Relationship Building in Special Collections

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ALADN Saturday, June 4, 2016 10:30-11:30 Session Two
It's about people.
Role of Special Collections in Library Giving

Communicating purpose and passion

Special collections librarians can and should play a vital role in advancement, as leaders and partners

Communication pathways, information sharing, and respect between development and special collections professionals is vital
Philanthropic Domains

- Current and Prospective Donor Research
- Securing the Gift
- Relationship Building
- Volunteer Involvement
- Leadership and Management
- Ethics and Accountability
Interdependent special collections community

- Individual donors of in-kind materials
- Organization/corporate donors of in-kind materials
- Booksellers near and far
- Businesses near and far
- Collectors - books, maps, archives
- General library supporters
Local bookshops

Booksellers
Brian Royster, comic book collector.
Gifts-in-Kind: Corporations & Local Business

Signing party for FOGO & VL7 Solutions at the University of West Georgia, December 2015.
Converting GIK to monetary donors

Invite to events with other donors

Show them how their material has been (or will be) processed and talk about the costs that will go with that

If cataloged, show them the electronic record that shows their name and/or electronic bookplate so they can show their family and friends

Mention in newsletters, etc. the costs associated with in-kind gifts

Have a faculty member write a short thank you note
Final thoughts...
Questions from the audience?
Sources


