

The National Archives

fundraising
for
archives



Fundraising for Archives Bringing Fundraising to Life



Archives & Records
Association
UK & Ireland



Llywodraeth Cymru
Welsh Government

The National Archives

Bringing Fundraising to Life

Fundraising for Archives



Llywodraeth Cymru
Welsh Government



The National Archives

Timings & Content

- Time management
- Is your service ready for fundraising?
- Morning refreshments available
- How to find funders (part I)
- Lunch
- How to find funders (part II)
- Afternoon refreshments available
- Talking to funders
- Finish
- *Fundraising Surgery*



Aim of Today



Lets get going. . .



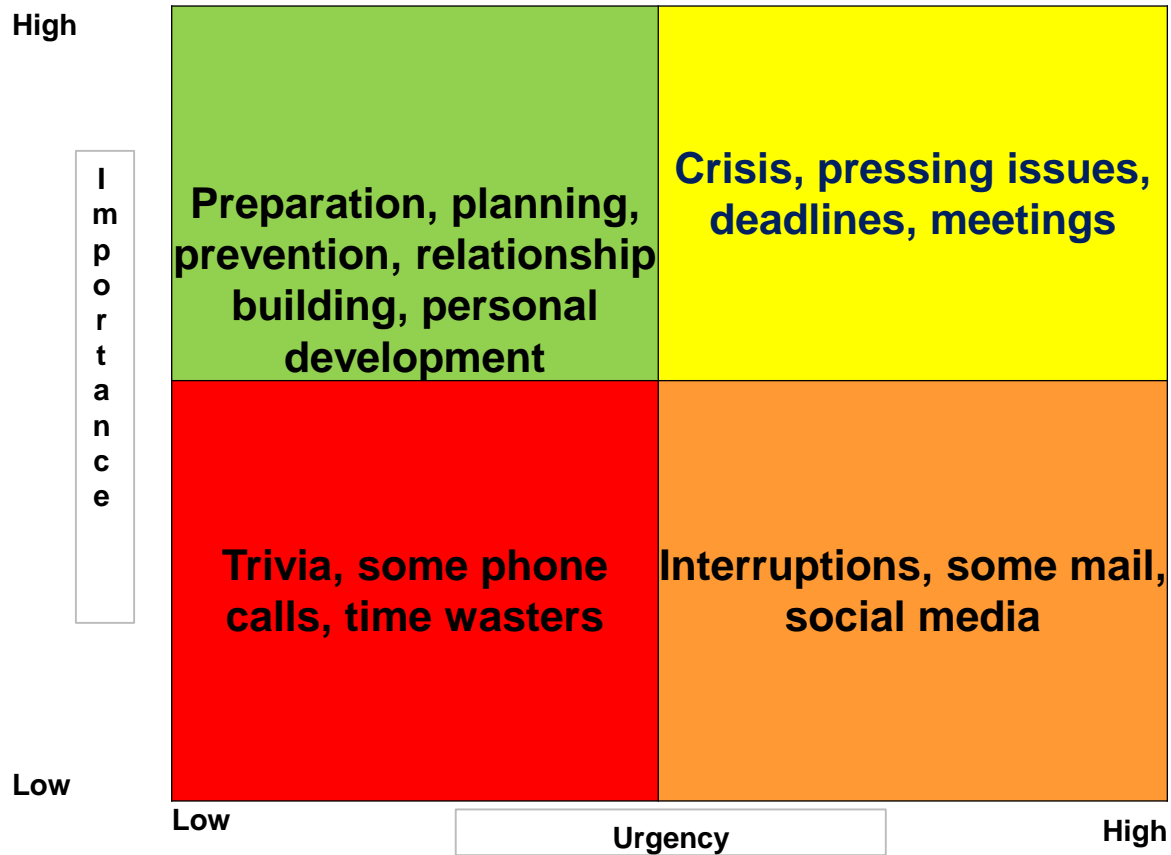
Time Flies



What did you do yesterday?

