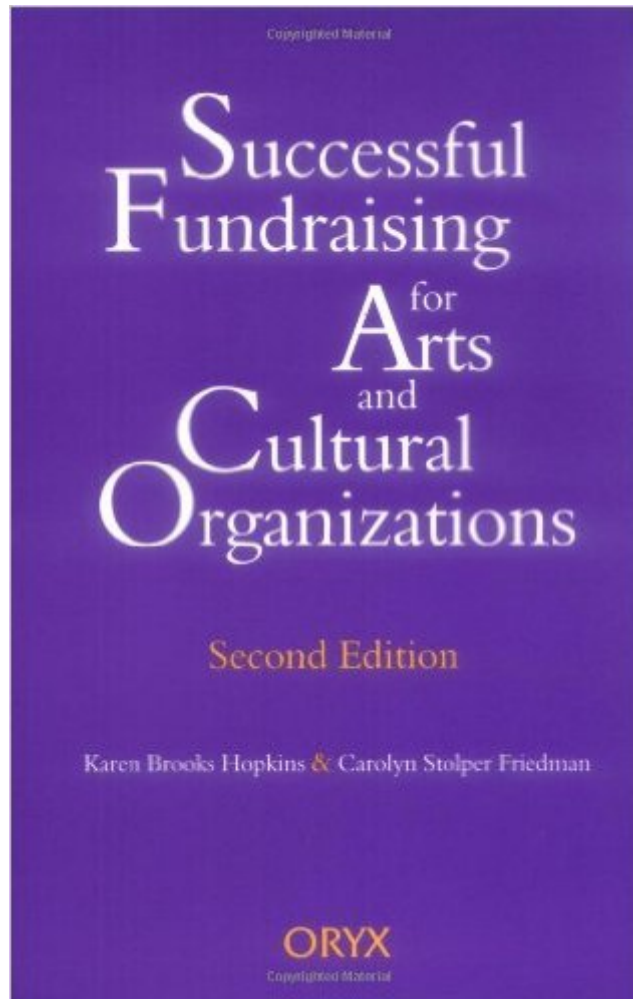


The book was found

Successful Fundraising For Arts And Cultural Organizations, 2nd Edition



Synopsis

Fundraising experts Karen Brooks Hopkins of the Brooklyn Academy of Music and Carolyn Stolper Friedman of the Contemporary Museum of Art in Chicago offer important insights into today's best fundraising strategies for arts and cultural organizations of all sizes. New to this edition is an in-depth examination of corporate sponsorships, as well as a detailed chapter on endowment campaigns. All statistics, appendixes, and examples have been updated, and many helpful examples, including pledge forms, campaign statements, and sponsorship contracts, are also included.

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There are thousands of arts and cultural organizations in the USA, including museums and other exhibition spaces, orchestras, dance companies, zoos, choruses, jazz ensembles, theater companies, and botanical gardens. Yet the income earned from sales of tickets, merchandise, and services typically covers only 50 to 60 percent of their operating expenses, according to authors Karen Hopkins and Carolyn Friedman. Hopkins, the executive vice president of the Brooklyn Academy of Music in New York, and Friedman, the chief development officer of the Museum of Contemporary Art in Chicago, further point out that the budget for the National Endowment for the Arts has of recent been dramatically reduced by Congress. "Fundraising for arts and culture in the United States today is a challenging and increasingly complex process," state the authors at the outset. "Because of the uncertain economic climate, Americans are reexamining their charitable

contributions and are tightening their belts in all areas of support for nonprofit institutions, including those dedicated to arts and culture." Clearly, arts and cultural organizations facing the challenges of the next century are in need of new strategies and more effective fund development programs if they are to make up the budgetary shortfall with charitable contributions. Successful Fundraising for Arts and Cultural Organizations provides fund raisers a clear-headed, workable blueprint for better and more effective fund raising. This book presumes little or no prior knowledge of fund raising, and yet is thorough enough to provide even experienced fund raisers an opportunity to reassess their own strategies and beliefs, and test them against those of two very experienced fund raising professionals. Steel sharpens steel.

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