



Fundraising and Strategic Planning: Innovative Approaches for Museums (Paperback)

By -

ROWMAN LITTLEFIELD, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book. Fundraising and Strategic Planning: Innovative Approaches for Museums appraises strategies museums employ to raise funds including admission prices, membership categories, donor and affinity groups, and specialized event-driven efforts while examining new crowdfunding models such as Kickstarter, Indiegogo, and Piggybackr. This book examines a range of ambitious undertakings and the means by which museums and cultural organizations achieve them. Each of the case studies in this volume focuses on the cornerstones to museum operations: strategic planning and fundraising. For example, Carl G. Hamm describes how Saint Louis Art Museum moved from a capital campaign into a sustainable stream of increased annual giving. Vicky U. Lee narrates the transformation of abandoned, elevated rail yards into an exciting, well-travelled (and highly-tagged and pinned) public amenity, the High Line. While not a museum per se, the High Line and its public art amenities offers much to the story of collecting institutions, as well as to the framework of the public-private partnership. The Innovative Approaches for Museums series offers case studies, written by scholars and practitioners from museums, galleries, and other institutions, that showcase the original,...

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