



Show me the money

Fundraising tips from Creative Spaces 2020 delegates





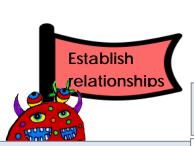


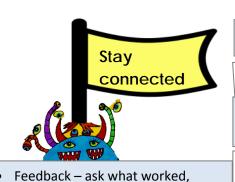


What are your best ideas for strengthening relationships with donors, sponsors and supporters?



You both benefit





Ensure they know why you exist -

- Grow projects together
 - COLLABORATION
- Thank them, show appreciation and follow up
- · Give them artwork to hang
- Reciprocal promote them as well
- Give them small gifts
- Send them a company calendar or cards
- Promote their contributions
- Send them a photobook of the project

Communication pre, post and

what didn't?

tell your story

during

- Keep them in the loop with what you're doing
- Building up communications with them once you've had a meeting by keeping relationships fresh through social media and letting
- space is up to

 Tell your story clearly and briefly

them know what your creative

 Tell succinct stories about transformation – difference their investment makes

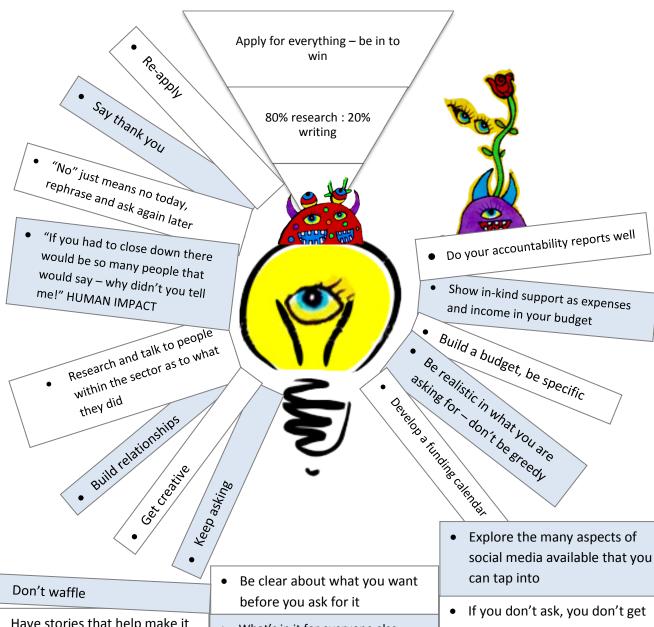
- Manaakitanga
- Take a polaroid of staff/artists saying "thanks"
- · Food and wine
- Mention them/ thank them in annual reports/ newsletters/ website/ social media, if they consent
- Advertising
- Workplace wellbeing creative workshops in return

- GET THEM INVOLVED. Invite them to your event/space/exhibition opening/ workshops etc
- Invite them to get creative in your space
- Showcase your mahi
- Get to know them, make it personal
- Encourage them to become advocates for your organisation
- Demonstrate what difference their contribution makes to the service
- Establish mutual connections to develop a relationship
- Get them invested in the artists you/they support
- Everyone loves art we have heaps in common!



What's the best piece of fundraising advice you've received?





- Have stories that help make it real
- Read the specifications on each grant clearly, so you know what they will/won't fund
- Match the funding request to the funder. Make each funding application fit the funds available - no generic "copy and paste" applications
- Give them what they ask for: e.g. don't write a book if they ask for a paragraph

- What's in it for everyone else
- Try to directly address as many points of the criteria as possible (but don't bullshit too)
- Photos and testimonies from people you affect



