



Fundraising Strategies for HBCUs

Sunday, October 7, 1:00 – 5:00

Atlanta University Center Woodruff Library

Fee: \$150.00

Abstract:

HBCU institutions graduate the majority of African American teachers, doctors, judges, engineers, and other scientific and technological professionals. As engines of opportunities, these institutions prepare students to contribute and excel after graduation.

The funding issues faced by HBCU libraries often delay and challenge the implementation of programs and services to support students, faculty, administration and the patron community. This information-packed session will describe the current funding environment within HBCUs and detail innovative fundraising strategies to support libraries and institutions.

Take-Aways: This session will provide attendees with

1. Strategies for nurturing a work environment that supports library fundraising,
2. An introduction to the art of effective grant writing, and the key funders whom you should consider approaching, and
3. Suggestions to leverage success to achieve even greater success and visibility for the HBCU community.

Presenters:

HBCU Library Alliance Board member Debra Hess Norris and Conservation Center for Art and Historic Artifacts (CCAHA) Director of Development Lee Price.

Debra Hess Norris is Chair of the Art Conservation Department, Director of the Winterthur/University of Delaware Program in Art Conservation, and Professor of Photograph Conservation at the University of Delaware. Since 1985, Norris has authored more than 45 articles and book chapters on care and treatment of photographic materials, emergency response, ethics, and conservation education; and taught more than 125 workshops and seminars for conservators and allied professionals globally – across North America and Europe and in the Middle East, in South America, Asia and Africa. As chair, Norris has raised more than \$19 million dollars to support the Department of Art Conservation and preservation initiatives worldwide.

Working with many organizations, nationally, including the HBCU Library Alliance Board of Directors, Debra has worked to preserve the rich photographic heritage in

HBCU libraries and archives. As a Steering Committee member of three rounds of the Preservation of Photographic Collections in HBCUs project, Debbie worked to prioritize the preservation of photographic images, to increase awareness about their significance and value, and to engage HBCU faculty, staff, and students in the scholarship and care of these remarkable holdings. As a photograph conservator, Debra offered lectures and workshops to HBCU librarians and students on photograph preservation, advocacy, and fundraising. Debra most recently secured grant funding from the Samuel H. Kress Foundation, in partnership with the HBCU Library Alliance, to coordinate five fully-funded, eight-week summer internships in library and archives preservation during 2018, at five nationally-recognized library preservation/conservation laboratories.

Lee Price joined the CCAHA staff in September 2001. Previously, he worked as a fundraising consultant for cultural and human services organizations.

As Director of Development at CCAHA, he has directly assisted a number of important cultural organizations with the development of major grant proposals, including the Benjamin Franklin Tercentenary Commission, the University of Pennsylvania, the State Library of Pennsylvania, the Society of the Cincinnati, and the New Jersey State Archives. He wrote the fundraising column, "Bringing in the Money," for *Public Libraries*, the bimonthly journal of the Public Libraries Association, and has served as a grant reviewer for the Institute of Museum and Library Services. Lee has authored many highly successful federal, state, foundation and corporate grants, raising millions of dollars in endowment and spendable support for the preservation of cultural heritage.