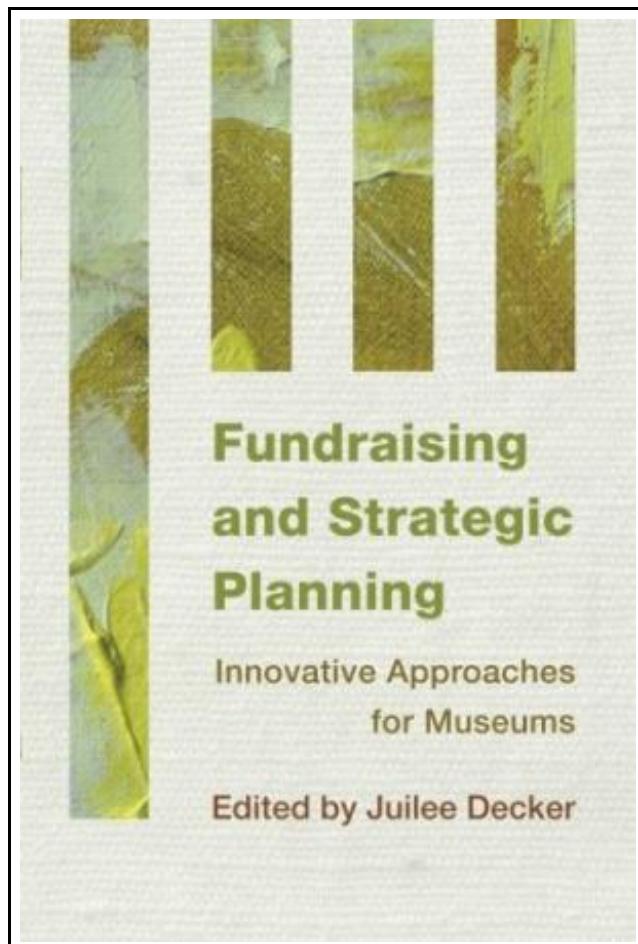


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ROWMAN LITTLEFIELD, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book. Fundraising and Strategic Planning: Innovative Approaches for Museums appraises strategies museums employ to raise funds including 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, transformative, and sometimes wholly re-invented methods, techniques, systems, theories, and actions that demonstrate innovative work being done in the museum and cultural sector throughout the world. The authors come from a variety of institutions-in size, type, budget, audience, mission, and collection scope. Each volume offers ideas and support to those working in museums while serving as a resource and primer, as much as inspiration, for students and the museum staff and faculty training future professionals who will further develop future innovative approaches. Contributions by: Karen Coutts, Mike Deetsch, Nancy Enterline, Karen Gillenwater, Amy Gilman, Carl G. Hamm, Greg Hardison, Jill...

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