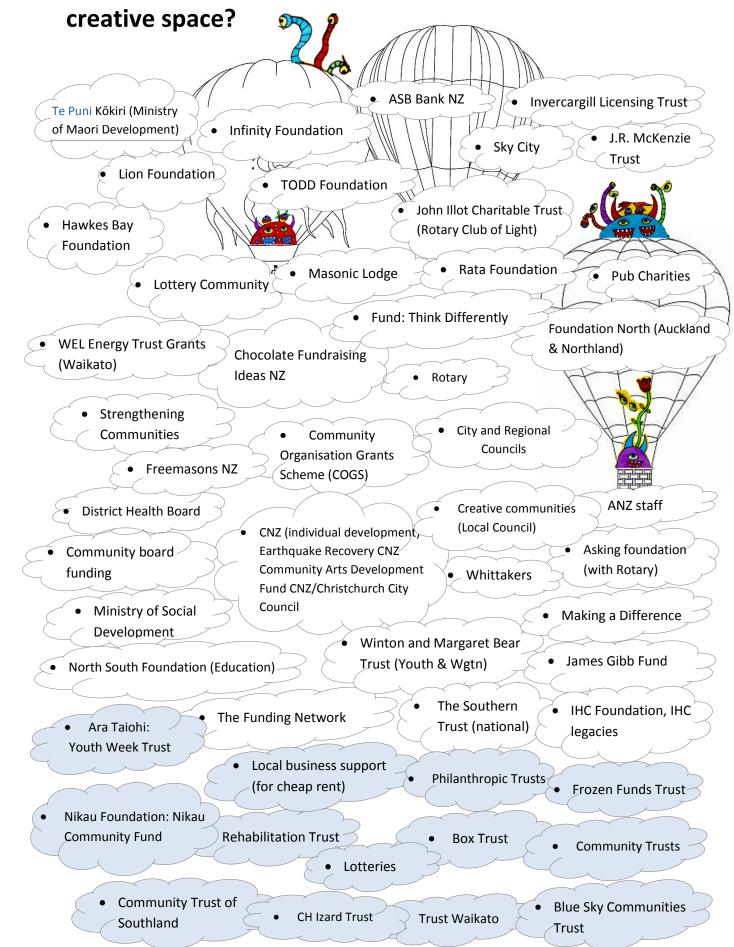
Get feedback whether you are successful or not

- You must let people know the value of what you do
- Reflect the language of the funder
- Keep your application on point
- Make it fun
- **Outcomes**
- Tell your story using human impact, photos and a well-written storyline



What successful grants have you applied to for your







How could you access resources that would typically cost, without spending money?



with other services

Collaboration -**Sharing resources** Creative Junk – low cost bartering/trade services through creative material resource centre spaces **Tech Soup** Recycled (\$5 a bag) Exchange labour materials **Printing companies** M.O.W. recipients paper offcuts "End of line" stuff from relationship building = free industry – paper, Paint companies knitting wool/pears cardboard, etc paint test pots Christchurch City For sale signposts Borrow or share Council gave us free computers Our website calls for Ask for seconds/offcuts/bad Plywood from donations of paint, paper or Freecycle anything that can be made runs etc Placemakers/Bunning s/etc. (cover sheets) into art, also equipment. Library where you Professional expertise Know what you needborrow skills/equipment volunteers of committee members Asking people Community spaces – Target the right people Use Facebook to gardens, malls, libraries advertise free resources. Op shops etc so have a specific page Find the supplier and tell them the vision or Call out/ask local Sponsorship plan community, rich people, strategic partners One man's trash, another Loan artwork in exchange man's treasure for services Social corporate Green currencyanking Koha responsibility Ask – articulate the Local community NZ Post giving free Corporate challenge impact it would make postage - Community social media sites groups from volunteer Post Wellington Mutual exchanges Access to international Interns – university/arts

school/polytechnic

internship programme



What are innovative ways of accessing financial support you have used or know of?



- Do what you do well and be proud
- Collaborate with other organisations who get funding for you
- Relationships not going straight for the cash ... shared purpose
- Crowdfunding Boosted (arts specific), PledgeMe (NZ wide), Kickstarter (International), Give a Little (free)
- Sell on commission widgets
- Non-monetary donations
- Event where the door charge goes to the best idea from a handful of people pitching
- Art auction with work from well-known artists (also building support from them)

- One Percent Collective getting others to run fundraisers for you
- Gate sales at collaborative event
- Community groups and/or corporates to do traditional fundraising – sausage sizzle/bake sale/fun run/walkathon
- Give a talk at your local Rotary/Lions/Lodge to possibly gain support
- Host dinner events
- Mardigras
- Holding market events, charge per stall
- Performances
- Product sale

- Movie fundraising nights functions supported by cinema
- Being a "charity of the month" for large business
- Garage sale
- Have a "friends" programme to attract regular donations
- Renting materials
- Rent a desk
- Allow people to use space venue hire: e.g. Fringe Festival
- "Time banking"
- Renting what you already have
- Selling hugs with a dog or cat

