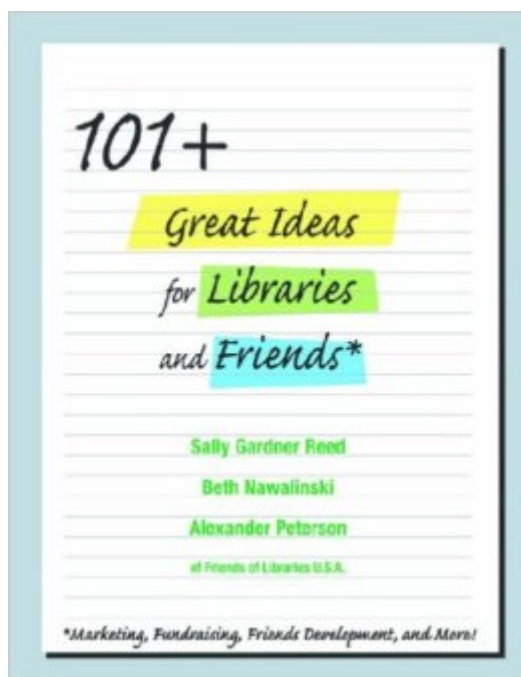


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101+ Great Ideas For Libraries And Friends: Marketing, Fundraising, Friends Development, And More



Synopsis

FOLUSA's (Friends of Libraries USA) many friends groups are breaking new ground in connecting libraries and their communities. This book offers 101+ ideas for advocacy, fundraising, and membership campaigns; programs and public awareness events; and projects to increase organizational effectiveness. For each activity, you'll find a general description, an outline of the planning process, budget forecasts, expected results, and sample forms, graphics and logos you can customize for your own programs. You'll use this great source as you work with your Friends group to plan online booksales, arts fundraising programs, library anniversary celebrations, and more. You can use these ideas independently or in collaboration with your local Library Friends groups.

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