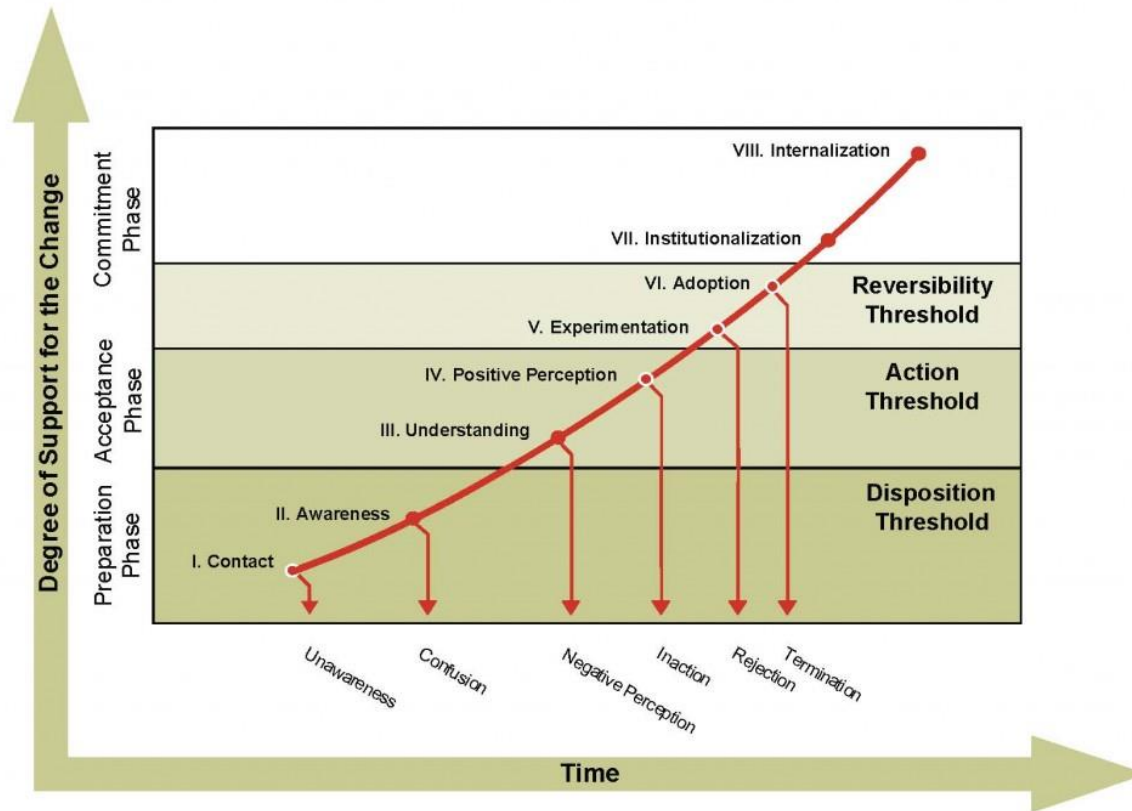


Time Management



Is your organisation ready for fundraising?

