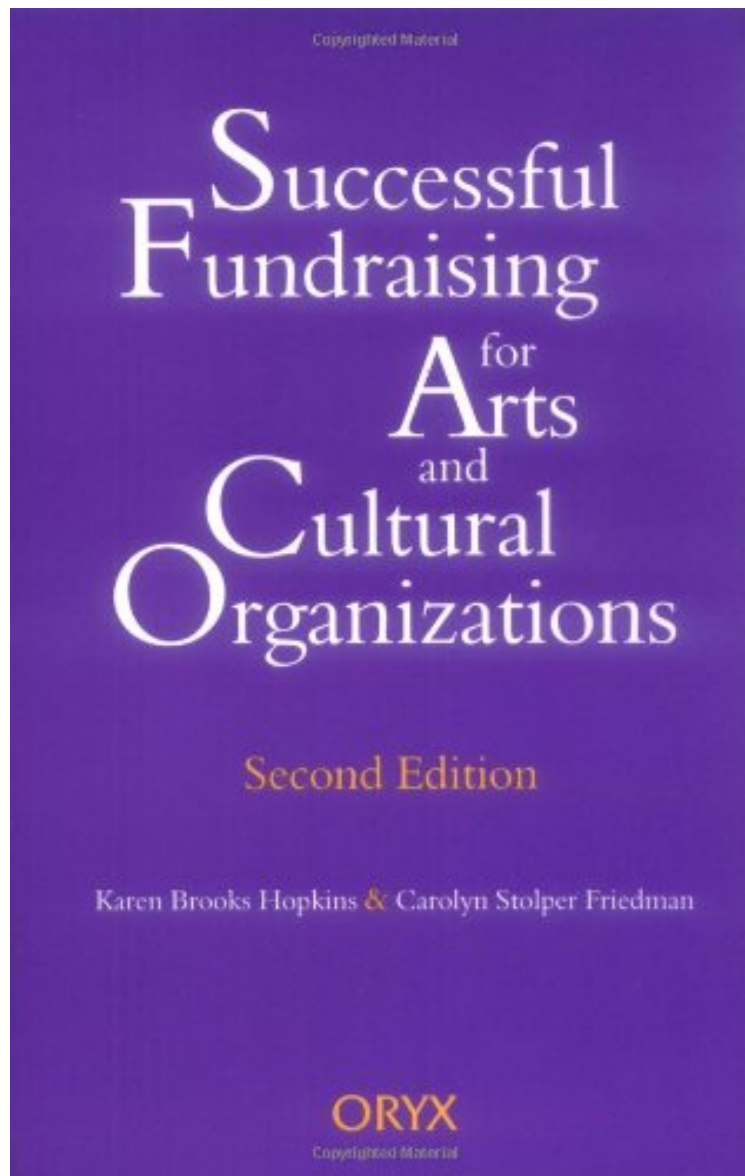


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Fundraising experts Karen Brooks Hopkins of the Brooklyn Academy of Music and Carolyn Stolper Friedman of the Contemporary Museum of Art in Chicago offer important insights into today's best fundraising strategies for arts and cultural organizations of all sizes. New to this edition is an in-depth examination of corporate sponsorships, as well as a detailed chapter on endowment campaigns. All statistics, appendixes, and examples have been updated, and many helpful examples, including pledge forms, campaign statements, and sponsorship contracts, are also included.

..."provides an overview of the building blocks needed to create a healthy arts organization."-The Chronicle of Philanthropy?...provides an overview of the building blocks needed to create a healthy arts organization.-The Chronicle of Philanthropy.. "provides an overview of the building blocks needed to create a healthy arts organization."-The Chronicle of Philanthropy>About the AuthorKAREN BROOKS HOPKINS is president at Brooklyn Academy of Music (BAM), where she has worked since 1979. She has also served as executive producer of New York City's Bergman Festival, development director at the New Playwrights Theatre, in Washington, DC, and director of theatre at the Jewish Community Center in Rockville, Maryland. Hopkins received a medal from the Royal Dramatic Theater of Sweden, as well as Norway's King Olav Medal for work done on behalf of the Norwegian National Ballet.CAROLYN STOLPER FRIEDMAN is chief development officer of the Museum of Contemporary Art in Chicago, Illinois. Friedman is also an adjunct faculty member at Chicago's School of the Art Institute, teaching a graduate course on arts marketing and development. Previously, she was vice president for development and public affairs for AFS Intercultural Programs, Inc., headed development departments at Playwrights Horizons and the National Theatre of the Deaf, and was associate director of the National Corporate Fund for Dance, Inc.