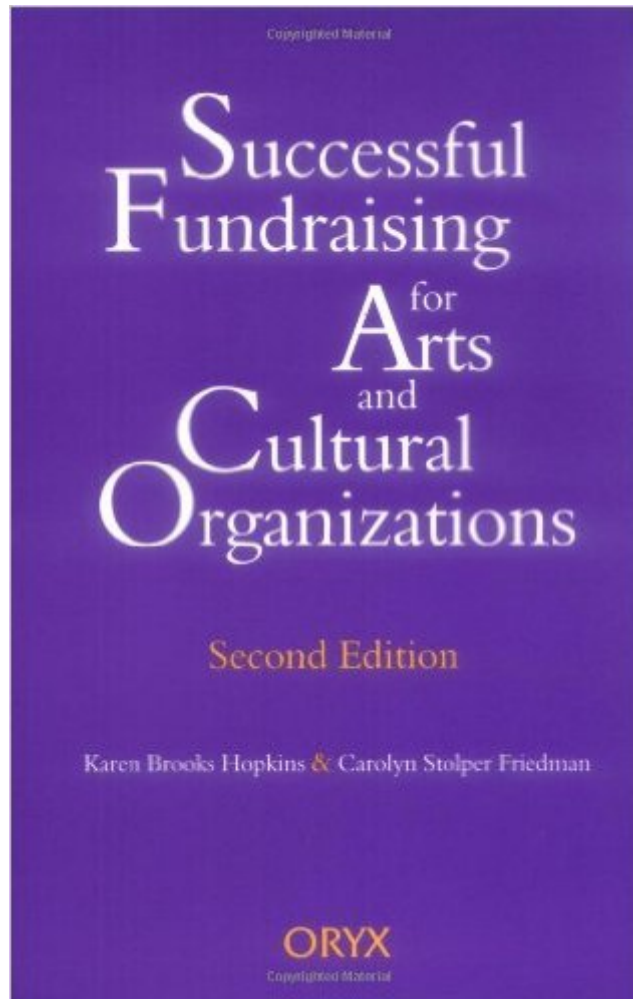


The book was found

# 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.

## Book Information

Paperback: 280 pages

Publisher: Greenwood; 2 edition (November 25, 1996)

Language: English

ISBN-10: 1573560294

ISBN-13: 978-1573560290

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #167,973 in Books (See Top 100 in Books) #96 in [Books > Education & Teaching > Schools & Teaching > Funding](#) #141 in [Books > Reference > Encyclopedias & Subject Guides > Art](#) #485 in [Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Social Services & Welfare](#)

## Customer Reviews

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.

[Download to continue reading...](#)

Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) *Successful Fundraising for Arts and Cultural Organizations*, 2nd Edition *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events* *Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising* *Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup)* *The Fundraising Habits of Supremely Successful Boards: A 59-Minute Guide to Assuring Your Organization's Future* *Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it)* *Exponential Organizations: New Organizations Are Ten Times Better, Faster, and Cheaper Than Yours (and What to Do About It)* *The Cleveland Clinic Way: Lessons in Excellence from One of the World's Leading Health Care Organizations: Lessons in Excellence from One of the World's ... Care Organizations* VIDEO ENHANCED EBOOK *Reinventing Organizations: An Illustrated Invitation to Join the Conversation on Next-Stage Organizations* *Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage of Human Consciousness* *The Art of the Turnaround: Creating and Maintaining Healthy Arts Organizations* *The Social Life of Things: Commodities in Cultural Perspective (Cambridge Studies in Social and Cultural Anthropology)* *Cataloging Cultural Objects: A Guide to Describing Cultural Works and Their Images* *Everyday Theology: How to Read Cultural Texts and Interpret Trends (Cultural Exegesis)* *Desiring the Kingdom (Cultural Liturgies): Worship, Worldview, and Cultural Formation* *Desiring the Kingdom: Worship, Worldview, and Cultural Formation (Cultural Liturgies)* *Cultural Traditions in Iran (Cultural Traditions in My World)* *Cultural Traditions in Mexico (Cultural Traditions in My World)*

# Cultural Anthropology: Appreciating Cultural Diversity

[Dmca](#)