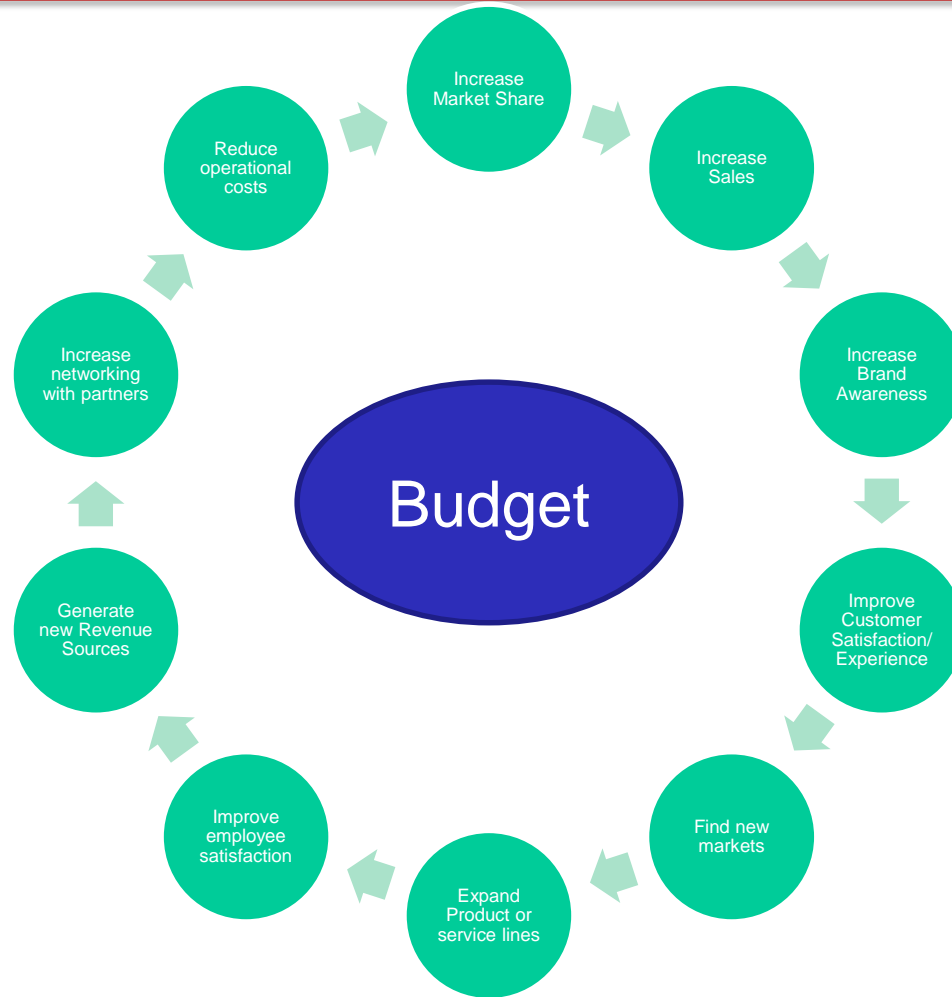
Stages of Commitment



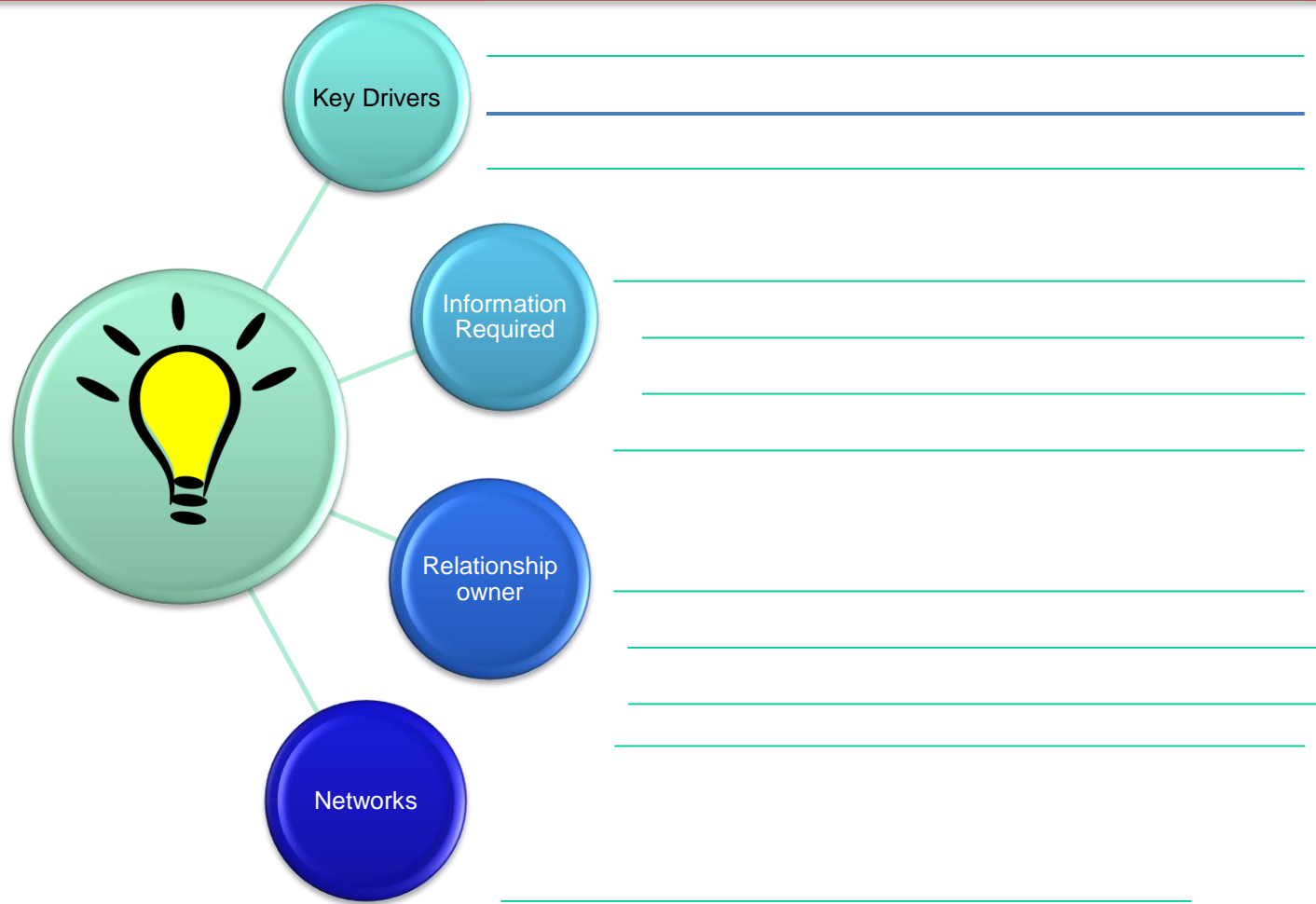
Change



What's important when communicating



