

Heritage Farm

An engaging individual giving campaign



Image courtesy of the Museum of East Anglian Life

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Museum of East Anglian Life



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



“In 1967, the founders of the Museum of East Anglian Life had a vision to save the farming heritage of East Anglia.”

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Museum of East Anglian Life



Published 2017

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Heritage Farm

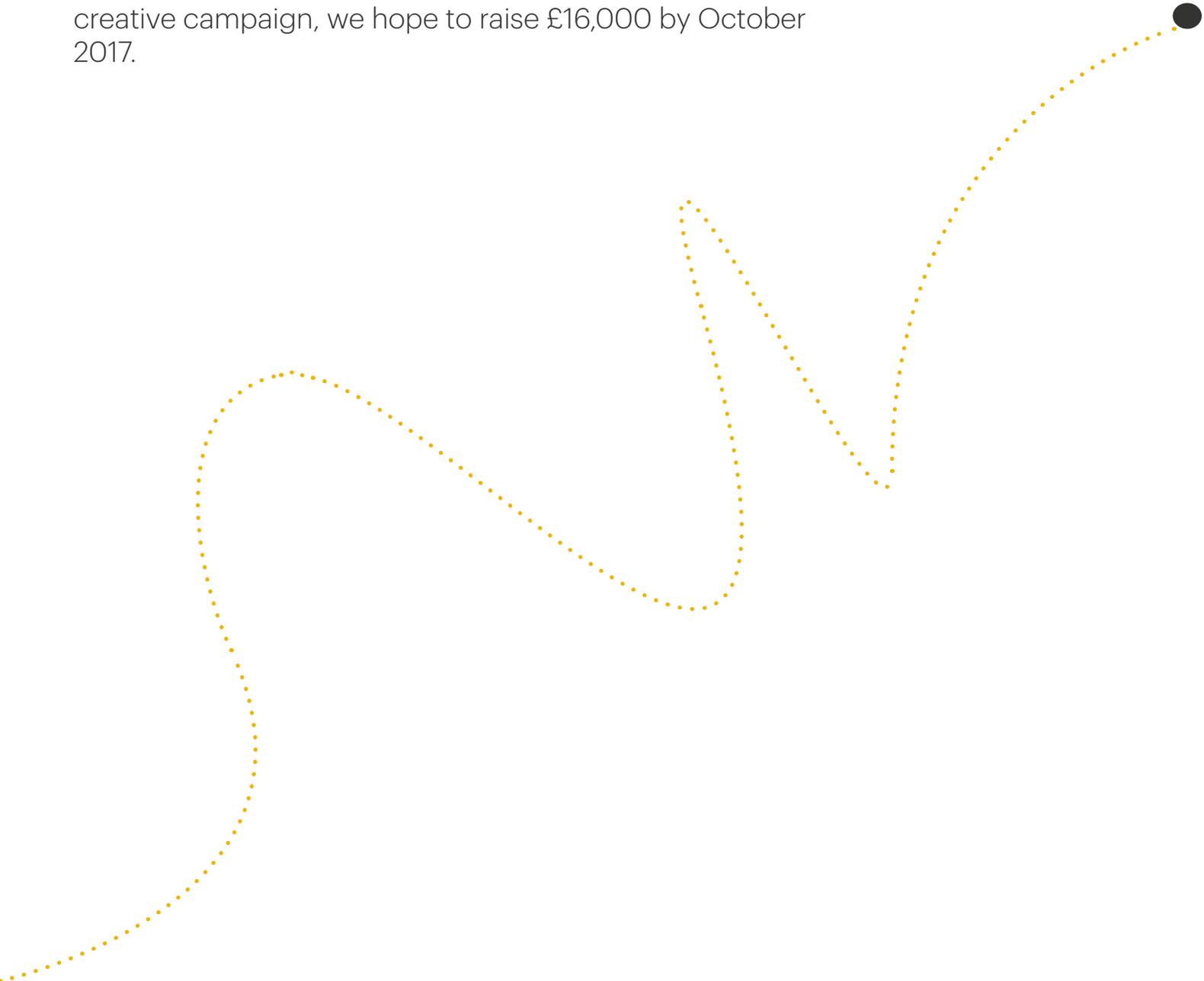
An engaging individual giving campaign

In 1967, the founders of the Museum of East Anglian Life had a vision to save the farming heritage of East Anglia.

