

Creating Connections
Hopkins Van Mil

Creative Income Generation

An introduction to thinking laterally

About income streams

Henrietta Hopkins
31 October 2011



Who we are



Creating Capacity
Hopkins Van Mil

Supporting engagement to gain insight

- Capacity building
- Dialogue
- Research

What we'll be talking about



- Your situation
- The funding mix
- The income raising recipe

What is fundraising?

Communicating a good,
beneficial idea to someone
who has the means to make it
happen

Fundraising is about change &
making the case



Current climate?

- Context today
- Ambitions for the future
- Stick on flipchart sheet



Thinking differently

Start to think about funding differently.
Don't focus on the cash. It's about
relationships, dialogues and turning donors
into patrons

Matt Connolly, Enable Interactive
From 3rd Sector, 9 July 2010



Issues to consider

Before you start - ask:

- Do you have in-house experience / expertise?
- How much time can your staff commit?
- How will your Board / Trustees support this effort?
- Do all staff understand the importance of fundraising?
- Do you have the appropriate internal structures in place?
- Do you have volunteers with time to work on fundraising?



What needs money?



Your situation

The income generation plan:

- Aims
- Objectives
- Potential funders
- Environment
- The case for support
- Implementation
- Monitoring & evaluation



Context: your position

Valerie Morton
3rd Sector 25 Oct

Many of the hundreds of strategies I have seen in my time have excellent background research, detailed budgets, great action plans but no 'smart' objectives. As a result, nobody involved knows exactly what needs to be achieved, it is impossible to say whether staff have done a good job and, most worryingly, objectives are created retrospectively to match outcomes.

What does the analysis reveal?

- Where should you build on your success?
- In which areas can improvements be made?
- How will opportunities be maximised?
- How will threats be minimised?
- How will the heritage service improve its long-term fundraising?



Research

- What funding sources available?
- What type of funder are they?
- What do you know of their policies & priorities?
- What is the application process?
- What can you learn from guidance to applicants?
- What grants have they made in the past?
- What is their grant range?
- Do they have advisers who can help you?
- Are there connections between you and the funder?
- What are their deadlines?



Research plan flow



- Think laterally
- Identify connections
- Link to funding needed to the funder
- What are their priorities & policies?
- Important to allocate tasks
- Share the information

Hierarchy of Funders' Needs*



*Sarah Brophy, Strike it rich, MP summer 2007

A reminder: Benefits



Features...



Benefits...

Case study:

Agricultural Museum, Brook – Plural Funding

Plural funding:

- HLF (£36,000)
- Garfield Weston
- John Swire 1989 Trust
- Wye Parish Council
- Kent Museums
Development Fund



This funding will enable the museum to engage with schools giving them the space and time they need to understand Brook's agricultural history. But it was only possible because of planning for it. Ad-hoc activities had failed in the past.