Communicating Effectively

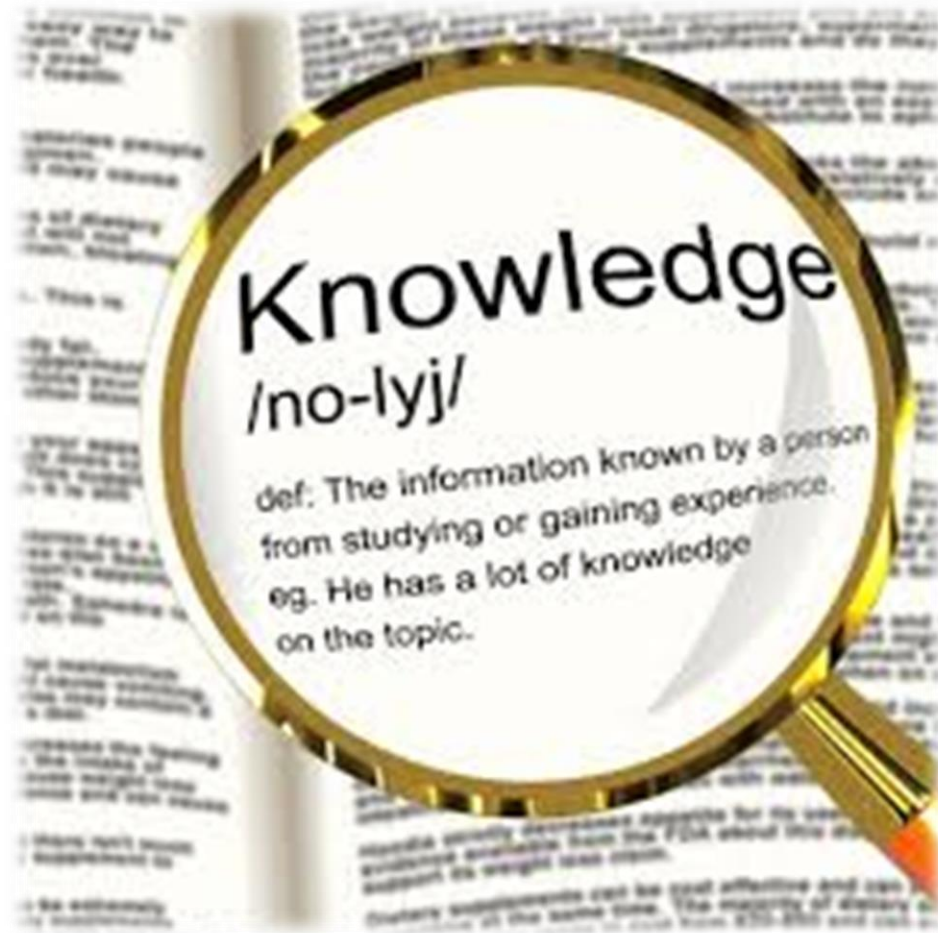


Learning without reflection is a waste. Reflection without learning is dangerous.

