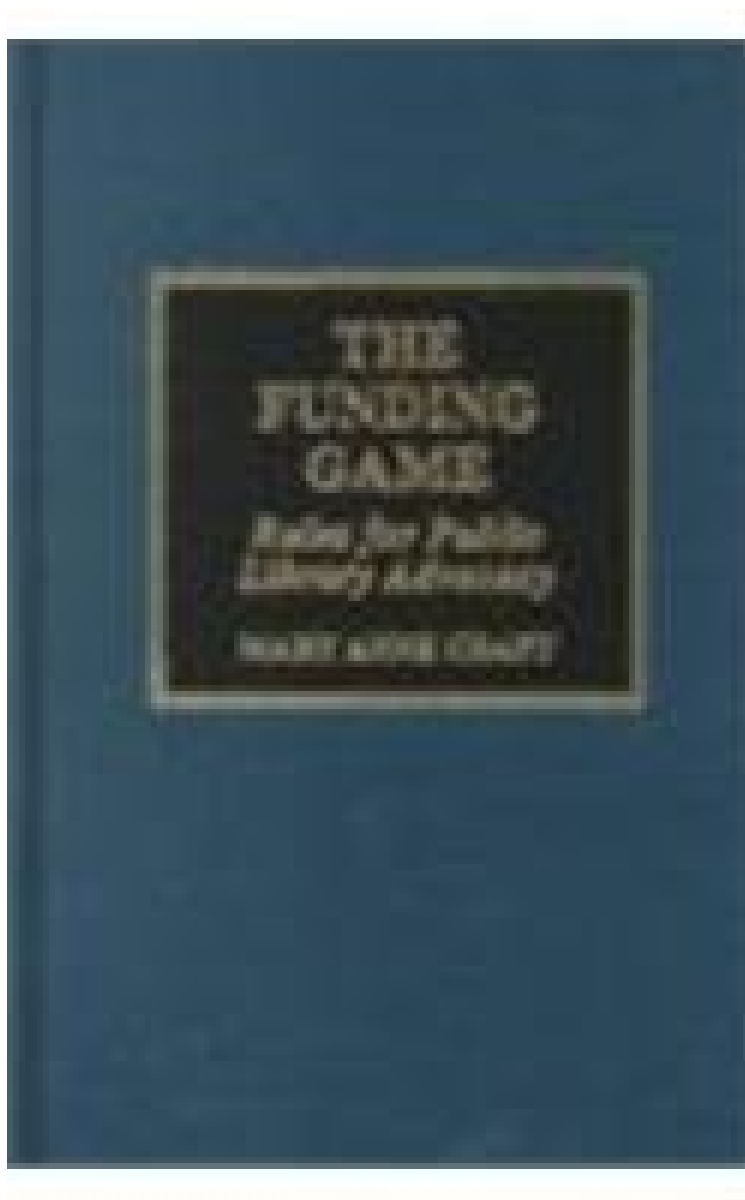


(Mobile book) The Funding Game

The Funding Game

Mary Anne Craft

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Mary Anne Craft : The Funding Game before purchasing it in order to gage whether or not it would be worth my time, and all praised The Funding Game:

The Funding Game presents various examples of library advocacy and cites a variety of community inputs, so that library administrators, board members, and Friends, will have better insight into possibilities for their own library's funding advantage.

From Library Journal
The Funding Game is a clever compilation of exemplary public library innovations, team projects, partnerships, and marketing efforts in 30 or so public libraries of all sizes. Library consultant Craft (MLS, UC-Berkeley) presents a medley of concepts and methods for recasting a library's funding advocacy efforts. Her fresh examples show that service, accountability, and community relations are the key issues in securing needed funds. The book is organized into eight "rules," including "ThinkChange (or ChangeThink)," "Talk Assets," and "Mind the Opposition." Advice and caveats are peppered throughout. For example, Craft suggests that the Toledo-Lucas County PL's Government Procurement Center "could be an ideal subcontractor" of employee training. While this is a unique work, related titles of interest include Dwight W. Burlingame's *Library Funding* (American Library Assn., 1995), Lisa F. Kinney's *Lobby for Your Library* (American Library Assn., 1992), and Sally Gardner Reed's *Saving Your Library* (McFarland, 1992). Recommended for all public libraries.
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About the Author
Mary Anne Craft is a writer and consultant. She was senior editor of "Corporate ARTnews" and a cataloger and librarian at the Library of Congress and other institutions.