In the museum's 50th year we are developing a project to honour this vision and look to the next 50 years.

We want to create a new Heritage Farm at the heart of our site to be a centre for conservation and education about our rural heritage, our food, and where it comes from. We want it to be a place where people can learn about and discuss current farming issues and innovation.

In April 2017, we launched an [individual giving campaign](#) to raise funds to introduce rare breeds to the farm. By focusing on the founders' vision and developing a creative campaign, we hope to raise £16,000 by October 2017.



Developing the campaign

We had never really run an individual giving campaign like this before.

We accessed support through [SHARED Enterprise](#) fundraising cohort programme and mentoring with Apollo Fundraising. Both provided invaluable support in developing the campaign.

We used their advice to develop an urgent story about rare breeds and conservation that felt true to our founders' vision. When telling the story, we focus on one animal at a time to appeal to people on a one-to-one level.



We want to create an exciting new Heritage Farm
at the heart of the Museum of East Anglian Life.
To find out how you can help, visit:

www.eastanglianlife.org.uk/heritagefarm

Registered charity number 293033

Paving the way

Before we launched the campaign, we began drumming up community support for the Heritage Farm. We told the story of our founders' vision and the importance of preserving rare breeds, which are native to East Anglia.

We talked to volunteers before Christmas. They had an immediate whip-round and raised over £120. We also spoke to the Friends of the Museum and they chose an area to fundraise for.

Before long, members of the community began contacting me with fundraising ideas including coffee mornings, a sponsored slim and a quiz night.



Piggy bank adoption

One of the rare breeds we want to preserve through the Heritage Farm is the Large Black Pig. We thought it would be fun to incorporate piggy banks into the campaign so we developed an adopt a pig initiative.

We ordered 250 black pigs, at a cost of £3 per unit, which people can adopt for a fee of £5 per pig.

Visitors to the site are invited to adopt a pig, take it home, fill it up, and return it to support the Heritage Farm. Each pig has its own name and comes with a personalised note.



Hello!
I'm Mary. I'm a Black Pig and I
want to go to live at the museum
with all my friends where it is
nice. Please fill me up with change
and take me to the museum
where I will be happy.
Thanks 🐷

MUSEUM OF
EAST ANGLIAN
LIFE

Your donation will go towards the museum's Heritage Farm campaign.

The Large Black Pig is the only British pig which is entirely black, and was bred by combining local black pigs from the West Country and the East of England. Numbers declined after the Second World War and it was almost extinct by the 1960s. Help us make a home for Black Pigs and other rare British breeds at the museum.

HERITAGE
FARM

See www.eastanglianlife.org.uk/heritagefarm for more details.

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Children love the pigs but they're also proving popular with adults. We will definitely use all of the pigs and may need to order more before the end of the campaign.

Raising awareness

We developed a series of promotional materials to help raise awareness of the campaign. These included six poster designs — each featuring a different animal — and a postcard which we have distributed in school book bags, libraries, on the train line to London and at the Suffolk Show.



We have also developed a range of merchandise. Printing costs were funded by an Arts Council England Museum Resilience grant, and our thanks go to Bryony Cousins and Louise Turpin for the design. They both gave us their design expertise for free and we love what they did. Visitors to the museum can now buy mugs, t-shirts and badges, featuring their favourite animal, to support the campaign.

Online donations

We are using Virgin Money Giving to take online donations. We have used the platform for two years and it is a cost-effective solution.

We set up individual pages for each of the heritage animals so that people can donate to their favourite. The standout winner so far is the Suffolk Punch Horse.

