



# The National Archives

fundraising  
for  
archives



## Building Networks and Supporters

### Fundraising for Archives



Archives & Records  
Association  
UK & Ireland

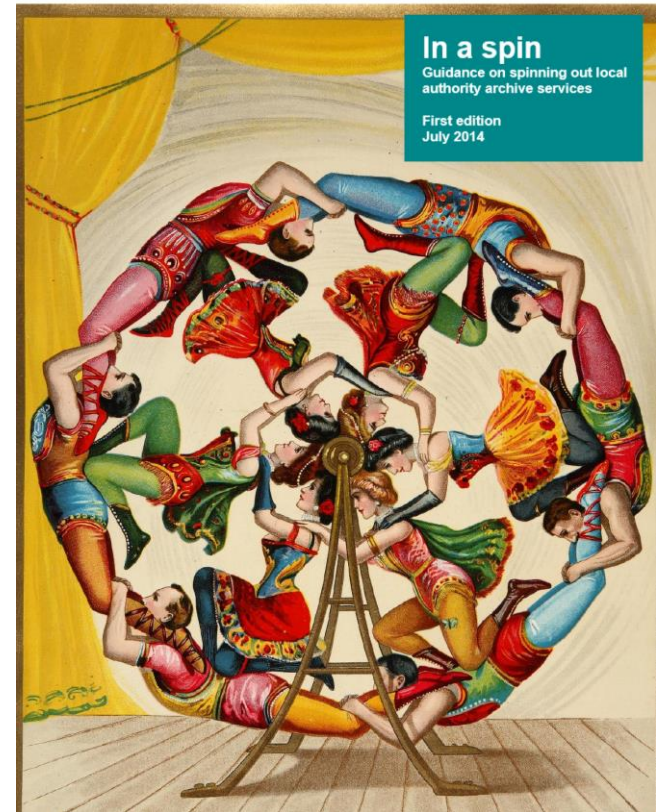


Llywodraeth Cymru  
Welsh Government

# About Activist Group

- Specialists in commissioning and sourcing
- Supporting cross-sector training and support to culture and heritage and beyond.
- TNA 'In A Spin', Income Generation, new Strategic Vision

 The National Archives



# Objectives for today

- Be able to assess more precisely how to influence external networks
- Understand better how to cultivate support from a range of user, volunteer, and community constituencies.
- Have greater confidence about raising the visibility of your service both with internal audiences and senior colleagues to leverage external support.
- Know where to go for best practice guidance from leaders in the sector and case studies
- Take forward a development plan

# Our agenda for today

Morning:

1. Prioritising Stakeholders and Understanding their drivers

Coffee Break

2. Getting your Story right

Lunch

3. Generating active support in your community

Coffee Break

4. Developing our own plan

# Exercise

How do we feel about this agenda?

Instructions: In pairs, spend 5 minutes finding out about your partner's enthusiasms & concerns. Find out:

1 dream goal

1 waking nightmare

Be ready to introduce them and report back to the group on what you were told.

# 1. Prioritising Stakeholders, Understanding their drivers

Where it fits in your strategy

Be clear about your organisational mission and strategy

Think about outcomes

Can we talk about benefits to People as well as Collections?

# Analyse, plan review, do...

Where do your networks and supporters come in?

Phase	Key Activities
Analyse	The analysis of need, of capacity, assets and resources and market research. Agreeing priority needs with partners. Defining the outcomes to meet those needs.
Plan	Gap analysis, stakeholder engagement, the design of services and service pathways, developing a business strategy.
Do	Implementing your operational plan, delivering to users.
Review	Performance monitoring and reviewing the effectiveness of the strategy. Reviewing and learning from delivery and feedback from users.

# Tools you can use

Market Research

Stakeholder Mapping

Audience Segmentation

Marketing and Communications

Customer Relationship Management

Talking to people!



# Stakeholder Mapping

Collaborative – Do it together

Proportionate – Goldilocks principle

Iterative – Don't file it under interesting!