Confucius

meetville.com

How to find funders....



Data Protection

- If you process and hold information about people, such as donors and service users, you are legally obliged to protect that data. Under the Data Protection Act, you must:
- Only collect information when you need it for a specific reason
- Keep it private
- Only hold as much information as you need
- Keep it for only as long as you need it
- Allow the subject of the data to see it whenever requested

Finding Funders : Individual Givers



Finding Funders

One of our largest major donors initially made a one-off donation of £100. Without information from an external contact, we would never have known he had the potential to give a six figure sum annually.

IOF Major Gift Fundraising Report 2013

Corporate Funding

- Who do you know
- What does your organisation stand for: Mission, Vision, Values
- Which companies do you have a synergy with?

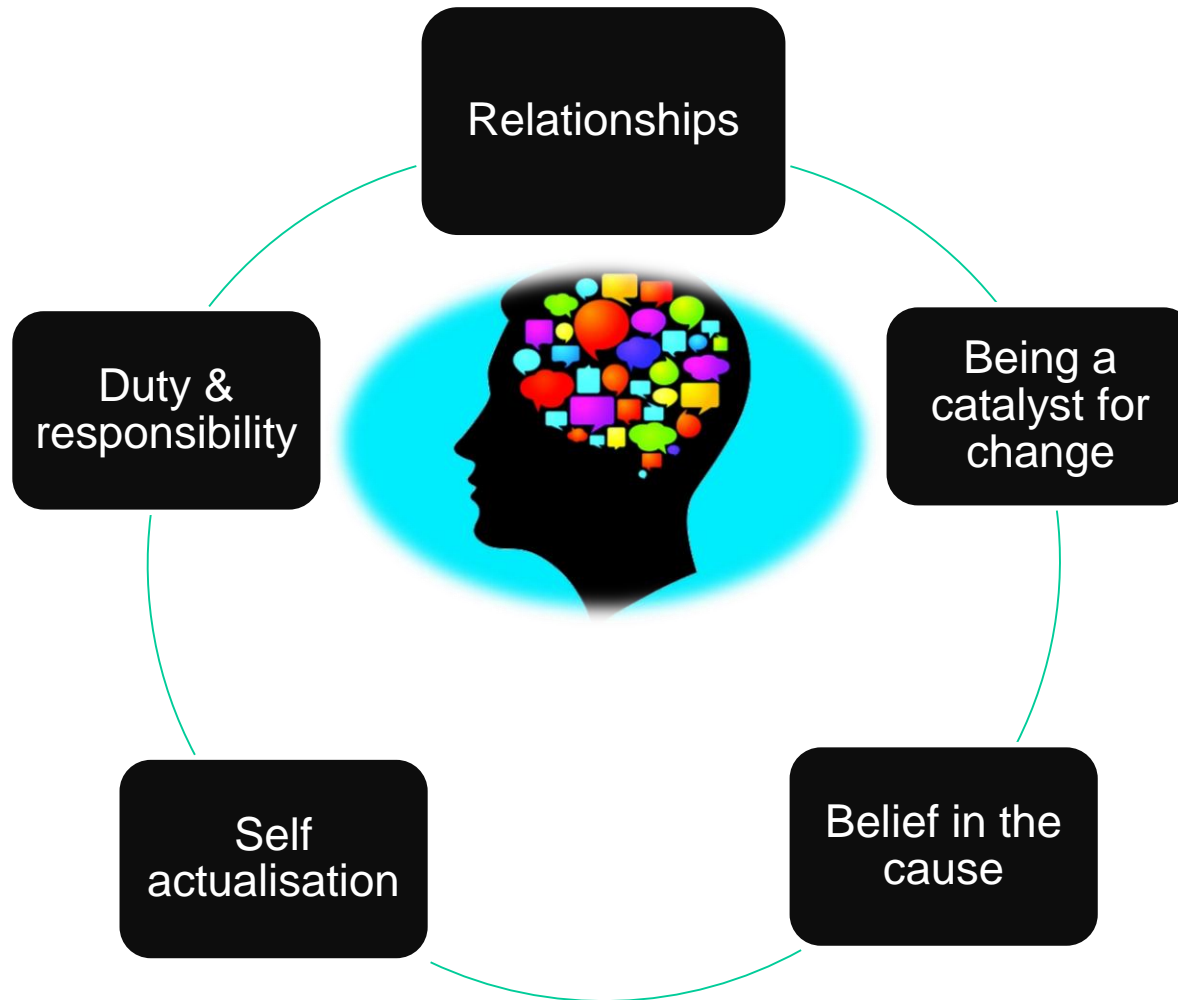
What do you have to trade with



Business aims and objectives



Major donor motivations



Trust & Foundations

- Funding Central
<http://www.fundingcentral.org.uk/default.aspx>
- Giving to heritage <http://www.theheritagealliance.org.uk/gth/>
- Grant Finder <http://www.idoxgrantfinder.co.uk/>

Which of the following areas of work best describe what you do?

Select as many activities as appropriate:

- | | |
|---|---|
| <input type="checkbox"/> Advice and information | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Arts and cultural activities | <input type="checkbox"/> Organised sport and activities |
| <input type="checkbox"/> Awareness raising | <input type="checkbox"/> Promoting equal opportunities |
| <input type="checkbox"/> Campaigning | <input type="checkbox"/> Providing services |
| <input type="checkbox"/> Capacity building | <input type="checkbox"/> Refurbishment |
| <input type="checkbox"/> Conducting research | <input type="checkbox"/> Regular meetings |
