
General works

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40+ New Revenue Sources for Libraries and Nonprofits

Edmund A. Rossman

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Chicago

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This book takes a refreshing approach to one of the more complicated and uncomfortable aspects of librarianship and nonprofits in the current society: revenue generation. This topic encompasses a number of approaches: grants, naming rights, sponsorships, fundraising and community relations. The author discusses these approaches through the lens of the broadcasting/advertising method used for years by radio stations; this method is detailed in the book and will definitely arouse interest and hopefully imaginative ideas in relation to specific contexts and strategies.

The information is divided into two parts. Part I, Foundational Chapters, provides the introduction to and essentials of the broadcasting/advertising method. Comprising nine chapters, the content consists of a current context of library funding issues and problems; nonprofit lessons from public broadcasting; definitions and concepts for generating revenue taken from broadcasting; establishing value, statistical reports and targeting prospects; legal and board policy considerations; contracts and procedures; getting the word out through promotions; the impact of the internet and social media; and grants and community partnerships. Part II, Revenue-Generating Methods Mini-Chapters, has four large sections: advertising, acknowledgements and underwriting (AAU); Books and Materials; Naming Rights; and Sponsorships. Under the AAU section, for instance, various advertising venues, such as newsletters, websites, podcasts and streaming technologies, programme rebroadcasts and cable streaming, calendars and special publications, digital signage/carousel screens, and art show-sales, athletic competitions and author sales are all discussed. Under Books and Materials, ideas are

presented around book and resource plates, community book sales, third-party book sales, cell tower leasing, charging stations, crowdfunding, equipment rental, event and programme sponsorship, facility or room rental, 50-50 raffles, gift shop sales, matching grants and donation challenges, medical services partnerships and meeting services. The Naming Rights section focuses on buildings, collection areas, furniture, materials, rooms, own a day, passports, publishing, receipts, recycling and software application development. Finally, the Sponsorship area is similar to the Naming Rights section but also includes third-party services and products, tutoring, vending machines and vendor shows. The 42 mini-chapters/methods for generating revenue in Part II follow a template which includes a short paragraph/description, establishing value, various considerations, contracts and procedures needed, promotions, revenue tables that list advantages and benefits, first steps and a real-world example. Included at the end of the book are two appendices, one that is called the Money Matrix Table which lists all 42 methods in alphabetical order and rates them in terms of annual revenue amounts: low (>1K), moderate (1-10K), high (10-25K) and significant (<25K), and the other which shows an example sponsorship ladder.

While the focus of this book is more towards public libraries, I think that the imaginative ideas and real-world examples are of benefit to any library and nonprofit. I highly recommend this book for anyone who has to deal directly or indirectly with revenue generation in their library.

Bradford Lee Eden

Dean of Library Services, Valparaiso University, Valparaiso, Indiana, USA

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Getting It Published: A Guide for Scholars and Anyone Else Serious about Serious Books (3rd edition)

William P. Germano

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The third edition of *Getting It Published* is a clear and enthralling read, channeling Germano's



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