

For Immediate Release  
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**Fund Fare Exchange to offer fund raising information for libraries**

The 1993 Fund Fare Exchange, sponsored by the Library Administration and Management Association (LAMA) Fund Raising and Financial Development Section, will be held on Monday, June 28, 1993, from 9 to 11:30 a.m., during the American Library Association (ALA) Annual Conference in New Orleans.

The annual event will offer information to librarians who want to learn more about fund raising and development. It will offer concurrent mini-presentations and informal table talks on various topics every 30 minutes .

Topics will include annual giving/direct mail, basics in fund raising, book sales, building an endowment fund, buy-a-book campaigns, creating a library foundation, development in academic libraries, donor recognition, using consultants, The Foundation Center, getting money from corporations and foundations, Friends' groups, library retail outlets, major funding campaigns, the role of board members, fund raising for small libraries and special events and galas. Brochures and other fund-raising materials will be distributed.

Presenters will include Kay K. Runge, director, Davenport (Iowa) Public Library, who will discuss "Public Library Development Within Your Long Range Plan," and Bill R. Mott, director of development, Vanderbilt University Library, who will speak on "Academic Library Development Within Your Long Range Plan."

**Fund Fare Exchange to offer fund raising information for libraries -- add one**

The program is cosponsored by the LAMA Public Relations Section, the American Library Trustee Association (ALTA), the Friends of Libraries USA (FOLUSA), the Association of College and Research Libraries (ACRL) and the Library Public Relations Council.

For more information, contact: Cathy Van Hoy, Branch Manager, Bordeaux Branch Library, 3711 Village Drive, Fayetteville, NC 28304-1598. Telephone: 919-421-4008. Or, Deborah Jacobs, Director, Corvallis-Benton Public Library, 645 NW Monroe Ave., Corvallis, OR 97330-4798. Telephone: 503-757-6915.

LAMA, ALTA and ACRL are divisions of the American Library Association.