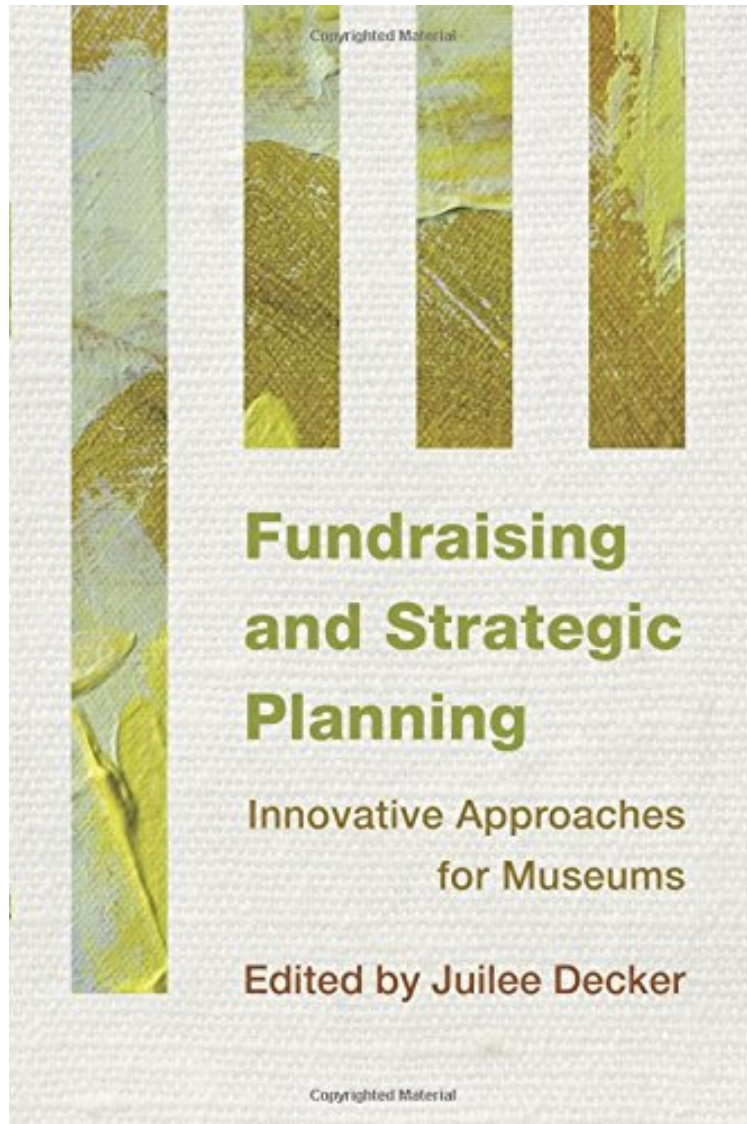


[Download ebook] Fundraising and Strategic Planning: Innovative Approaches for Museums

Fundraising and Strategic Planning: Innovative Approaches for Museums

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From Rowman Littlefield Publishers : Fundraising and Strategic Planning: Innovative Approaches for Museums before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising and Strategic Planning: Innovative Approaches for Museums:

Fundraising and Strategic Planning: Innovative Approaches for Museums appraise 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 and Indiegogo.

A must-read brimming with thought fuel and expert insight on strategic planning and fundraising for all forward-facing museums. (Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS) About the Author Juilee Decker is an associate professor of Museum Studies at Rochester Institute of Technology (RIT) where she teaches courses focusing on museums and technology so as to bring theory and praxis together in the classroom environment. Decker earned her Ph.D. from Case Western Reserve University. Her research interests and curation include the construction of public and private collections as well as the subjects of public art, commemoration, and memory. Deckers recent curatorial activity includes *A Passionate Pursuit: The Milward Collection*, an exhibition addressing the formation of a private collection of more than 1000 works of art (2012); *Reflections on a Louisville Landmark*, a juried show and an exhibition of historic maps, photographs, and texts for the Louisville Visual Art Association; and *Virginia Woolf and the Natural World*, an international exhibition to coincide with the 20th annual Woolf conference (2010). She has worked as a public art consultant and advisor for more than 15 years and has managed several public and private collections of public art. Since 2008, she has served as editor of *Collections: A Journal for Museum and Archives Professionals*, a peer-reviewed journal published by Rowman and Littlefield.