



ALADN 2023

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# HOW TO ADVOCATE WITHOUT AN ADVOCATE

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# AGENDA

## ABOUT US

- Presenters
- Group Introductions

## TODAY'S SESSION

- Small wins
- Lessons learned
- Creating allies

## NOW WHAT

- Takeaways
  - Connections
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DISCLAIMER –  
WE DON'T HAVE THE  
ANSWERS

*(SORRY!)*

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# TABLE DISCUSSION #1

## 3 Questions

*15 minutes*

1. Where have you found the **largest breakthrough** with fundraising so far?
  2. Give an example of a **recent “win”** you experienced with fundraising, no matter how small. What lesson can you take away from that experience to inform future fundraising efforts?
  3. What do you wish **central advancement offices understood** about academic libraries?
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# TABLE REPORT OUT

## Key Observations

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## Additional Discussion and Questions

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# ACADEMIC LIBRARY FUNDRAISING STATISTICS

71%

Academic library fundraisers who report being expected to **ask for permission** from advancement staff before reaching out to potential donors

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74%

Academic library fundraisers who report having a **dedicated library fundraiser**

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45%

Academic library fundraisers who report that they have received **no training in fundraising**

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15%

Academic library fundraisers who report that their college/university leadership takes an **"active role"** in library fundraising

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# TABLE DISCUSSION #2

Building our session handout  
[bit.ly/ALADNHowToAdvocate](https://bit.ly/ALADNHowToAdvocate)

- **Top 3 lessons** that can be applied to additional fundraising scenarios
  - **Top 3 things** your group wishes central advancement understood about academic libraries
  - **Top 3 ideas** (suggested resources, suggested approaches) for helping to build knowledge in central advancement offices
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# ACADEMIC LIBRARY FUNDRAISING STATISTICS

Philanthropic donations to education are **second only to religious giving** in the United States



Libraries are the **ONLY** area of higher education in which **giving levels have declined** over the last 10 years

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Source: Analyzing Three Decades of Philanthropic Giving to Higher Education (1988-2018), Shaker and Borden (2020)



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# RESOURCES

## Collaborative Handout

- [bit.ly/ALADNHowToAdvocate](https://bit.ly/ALADNHowToAdvocate)

## Articles

- [Fundraising in Academic Libraries: Looking Back and Defining New Questions](#) (Purdue University, 2020)
- [Fundraising for Academic Libraries: A White Paper](#) (University of British Columbia, 2012)
- [Library Fundraising: A Selective Annotated Bibliography](#) (ALA Library Fact Sheets, 2014)

## Books

- *Fundraising for Academic Libraries: A Practical Guide for Librarians* (Rowman and Littlefield, 2020)
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# PROGRAM LINKS

PRECONFERENCE EVALUATION

[bit.ly/ALADN2023PreConf](https://bit.ly/ALADN2023PreConf)



COLLABORATIVE HANDOUT

[bit.ly/ALADNHowToAdvocate](https://bit.ly/ALADNHowToAdvocate)

WE CARE ABOUT  
THE WORK YOU DO  
AND WE CARE  
ABOUT YOU.

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*Fundraising is easier when you  
have allies and advocates  
working with you*

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# STAYING CONNECTED

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