# How to map them?

Audience Segmentation:

Think about the characteristics of the users you'd like to reach:

Social

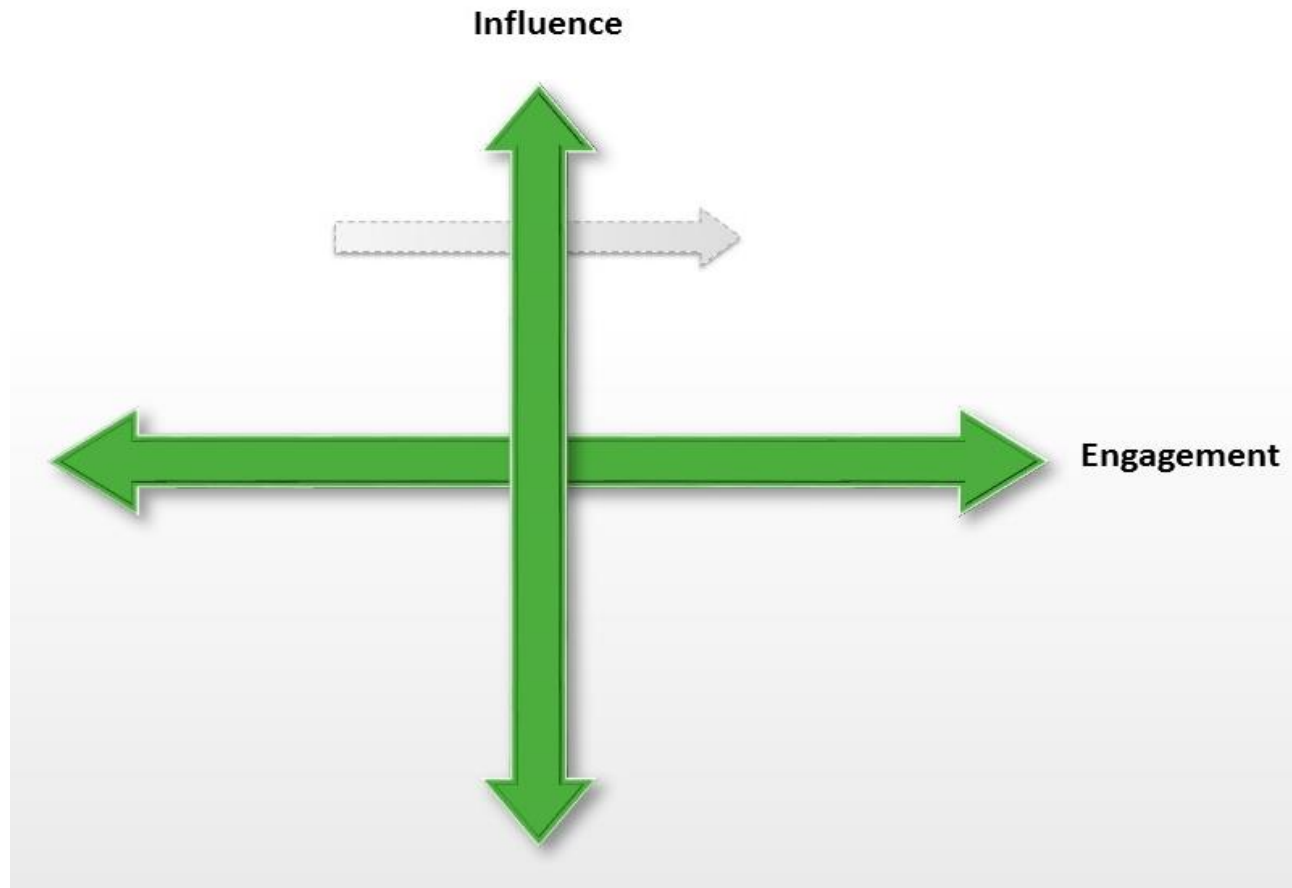
Active

Informed

Busy

Who might help you reach them?

# INSERT INFLUENCE/ENGAGEMENT MAP – Handout 2



# Process and outcome

Consulting	Co-creating
Based on pre-determined ideas	Working with an open agenda
Inviting feedback Using a variety of channels for dialogue	Workshops and planning events Generating and debating ideas using a variety of platforms
People feel involved	People feel ownership
Informing	Influencing
One-way communication	Marketing approach
Providing news and information Delivered as and when necessary	Encouraging behaviour change Selling and telling More tailored communication
People are aware	People buy-in

# Handout 3 Case Study – Plymouth History Centre



# Exercise – Create a Stakeholder Map

Instructions:

Get into groups of 4. From among your group chose one organisation which is facing a fundraising challenge.

