

CHAPTER TWO

MONEY MATTERS

Who Provides the Finance?

In almost every case you are going to need some money. "Almost" because it is possible for a library to put on an exhibition itself with little or no cost that cannot be met out of its normal resources. But this is rare. Mostly there has to be some cash to cover expenses. Where can it come from? It is possible to raise money by self-help methods such as selling raffle tickets, auctioning gifts, or even charging people to come to the exhibition (though in that case advance funds are still needed to get it all going). More likely, some money will have to be found from outside sources - a business sponsor for example. The sums likely to be involved are not very big, and a large company - particularly if it has international connections - might be pleased to be seen sponsoring a book exhibition. "To be seen" means making sure that the company is given credit for its generosity on posters, tickets, handbills and in any press release or press handouts.

Library or education authorities may be able to help; so may such bodies as national book development councils, state ministries, and arts associations. Local branches of international clubs, like Lions or Rotary, may be willing to raise money by staging events or just by asking their members for contributions.

Newspapers and magazines are often quite keen to be seen sponsoring events like book exhibitions. However, a small warning is necessary in such cases. If one paper sponsors an event it will certainly give it a good deal

of publicity. On the other hand the chances are that all other papers and local radio stations and the like will give it scant coverage: otherwise they feel they are advertising their rivals.

Finally there are occasionally rich individuals who will help, sometimes on their own, sometimes by offering a sum provided it is matched by other well-to-do supporters. Here a personal contact with such a person or persons is absolutely vital.

What Must the Money Buy?

First and foremost the place where the exhibition is going to be held. This may be a classroom or a corner of a library, the entrance of a hotel or part of the town hall. The chances are that there will be a hiring fee plus charges for lighting (and heating if the weather is cold); and for porters or caretakers to come in at special times to open or lock up the place and keep an eye on things.

The second charge on the money is labour. Helpers are needed to design the exhibition, set it up, look after it whenever it is open to the public, unpack and check the books, pack them again after it's all over and send them on elsewhere. Volunteers may do some or all of these things, but if they don't, then money has to be found to pay for them.

Equally you want the exhibition to be visited by as many people as possible. So you want as much publicity as you can generate. This may involve paying for posters, handbills and invitation cards, and for phone calls to schools, offices, libraries and other places. There's almost certain to be a bill for all sorts of different postages, whether for books or letters. There may be the cost of adverts in newspapers and magazines, at bus stops, or on hoardings.

Then of course there are the books themselves. Publishers, wholesalers or booksellers may lend books to put on

show, but even if they do they will expect you to pay for any that are lost or stolen - and unfortunately there are nearly always some of each. You may also want to have a selling point. (See Chapter 15.) This may mean having the books charged to you and receiving credits for those you fail to sell. This, too, may involve some expenditure before the actual selling begins to bring in money.

So you may need money for space, staff, promotion and stock; and there are bound to be claims for administration: post, telephone, petrol, stationery and refreshments. Busy workers need tea or coffee and some sandwiches if nothing else; and they must be paid for.