| <input type="checkbox"/> Education and teaching | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Environmental projects | <input type="checkbox"/> Skills development |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Social relief |
| <input type="checkbox"/> Events and workshops | <input type="checkbox"/> Training |
| <input type="checkbox"/> General community benefit | <input type="checkbox"/> Other |

How would you describe what you do?

Which of these headings best describes the area(s) that your organisation is involved with? Select as many as apply.

- | | |
|--|--|
| <input type="checkbox"/> Addressing inequalities | <input type="checkbox"/> Supporting healthcare sector |
| <input type="checkbox"/> Addressing unemployment | <input type="checkbox"/> Supporting international aid and overseas development |
| <input type="checkbox"/> Infrastructure support | <input type="checkbox"/> Supporting medical research |
| <input type="checkbox"/> Promoting community cohesion | <input type="checkbox"/> Supporting social research |
| <input type="checkbox"/> Promoting education and learning | <input type="checkbox"/> Supporting sport and recreational activities |
| <input type="checkbox"/> Promoting human rights | <input type="checkbox"/> Tackling crime and victimisation |
| <input type="checkbox"/> Promoting religion and religious activity | <input type="checkbox"/> Tackling discrimination |
| <input type="checkbox"/> Promoting volunteering | <input type="checkbox"/> Working in the arts or heritage |
| <input type="checkbox"/> Protecting the environment and animals | <input type="checkbox"/> Working with older people |
| <input type="checkbox"/> Providing social relief and care | <input type="checkbox"/> Working with people with disabilities |
| <input type="checkbox"/> Regenerating areas | <input type="checkbox"/> Working with young people |
| <input type="checkbox"/> Supporting families | <input type="checkbox"/> Other |