Early results

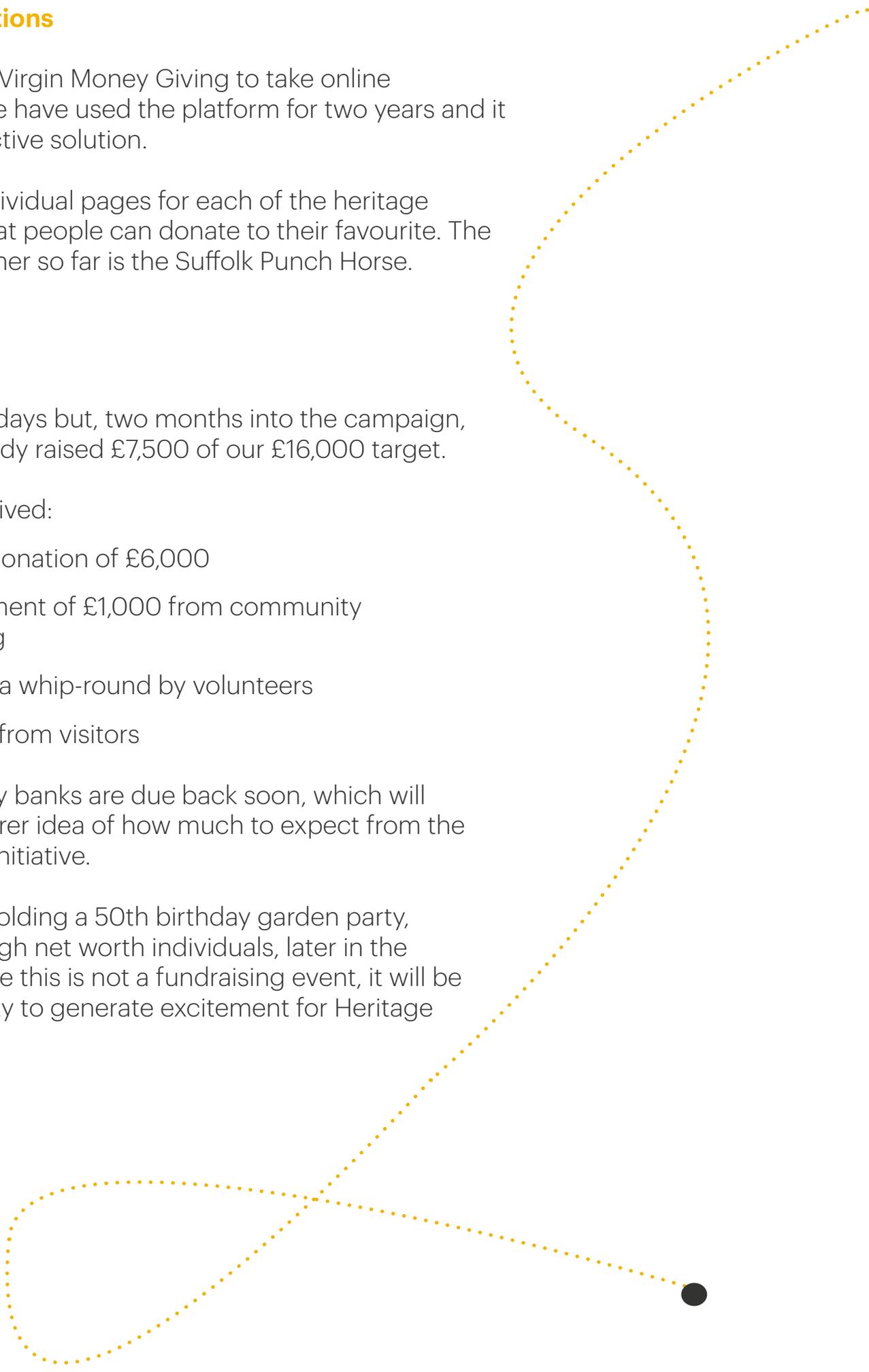
It is still early days but, two months into the campaign, we have already raised £7,500 of our £16,000 target.

We have received:

- a one-off donation of £6,000
- a commitment of £1,000 from community fundraising
- £120 from a whip-round by volunteers
- donations from visitors

The first piggy banks are due back soon, which will give us a clearer idea of how much to expect from the 'adopt a pig' initiative.

We are also holding a 50th birthday garden party, targeted at high net worth individuals, later in the summer. While this is not a fundraising event, it will be an opportunity to generate excitement for Heritage Farm.



Recommendations

Ask for help — If you've never run an individual giving campaign before, make the most of training and support networks to gain external expertise.