Create a stakeholder map using some of the principles we've looked at.

Be ready to report back after 30 minutes

## 2. Getting your Story Right

### Talking the language of decision-makers

How do we talk about what we do?

What are the first things you talk about?

Bring us your elevator pitch.

# Bridging the gap

Language gap between subject specialists and decision-makers

What do funders think about first?

Outcomes

Stories

Data and Evidence



# The Value of Archives

- Trust in Information and Data
- Enable innovation and creativity
- Protect our memory
- Appraisal and Selection
- Preservation
- Context
- Presentation
- Enabling re-use

# Value for Money – The 3 Es

- Economy: minimising the cost of resources used or required (inputs) – spending less;
- Efficiency: the relationship between the output from goods or services and the resources to produce them – spending well; and
- Effectiveness: the relationship between the intended and actual results of public spending (outcomes).

# Exercise – In their Shoes

Instructions:

Each group will be assigned a role:

Local authority/HE Director of Finance

Paul Hamlyn Foundation

Corporation

Discuss your concerns and be ready to talk to an archive

# Our conclusions

Beware of straying in advocacy

Collaboration rather than management

Iterative process

Talking the language of outcomes

# Building Active Support in your Community

## Practical tasks not a lecture

Moving beyond advocacy to creating coalitions of the willing  
Use Stakeholder Mapping and Engagement  
Talk in their currency, eg. politicians

# Handout Case Study 2 - BPMA



# Working with volunteers

Having a clear strategy

Making use of the evidence of volunteering

Work into role descriptions

# Handout Case Study 3 – Gloucester Archives





# Working with businesses

Beyond corporate CSR

Using their skills and contacts

From depositors to partners, funders, customers

# Handout Case Study 4 – LMA and Standard Chartered



# The Voluntary Sector

Not just the beloved heritage groups

Local CVS

Partnership and collaboration

Skills and contacts

# Working with higher education

‘Most academics are friendly, and some are even house-trained.’

What’s the research profile for your collections?

Working with postgraduate students and researchers

Evaluating your services

Accessing HE funding streams

# Handout Case Study 5 – East Sussex RC



# Working internationally

Genealogy

Research synergies

Civic and political associations

Anniversaries

Funding networks and opportunities...

Post-Brexit?

# Group Exercise -

Instructions:

Each table to create an engagement plan for either 'politicians', 'volunteers', 'business', 'voluntary sector', 'HE' or other stakeholder group.

Present back to the whole group after 20 minutes

# Conclusions

Think about practical actions for people

Talk to your users

Look again at your volunteers

What makes local business tick

Think beyond the uni history department

Improve your evaluation with researchers

Look beyond borders



# 4. Developing Our Own Plan

Exercise: Create an Engagement Plan

Working in pairs for 30 minutes support each other to identify and map each organisation's priorities:

- Mission/Funding strategy
- Key stakeholders to engage
- Priorities for working with supporters
- Action Plan

Present Back to the rest of the group who are your board of trustees or Management Team!

# What tools and resources can we use?

- Get out there and talk to people!
- Learning the basics of stakeholder engagement
- Building your networks
- TNA Guidance Income Generation
- ARA Fundraising for Archives Training

# Individual Exercise -

Handout – Developing My Own Plan

Instructions: Spend 10 minutes thinking about how you will:

- Develop your own skills
- Your team skills
- Put your plan into action
- Where you need to go for help
  
- Tell us what you'll do next for yourself and your team

# Have we covered everything?

- Be able to assess more precisely how to influence external networks
- Understand better how to cultivate support from a range of user, volunteer, and community constituencies.
- Have greater confidence about raising the visibility of your service both with internal audiences and senior colleagues to leverage external support.
- Know where to go for best practice guidance from leaders in the sector and case studies
- Take forward a development plan

# Thanks and keep in touch!

[ARA Fundraising for Archives Programme](#)

Let us know about how your plans develop:

[info@activistgroup.co.uk](mailto:info@activistgroup.co.uk)

[Please complete the TNA Survey!](#)



# The National Archives



**Archives & Records  
Association**  
UK & Ireland



Llywodraeth Cymru  
Welsh Government