



Marketing 382 – Marketing Research Professor Mark Alpert – Spring 2007

Austin Children's Museum – Open Door Project

- **Association of Children's Museums** – diversity projects (at least one includes low income programs)
<http://www.childrensmuseums.org/programs/diversity.htm>
 - **One of the resources mentioned about fundraising for diversity programs (low-income programs seem to be included in this area) is the book which the library has both in print and digital format:**
 - **Cultivating diversity in fundraising.** / Pettey, Janice Gow / New York / 2002
HG 177 P48 2002 PCL Stacks
HG 177 P48 2002 Public Affairs Library
 - **Cultivating diversity in fundraising.** / Pettey, Janice Gow / New York / 2002
Access limited to users with UT Austin EID
<http://www.lib.utexas.edu:2048/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=66490>
 - **ACM publications** <http://www.childrensmuseums.org/programs/publications.htm>
- **Foundation Center** <http://foundationcenter.org/> (find local funders: look at IRS form 990 to see contributions)

Non-Profit Fundraising Resources:

- **Selling social change** (without selling out) : earned income strategies for nonprofits. / Robinson, Andy / 1st ed. / San Francisco / 2002
HG 4027.65 R63 2002 PCL Stacks
HG 4027.65 R63 2002 Public Affairs Library
- **The complete guide to fundraising management.** / Weinstein, Stanley, 1943- / 2nd ed. / New York / 2002
Table of contents
HV 41.9 U5 W46 2002 CD-ROM Public Affairs Library Media and Software Collection
HV 41.9 U5 W46 2002 TEXT Public Affairs Library
- **Ten steps to fundraising success : choosing the right strategy for your organization.** / Warwick, Mal / 1st ed. / San Francisco / 2002
HV 41.2 W47 2002 CD-ROM Public Affairs Library Media and Software Collection
HV 41.2 W47 2002 TEXT Public Affairs Library
- **New directions for philanthropic fundraising no. 38. / Engaging youth in philanthropy.** / San Francisco, Calif / 2002
HV 41.2 N48 NO.38 Public Affairs Library

- **New directions for philanthropic fundraising no. 37. / Fund raising in diverse cultural and giving environments.** / San Francisco, Calif / 2002
HV 41.2 N48 NO.37 PCL Stacks
HV 41.2 N48 NO.37 Public Affairs Library
- **New directions for philanthropic fundraising no. 33. / Direct and interactive marketing : new techniques for fundraising success.** / San Francisco, Calif / 2001
HV 41.2 N48 NO.33 Public Affairs Library
- **New directions for philanthropic fundraising no. 32. / Understanding donor dynamics : the organizational side of charitable giving.** / San Francisco / 2002
HV 41.2 N48 NO.32 PCL Stacks
HV 41.2 N48 NO.32 Public Affairs Library
HV 41.2 N48 NO.32 Public Affairs Library COPY 2
- **New directions for philanthropic fundraising no. 29. / Understanding the needs of donors : the supply side of charitable giving.** / San Francisco / 2001
HV 41.2 N48 NO.29 PCL Stacks
HV 41.2 N48 NO.29 Public Affairs Library
- **New directions for philanthropic fundraising no. 18. / Marketing the nonprofit : the challenge of fundraising in a consumer culture.** / San Francisco, Calif / 1997
HV 41.2 N48 NO.18 PCL Stacks
HV 41.2 N48 NO.18 Public Affairs Library
- **New directions for philanthropic fundraising no.16. / Developing major gifts.** / San Francisco, Calif / 1997
HV 41.2 N48 NO.16 PCL Stacks
HV 41.2 N48 NO.16 Public Affairs Library
HV 41.2 N48 NO.16 Public Affairs Library COPY 2
- **New directions for philanthropic fundraising no.12. / Alternative revenue sources : prospects, requirements, and concerns for nonprofits.** / San Francisco, Calif / 1996
HV 41.2 N48 NO.12 PCL Stacks
HV 41.2 N48 NO.12 Public Affairs Library

Survey Resources

- Schonlau, Matthias, 1967- / **Conducting research surveys via e-mail and the web.** / Santa Monica, CA / 2002
Access limited to users with UT Austin EID
<http://www.lib.utexas.edu:2048/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=72770>
- Schonlau, Matthias, 1967- / **Conducting research surveys via E-mail and the Web.** / Santa Monica, CA / 2002
HA 29 S366 2002 PCL Stacks
- **Designing and using organizational surveys a seven-step process.** / Church, Allan H., 1966- / 1st ed. / San Francisco / 2001
Access limited to users with UT Austin EID
<http://www.lib.utexas.edu:2048/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=57035>
- **Designing surveys that work! : a step-by-step guide.** / Thomas, Susan J. / Thousand Oaks, Calif / 1999
H 62 T447 1999 PCL Stacks
H 62 T447 1999 PCL Stacks COPY 2
H 62 T447 1999 PCL Stacks COPY 3
H 62 T447 1999 PCL Stacks COPY 4

Blanton Museum

See: **Survey Resources** above

- Associations: (often a good source for sharing surveying and marketing information)
 - **American Association of Museums AAM** <http://www.aam-us.org/>
 - AAM Information Center <http://www.aam-us.org/museumresources/ic/index.cfm>
 - Museum Assessment Program MAP – Public dimension assessment information <http://www.aam-us.org/museumresources/map/pda.cfm>
 - Art Museum Network <http://www.amn.org/>
 - Texas Association of Museums <http://www.io.com/~tam/>

Capital Sports Management

- **Country Music Association** <http://www.cmaworld.com/> -- associations gather information about their members and their members' audiences.
 - **CMA Fest** <http://www.cmafest.com/2007/>
 - **CMA FAQ** <http://www.cmaworld.com/organization/faqs.asp> - lists organizations, associations, etc. vital to marketing country music
- **Country Radio Broadcasters Association** <http://www.crb.org/>
Listenership demographics <http://www.crb.org/research/>

Golfsmith (A): Women's Market Segmentation & Analysis

- **Who would be interested in women's golf?** (associations have the information, resources and networks to know their audience)
 - **Associations**
 - **Executive Women's Golf Association:** <http://www.ewga.com/>
 - **Women's Online Golf Association :** <http://www.womensgolf.org/index.html>
 - **LPGA-USGA Girls Golf** http://www.lpga.com/content_3.aspx?mid=7&pid=8
 - **Junior Golf:** http://www.lpga.com/jr_golfers_index.aspx?mid=7&pid=8
 - **The First Tee:** http://www.lpga.com/content_1.aspx?mid=7&pid=118
 - **NCAA Women's Golf:** <http://www.ncaasports.com/golf/womens>
 - **Publications**
 - **Golf for Women:** <http://www.golfdigest.com/gfw/>

Golfsmith (B): Equity Messaging

- See **Survey Resources** above
- Search **Business Source Complete**
<http://www.lib.utexas.edu:2048/login?url=http://search.ebscohost.com/login.aspx?authtype=ip,uid&profile=bsi2> and
- Search **Factiva**
<http://www.lib.utexas.edu:2048/login?url=http://global.factiva.com/en/sess/login.asp?xsid=S003WvqZX773XNyMTZyMTArMDUoMT2sOHmm5DFHY96oYqZINFFBQUFBQUFBQUFBQUFBQUFBQUFBQUFBQUFBQUFBQUFBQUFB> for articles on "brand equity" and message and perhaps adding the term "value proposition" to see suggestions on appropriate "equity messages."