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Sponsorship



Sponsorship

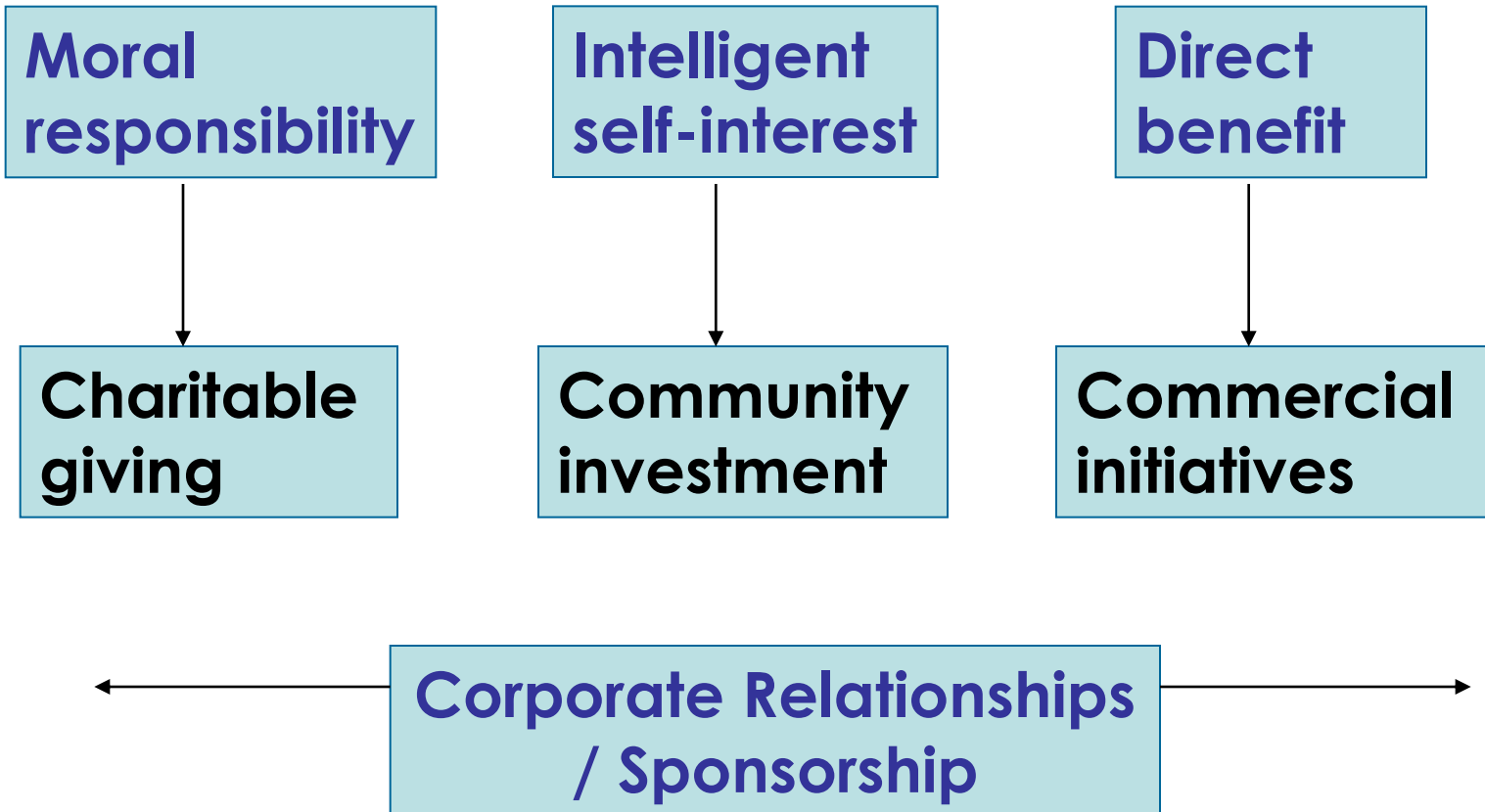
The payment of money from a business to a cultural enterprise with the specific aim of promoting its name, products and / or services

Shift in emphasis in the UK:
1980s – money for profile
2000s – exchange of skills /
experience

An agreement between a company and a not-for-profit institution for the exchange of specific benefits



Business Motivations



Corporate Support

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What's in it for you?

- Additional cash to make something happen
- Buy-in of skills
- Professional development
- Access to new network
- Leverage other funding
- Enhanced reputation

Know your own worth &
Be creative

Jacquie Irvine, Good Values, 2011



Corporate support

Pricing

- Price = **value** (not cost)
- Translate what you need into package of benefits
- Don't under/oversell yourself
- Servicing the sponsorship
- VAT

WRONG!

Cost of exhibition £10,000

Less:

- Ticket sales £2,000
- Grants £3,000 -

Shortfall £5,000

Sponsorship price £5,000

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Lunch break:
please be back at 13.30

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Individual donors



The Funding Mix: Why do individuals give?

- Belief in the Cause
- Fit with self
- Relationships



Remember the ladder of giving



1. Pocket Money
2. Monthly donations
3. Annual contributions
4. Lifetime giving
5. Legacy

Start Small: Donation boxes

Make sure your box:


- Is eye-catching
- Is prominently positioned
- Is clearly about fundraising
- Expresses what the money is for
- Says a pre-emptive thank you



Donor innovations

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BETA
sponsume.com
small stakes in big ideas

faq | support | blog |  login

home | projects | community | my sponsume

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All

GO

what is viral funding? | start a project | back a project

You are here: home > projects > the caravan gallery liverpool biennial exhibition

Project



The Caravan Gallery Liverpool Biennial Exhibition by



About Images (5) Updates (22) Activity (6) Backers (5) Documents (2) Comments (0) MP3 (0)

The Caravan Gallery Liverpool Biennial Exhibition is the brainchild of [thecaravangallery](#). [thecaravangallery](#) needs to raise £1,000 within 32 days. If you want to make this project happen, pledge a minimum of £5 now.

