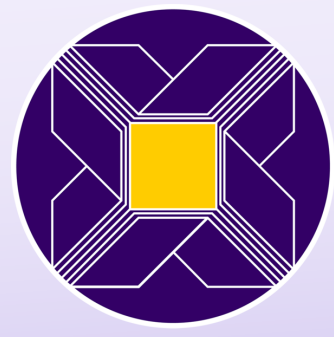


# HOW EFFECTIVE ARE LIBRARIES AT DEVELOPMENT: FUNDRAISING AND FRIENDRAISING?



Through a competitive process, in 2017, the authors were selected to produce the Association of Research Libraries' SPEC Kit 359: Library Development, a monograph exploring the current state of library development: fundraising and friendraising, which are efforts to generate committed and supportive relationships with outside parties and entities.

## BACKGROUND:

This study depicts the supporting structures and resources (personnel, financial, and material); and the methods, activities and expectations associated with library development efforts.



The purpose is to provide evidence to support the efforts of library leaders in assessing their library's commitment to and capacity for development, and the efficacy of their efforts in this area. These are recurring, critical considerations by senior library administrators.



This ARL-sponsored study is not only relevant because the role of library fundraising has become more critical as other sources of funding have become less reliable, but it is also important because of the need for libraries to foster stakeholder and advocacy relationships.

## AUTHOR TEAM:

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## TOPICS COVERED IN 56 QUESTIONS AND 1,000s OF DATA POINTS:

- 📖 Library development activities, and program histories and performance, in terms of funds raised.
- 📖 Staffing types and staff sizes.
- 📖 The credentials, backgrounds, and reporting structures for Library Chief Development Officers (LCDOs).
- 📖 Goal setting and assessment activities for library development personnel and library directors.
- 📖 The roles of library directors, university and academic unit leaders, and others in supporting library development efforts and outcomes.
- 📖 University capital campaign goals for libraries.
- 📖 Communication and PR activities, and the use of quantitative and qualitative measures to communicate library impact, including library contributions to Intellectual Freedom and Diversity, Equity and Inclusion.

## COMPLETED

## IN PROGRESS

## CRITICAL STEPS & KEY DELIVERABLES



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