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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for Libraries, libraries, libraries
A Fund Raising Bibliography

suggested sources from
- National Society of Fund Raising Executives
- The Foundation Center
- Special Activities Committee, Fund Raising and Financial Development Section, LAMA, American Library Association

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ANNUAL GIVING:


CAPITAL CAMPAIGNS:


**CORPORATE PHILANTHROPY:**


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Podesta, Aldo C. Raising Funds from America's 2,000,000 Overlooked Corporations. Hartsdale, Public Service Materials Center, 1984.


**EVALUATION:**


**GENERAL RESOURCES:**


McGovern, Gail M. "Direct Mail Campaigns." Alternate Funding Sources, Bottom Line, Vol. 1, No. 1, p. 35.


GRANTSMANSHIP AND FOUNDATION FUND RAISING:


Allen, Herb, Editor. The Bread Game: the Realities of Foundation Fund Raising. San Francisco, Regional Young Adult Project, 1981.


Kiritz, Norton J. *Program Planning & Proposal Writing.* Los Angeles, Grantsmanship Center, 1980


Westerman, Mel and Carol Wright. *Aids to Research for Library Faculty at the Pennsylvania State University.* 1980.


**IDENTIFYING AND INVOLVING PROSPECTS AND DONORS:**


Mayfield, Elizabeth S. "Love and Money: Remember Your Donors and They'll Remember You." *Currents,* July/August, 1986, p. 34-40.


**PLANNED GIVING:**


**PUBLIC RELATIONS AND MARKETING:**


