

# Fundraising: A selected list of Internet resources

By Irene M. Hoffman

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## *Surfing the Net can be a profitable experience*

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**P**hilanthropy has been part of the American culture for centuries. In recent years, right-sizing, declining economies, and shifts in cultural priorities have pushed philanthropic pursuits into the forefront. Out of necessity, nonprofit organizations, more than ever before, are becoming tuned in to the culture, ethics, philosophies, and benefits of fundraising. A trend within the professions of librarianship and fundraising is the emergence of a hybrid specialty: library development. Both public and private libraries of all types are joining the ranks of professional fundraisers, or are strengthening their already successful fundraising efforts. This new energy towards identification and solicitation of private funding resources has resulted in increased professional activities related to fundraising, philanthropy, and foundation/corporation relations.

Examples of this trend include the creation of ALADN (the Academic Library and Advancement Directors Network), a newly formed group of academic library fundraising professionals; the Association of Research Libraries' Office of Management Services (OMS) Development Officers for Research Libraries (DORAL) Management Institutes for Development Officers; the formation of ALA's new Library Fundraising Resource Center; and ALA's Goal 2000 and Fund for America's Libraries campaigns. All are indications of the growing interest in the field, as well as the increased attention being given to raising private funding for libraries. Library-specific fundraising is unique, but it is built on

the foundation of general fundraising principles and practices. Library-oriented groups provide one avenue for learning, sharing, and increasing the awareness and understanding regarding the issues specific to library fundraising. The fundraising profession, a well-developed discipline itself, also offers a rich compliment of learning opportunities, most of which can be applied in part or whole to library settings.

Internet and Web sites, listservs and resources are either specific to libraries or specific to disciplines of fundraising as a whole. Each one provides access to information that can be applied to library settings. All are beneficial for learning, staying in touch, networking with other professionals, and becoming familiar with the issues and applications of fundraising.

What follows is a selected list of the various electronic resources available to fundraisers. Some lists are specific to library fundraising issues, others focus on types of fundraising, or specific areas within fundraising such as planned giving, prospect research, fundraising automation, or alumni affairs.

## **Library fundraising**

- **LIBDEV.** This electronic discussion forum for academic library development and fundraising was created in March 1995 following the founding of the ALADN group. *Access:* listserv@listserv.arizona.edu.

- **FRFDS-L.** This new LAMA Fund Raising and Financial Development Section (FRFDS) listserv is devoted to fundraising and financial development issues in all types of libraries. It is also a vehicle for sharing information regarding the section's activities. *Access:* listserv@uicvm.uic.edu.

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- **PUB-ADV.** This forum for public libraries fosters discussions of all types related to library advocacy issues. List members include library trustees, library directors, librarians, and board members of friends groups. Funding-related issues, including fundraising, are often discussed. *Access:* listserv@nysernet.org.

## General fundraising

- **ALUMNI-L.** This is an alumni relations discussion list. *Access:* listserv@brownvm.bitnet.

- **CFRNET.** An active list for discussion of foundation and corporate relations issues, which may include solicitation strategies, stewardship programs, proposal writing, prospect tracking, gift-in-kind programs, and issues related to employment recruiting and corporate giving. The list also features periodic reprint excerpts from the *Corporate Philanthropy Report* and *Foundation Grants Alert*. This is not a list for discussion of alumni or individual donor relations, administration, or general fundraising topics. *Access:* listserv@gibbs.oit.unc.edu.

- **ESTPLAN-L.** An open, unmoderated discussion list featuring estate planning. Discussions center both on techniques of estate planning and on the product available in the financial services industry. It also includes reports of recent IRS rulings, court cases, and new legislation. *Access:* listserv@netcom.com.

- **FUNDLIST.** A discussion list on a wide range of fundraising issues for nonprofits. The list began as a place for university fundraisers to share ideas. *Access:* listserv@jhuvn.hcf.jhu.edu.

- **FUNDSVCS.** This list is for fundraising software and technology issues. It is designed as a companion to FUNDLIST. This list is "nuts & bolts"-oriented. *Access:* majordomo@acpub.duke.edu.

- **GIFT-PL.** A discussion of planned giving topics for fundraisers who specialize in seeking gifts of bequests or other types of planned gifts. Discussion revolves around gift planning and development issues in academic settings. *Access:* listserv@vmi.spcs.umn.edu.

- **GIFT-MGT.** A brand new forum dedicated to discussions related to managing planned gifts after the transaction has been completed by the development officer. It includes topics such as prudent investment, fiduciary obligations, reporting, and tax compliance. *Access:* listserv@netcom.com.

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- **GIVING.** A list for donors, volunteers, and anyone interested in philanthropy and volunteer activity. *Access:* listpro@envirolink.

- **LAMA FRFDS Fundraising and Financial Development Clearinghouse.** Librarians seeking materials on fundraising and financial development now have access to clearinghouse information through LAMASOURCE fileserver on the ALA gopher. The clearinghouse file contains a subject headings list and instructions for contributing and borrowing clearinghouse materials. *Access:* gopher.uic.edu, select "library," select "American Library Association," select "ALA's Divisions," select "LAMA."

- **PRSPCT-L.** This list is a forum for fundraisers, primarily those involved with prospect research. *Access:* listserv@uci.edu.

## Electronic journals

- **American Philanthropy Review.** The first electronic subscription magazine of its kind devoted exclusively to American philanthropy and the nonprofit sector. *Access:* <http://205.198.215.242/>.

- **Chronicle of Philanthropy.** Subscribers get a summary of the current issue every other Tuesday. On the alternate Tuesday, they provide a listing of forthcoming conferences,

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**World History.** Access: WORLD-L@UBVM.  
CC.BUFFALO.EDU.

### Correction

The address for EQUILIBRN, ACRL's Racial and Ethnic Diversity Committee's listserv on diversity in libraries, published in the April 1995 *C&RL News* was incorrect. The correct address is: EQUILIBR@CMSA.BERKELEY.EDU. ■

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workshops, and other events by region. Access: [chronicle-request@nonprofit.com](mailto:chronicle-request@nonprofit.com).

● **Philanthropy Journal.** Issues available by month. Access: <http://www.nando.net/hilant/philjune.html>.

● **Philanthropy News Digest.** Access: <http://fdncenter.org/phil/philmain.html>.

● **Professional Fundraising Magazine.** Access: <http://www.city.ac.uk/~bh543/fundraising/mags/proffund/proffund.html>.

### Other resources

● **A Guide to Internet Resources for Non-Profit Public Service Organizations.**

This guide is made available via the University of Michigan's Clearinghouse for Subject-Oriented Internet Resource Guides. It was created to help administrators and employees of non-profit public service organizations. It contains sections on grants and funding and philanthropy. Access: <http://asa.ugl.lib.umich.edu/chdocs/nonprofits/nonprofits.html>.

● **Philanthropy Links.** This site is a constantly growing resource of foundations, charities, etc., for fundraising professionals. Access: <http://www.duke.edu/~ptavern/Pete.Philanthropic.html>.

● **Foundation Center.** The mission of the center is to increase public understanding of the foundation field. The center maintains a comprehensive and up-to-date database on foundations and corporate giving programs. Access: <http://fdncenter.org/>.

● **Internet NonProfit Center.** This Web site is for donors and volunteers. It is arranged into four sections: Gallery, a collection of nonprofits and what they do; Library, a repository for publications and data about nonprofit organizations and the nonprofit sector; Parlor, a bulletin board on various topics such as events and volunteer opportunities; and Heliport, hot keys to other Web sites and Internet services. Access: <http://www.human.com:80/inc/>. ■

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