

For Immediate Release
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LAMA preconference to focus on library fund raising

"Planning, Implementing and Conducting a Capital Campaign: Chapter Two" is the title of a preconference scheduled for Thursday, June 24, 1993, and Friday, June 25, 1993, preceding the American Library Association (ALA) Annual Conference in New Orleans. **The deadline for registration is June 4.**

Sponsored by the Library Administration and Management Association (LAMA) Fund Raising and Financial Development Section, the one and one-half day program will be presented by Ernest Wood, a Certified Fund-Raising Executive (CFRE) and vice-president of development, Russ Reid Company in Pasadena, Calif.

It is designed to provide advanced fund-raisers in all types of libraries a detailed and highly-structured course in the fundamentals of developing and implementing a long-range capital campaign.

Topics to be addressed include pre-campaign planning, the role of an institutional strategic plan, the feasibility study, internal audit, the written statement, the prospect pool and volunteer leadership. Participants will learn the steps in reaching a state of "campaign readiness," insuring a successful campaign, maintaining momentum and celebrating the after-glow of an effective fund-raising effort.

Registration fees are \$160 for LAMA members, \$195 for ALA personal members and \$235 for nonmembers.

For more information, contact: LAMA/ALA, 50 E. Huron St., Chicago, IL 60611. Telephone: 800-545-2433, ext. 5038.

LAMA is a division of the American Library Association.