Key stats



5 backers
£95 raised in
15 days

sponsoring progress: 10%

Goal: £1,000 | 16 days to go

Minimum pledge only £5



Voucher Options



voucher option 1

Special Badge for Special People - A badge produced by The Caravan Gallery and only available to sponsors

0 backers

£5+

BACK IT!

voucher option 2

You're lovely you are - The limited edition badge plus

Donor innovations

Case Study: Holbourne Museum

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theBigGive.org.uk
helping your donations go further

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Funding Target

£22,300

THE
HOLBURNE
MUSEUM

The Holburne Museum: Art in the Community

January 2012 - December 2012

The Big Idea

Getting involved with creative activity is fun & rewarding: it can encourage confidence, develop skills, improve self-esteem & change lives. The Holburne's Art in the Community programme offers art and volunteering activities to people who don't normally have the opportunity to engage with art

Donate Online Now



Make a Pledge



Redeem Voucher



Charity Profile



Contact Us



Need

Need

Aims

Impact

Budget

Background

Bath is viewed as an affluent area, but within it there are polarised communities with a real and urgent need. People who are long-term unemployed, older people living alone, young people with low academic achievement or homeless people. People who may not usually engage with the cultural and work environments of Bath due to a lack of confidence, isolation, no formal work training, undeveloped skills or a perception that 'it is not for them'; leaving them feeling disconnected from society.

Solution

Donor innovations

Case Study: Holbourne Museum

Need

Aims

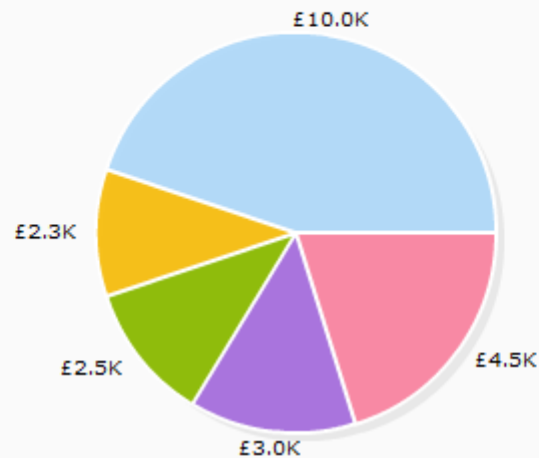
Impact

Budget

Background

Why Us?

Budget - Project Cost: £22,300

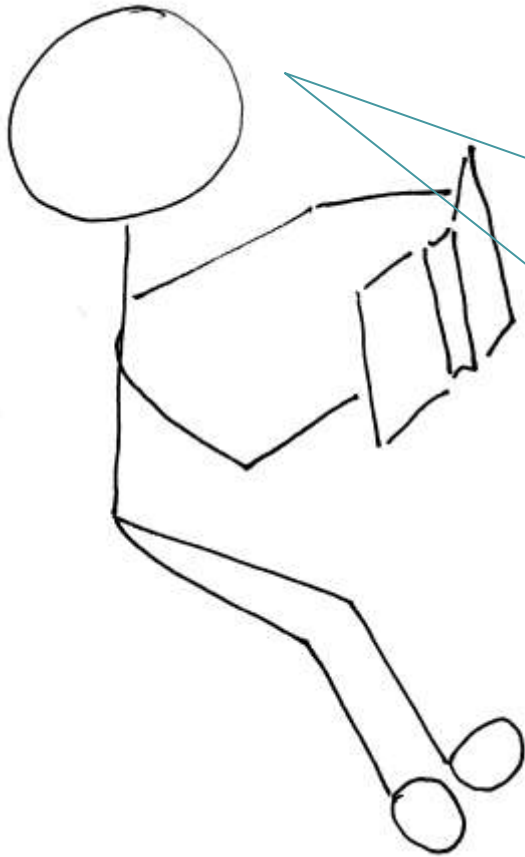


Amount	Heading	Description
£10,000	Community Coordinator	Running the community project and art workshops, plus training and expenses
£2,300	Professional artists	To run master-classes at workshops introducing new artforms
£2,500	Education & Outreach Officer	Manage community co-ordinator and oversee activity
£3,000	Exhibition marketing & staging	Presentation of exhibitions and promotion materials
£4,500	Workshop materials & food	Art materials for workshop, public artwork and food for participants

Exercise: Excellent!



The income generation recipe: A good proposal will...



Tell a story which is:

- *Compelling*
- *About the funder's motivations*

And

- *Demonstrates understanding*

The income generation recipe: The case for support



3 Cases:

- Internal
- Feasibility
- Public

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Case Studies:

David Ricketts, Chard Museum
Bruce Scott, Watchet Boat Museum





www.hopkinsvanmil.co.uk
www.creatingcapacity.org

HVM Resources

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