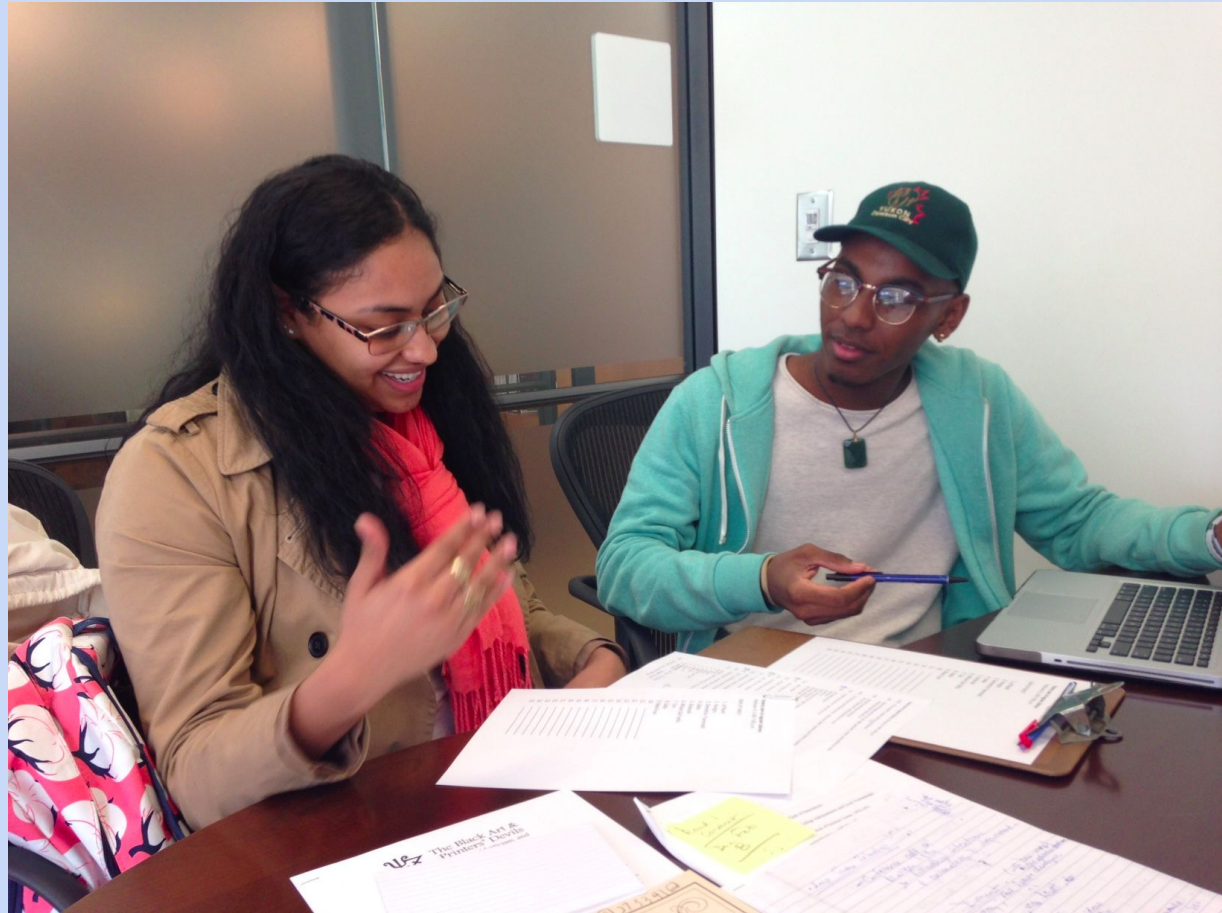


Relationship Building in Special Collections

Ethan Henderson &
Blynne Olivieri

ALADN Saturday, June 4, 2016 10:30-11:30 Session Two

It's about
people.



University of West Georgia students/Special Collections volunteers, Jazz Lee-Coley and Je'Nyah Hernandez, February 2016.

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

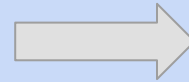
Communication pathways, information sharing, and respect between development and special collections professionals is vital

Philanthropic Domains

Current and Prospective Donor Research

Securing the Gift

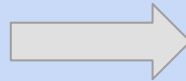
Relationship Building



Volunteer Involvement

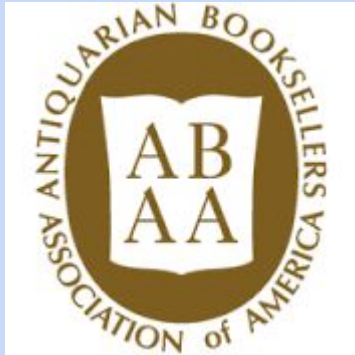
Leadership and Management

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





Book Collectors

Brian Royster, comic book collector.

<http://www.newsday.com/entertainment/li-s-vibrant-comic-book-subculture-1.2804136>

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...



Fisher Library. http://fisher.library.utoronto.ca/sites/fisher.library.utoronto.ca/files/F1748_0.jpg

Questions from the audience?

Sources

Bishop, Janet, Patricia E. Smith, and Chris Sugnet. "Refocusing a Gift Program in an Academic Library," *Library Collections, Acquisitions & Technical Services* Volume 34, Issue 4, 2010, pp. 115-122. See also <http://lib.colostate.edu/acq/gifts>.

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Petty, Janice Gow, ed. *Ethical Fundraising A Guide for Nonprofit Boards and Fundraisers*. Hoboken, N.J.: Wiley, 2008.