

Most development professionals in the university environment consider the library the most difficult challenge on campus. As a result, fundraising positions within the library are often difficult to fill, and measurable success is often below that of academic departments. In many cases, the task of library fundraising is grouped into a combination role that may include, for example, the university museum or performance venue, diluting the opportunity for successful fundraising. Because the traditional model for higher education fundraising entails the cultivation of alumni from specific departments and colleges, the library is traditionally left out and thus becomes a low-performing development area with lower funding for fundraising positions. Most higher education development professionals consider the library fundraising position a stepping stone into another position with higher pay and more potential for professional advancement down the road rather than a focus for their development career. However, for universities having invested in development professionals who know how to leverage the mission of libraries to the larger alumni and friend community, the results include innovative and successful approaches to messaging that is resonating with donors. The information provided will apply to all fundraising professionals and academic leaders looking to strengthen their programs with philanthropic support, even those beyond university libraries. makes the case for university libraries as a viable avenue for donor engagement that translates to all academic areas of higher education fundraising highlights the importance of collaborative relationships and fundraising strategies with academic leaders, donors, and fundraising staff

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