

**Rossman, III, Edmund A. 40+ New Revenue Sources for Libraries and Nonprofits. Chicago, IL: ALA Editions, 2016. 9780838914380. 231 pages. \$65 [Book review]**

By: [Christine Fischer](#)

Fischer, Christine. "40+ New Revenue Sources for Libraries and Nonprofits" (review). *Against the Grain*, 29, no. 5 (November 2017): 60.

**Made available courtesy of Charleston Hub and Against the Grain:**  
<https://doi.org/10.7771/2380-176X.7850>

**\*\*\*© Charleston Hub and Against the Grain. Reprinted with permission. No further reproduction is authorized without written permission from Charleston Hub and Against the Grain. This version of the document is not the version of record. Figures and/or pictures may be missing from this format of the document. \*\*\***

### **Abstract:**

Seeking external funding may be a new experience for many librarians. Where do you start? What are the options? Who do you approach? This book offers the background and methods of fundraising needed by librarians and staff at nonprofits who lack professional training in seeking revenue beyond the organization's established budget. Rossman writes from experience; he has gained expertise as an adult services librarian at the Shaker Heights (OH) Public Library as well as by coordinating sponsorship campaigns in broadcasting. The depth and range of strategies he presents attest to his familiarity with approaches to raising money for libraries and nonprofit organizations.

**Keywords:** book review | external funding | libraries

### **Article:**

Seeking external funding may be a new experience for many librarians. Where do you start? What are the options? Who do you approach? This book offers the background and methods of fundraising needed by librarians and staff at nonprofits who lack professional training in seeking revenue beyond the organization's established budget. Rossman writes from experience; he has gained expertise as an adult services librarian at the Shaker Heights (OH) Public Library as well as by coordinating sponsorship campaigns in broadcasting. The depth and range of strategies he presents attest to his familiarity with approaches to raising money for libraries and nonprofit organizations.

The book is divided into two sections with the first being nine foundational chapters that provide background information covering topics that include understanding the context of library fundraising today and lessons that can be learned from the public broadcasting model. To clarify concepts, Rossman provides definitions of advertising and fundraising terminology, and he details how to establish policies and work within existing policies of the institution or local government. The text is interspersed with highlighted tips and exercises that provide suggestions

on how to gather data that can help an organization conduct environmental scans of media use in the community or determine potential product categories for advertising locations based upon LC classifications. The author describes contracts and legal issues, and recommends an order for procedures that provides guidance in confidently taking action. Case studies on such topics as crowdfunding provide real world examples of library activities. The frank, practical suggestions offer a structure that will help librarians and other professionals establish a plan for their libraries or nonprofits.

The second part of the book is composed of forty-two methods of generating revenue in order alphabetically from Advertising in Newsletters to Vendor Shows. Naming rights are a typical means of acquiring funding, and Rossman provides details on a variety of options such as buildings, areas within the collection, furniture and rooms. While those may be familiar opportunities, the specifics he offers ensure that the agreement on terms serves both the sponsor and the organization. Meeting the needs of the user community is a strong motivation for seeking funding. Charging stations for electronic devices and passport services conveniently available on site, for instance, generate income while serving users. Readers of this title can evaluate options for incorporating creative and unexpected ideas such as cell tower leasing and medical services partnerships. Creating new revenue streams by setting up agreements with individuals, businesses, and foundations gives the library greater flexibility in the services and resources that they offer.

For each method Rossman includes ideas on determining value, how the organization's board will need to be involved, steps in the process, and real-world examples of how libraries have implemented and benefited by establishing the selected method. The methods are compiled into a "Money Matrix" (p.221) table in an appendix which provides an overview of all the techniques described along with a range of expected annual revenue for each.

Taking advantage of even a single opportunity among the more than forty suggested fundraising methods could yield positive financial results. Academic, public, and school libraries along with other nonprofits will find this guide a rich compilation of methods to generate revenue. With all the techniques and strategies that Rossman describes, librarians will have the confidence to seek out funding.