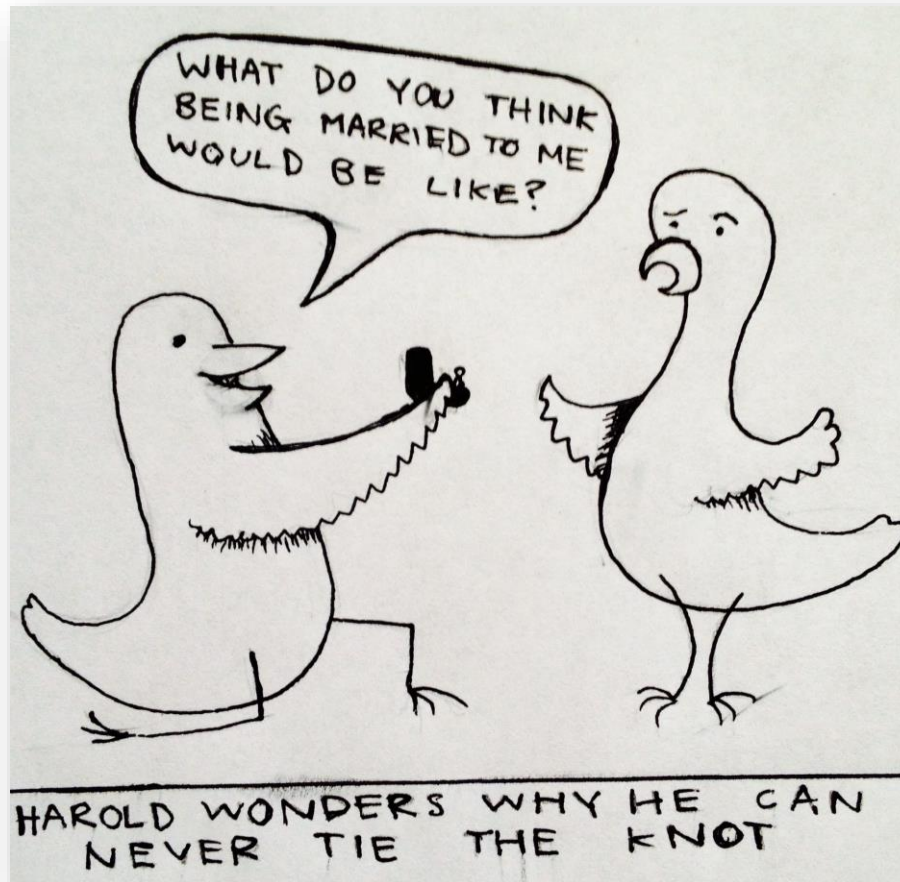
In Summary

- To find new funders look at existing users/supporters?
- When looking at cold prospects look at what the drivers of the prospect would be – could you demonstrate a synergy with them?
- Try and establish a link with them – stakeholder mapping, peer to peer approach, cultivation events
- Approach – via contact or personally – ideally not by letter
- Follow up

Opening the conversation

Stage	Subevents	Example
Opening	Both parties identify themselves Greetings are reciprocated	<ul style="list-style-type: none"> Ken: Hello, Ken Reilly Val: Hi Ken this is Val Martin from Lambington County Record. (If Val knows Ken she will ask how is)
Permission to proceed	Purpose & tone of conversation are established	<ul style="list-style-type: none"> Val: I wonder if you have 5 minutes to give me the benefit of your advice? Ken: Sure, how can I help? (Or I'm tied up at the moment can you call back in an hour)
Business	Substance of conversation	<ul style="list-style-type: none"> Val: We are working on a plan to ensure future financial resilience. We have been working on understanding how our organisation can add value to local business objectives. I've drawn up a proposal but would really appreciate some feedback on it, before I go public with it. I wonder whether I could send it to you, then we could meet (Coffee on me) and briefly discuss it? Ken: I'd be happy to look at, please send it over
Feedback	Signal business is concluded	<ul style="list-style-type: none"> Val: That's fantastic Ken I really appreciate your time Ken: No problem I'll be in touch when I've had a chance to look at it

Needs Finding: Open Questions



Active Listening

The biggest
communication problem
is we do not listen to
understand.
We listen to reply.

Active Listening



“Listening is not a technique. It’s a way of being. It’s about attention and awareness and genuinely wanting to hear someone else’s story.”

Active Listening Behaviours



Milestones & Momentum

- Database established
- Fundraising strategy written
- Income resilience included in approved department strategy
- Establish fundraising identity
- Recruit fundraising volunteers to fill resource/skills gaps
- Write core casesu for support
- Research and identify funding prospects
- Prospect list established
- Plan a cultivation event

Next Steps



Linked **in**





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