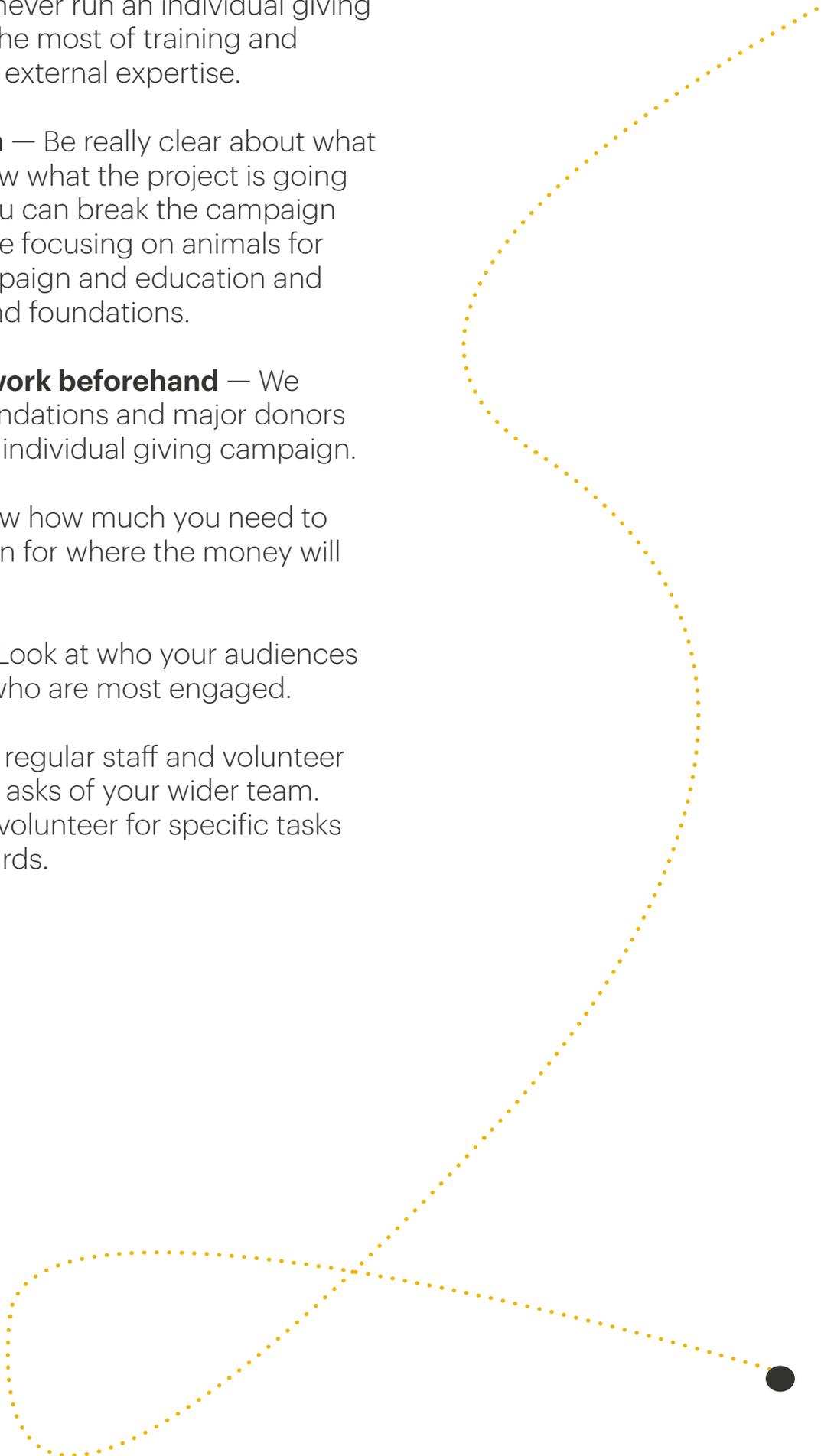
You can't plan too much — Be really clear about what you want to achieve. Know what the project is going to cost and make sure you can break the campaign into different parts. We are focusing on animals for the individual giving campaign and education and conservation for trusts and foundations.

Do all the background work beforehand — We worked on trusts and foundations and major donors before embarking on the individual giving campaign.

Budget carefully — Know how much you need to raise and have a clear plan for where the money will come from.

Know your audience — Look at who your audiences are and start with those who are most engaged.

Involve the team — Use regular staff and volunteer meetings to make simple asks of your wider team. People are more likely to volunteer for specific tasks such as delivering postcards.





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