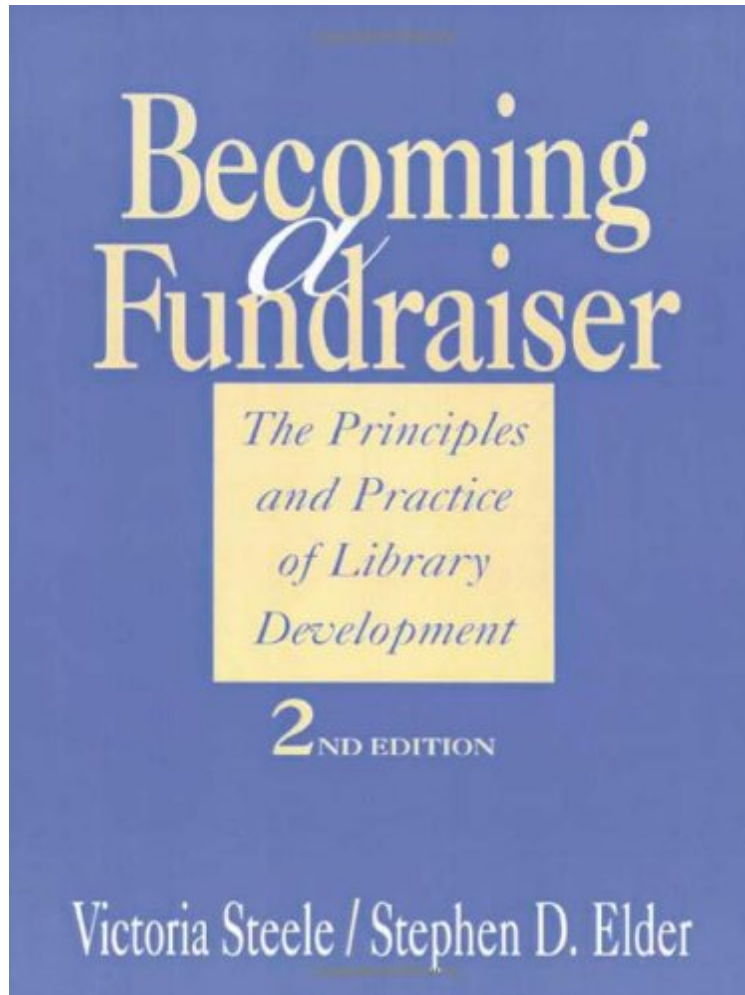


Becoming a Fundraiser: The Principles and Practice of Library Development

Victoria Steele, Stephen D. Elder
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Written by a librarian who has also been a professional fundraiser and by a library fundraiser who is also a public relations professional, this revised and updated book offers an original perspective on the neglected subject of raising money for libraries.

"[This book] is everything it should be. It's well researched, written clearly and succinctly, and unafraid to tackle the thornier issues." "This book is a valuable resource not only to library directors, but also to anyone charged with a development goal." "The bottom line: If you do not have [this] work (either edition) you need it."