

Crowdfunding

A unique blend of marketing and fundraising



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Author: Merrin Kalinowski
Art Fund



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Merrin Kalinowski

Museum Marketing Relationship Manager, Art Fund



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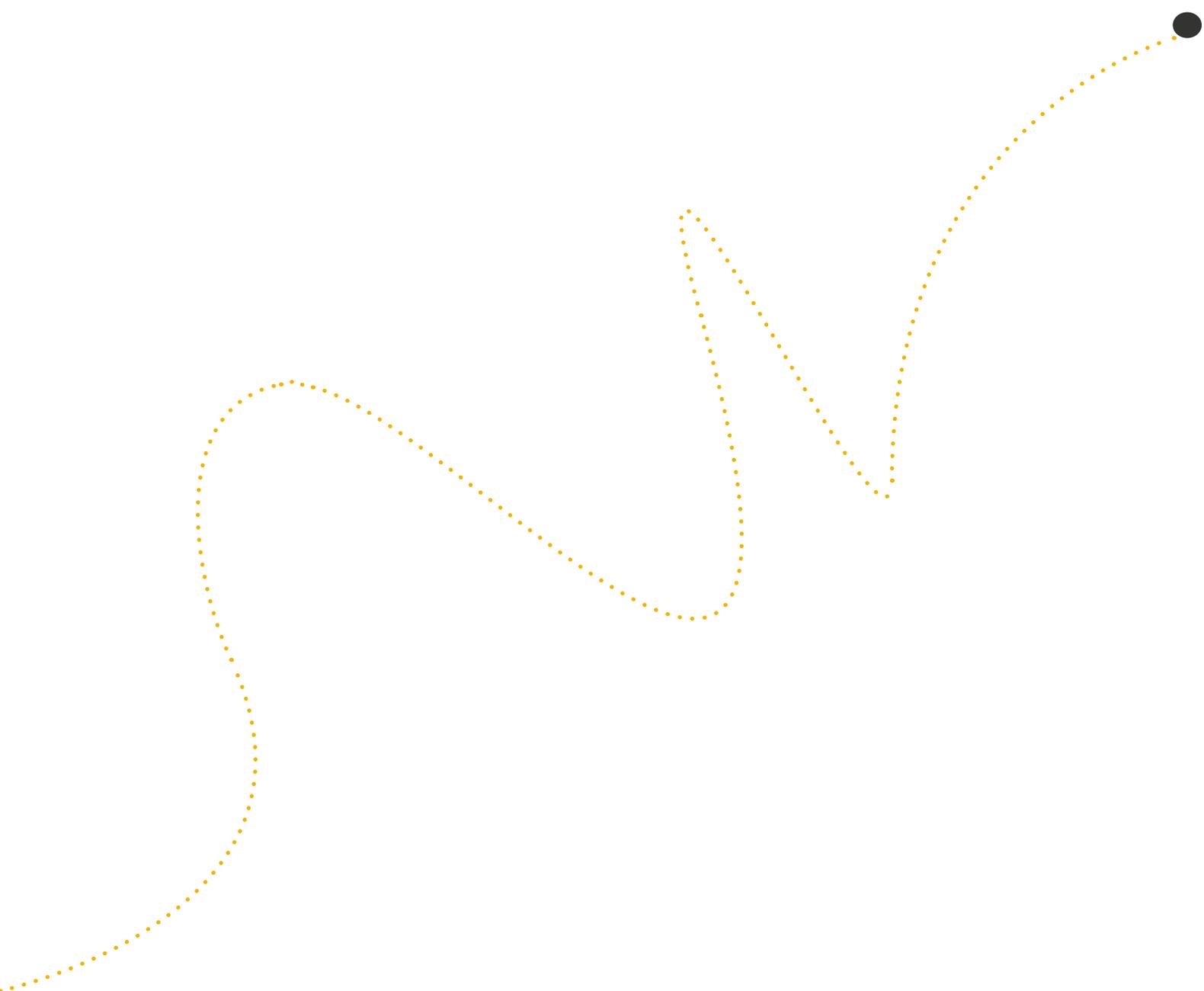
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Introduction

Art Fund and Art Happens

Art Happens is the UK's first crowdfunding platform designed especially for museums and galleries, run by Art Fund, it is free to use so all money raised goes directly to the project. AMA member Merrin Kalinowski considers how the success of Art Happens campaigns is dependent upon close collaboration between marketing and development teams.

Art Fund is an independent membership-based British charity, which raises funds to aid the acquisition of artworks for the nation. Art Fund helps museums and galleries to buy and show great works of art for everyone to enjoy.



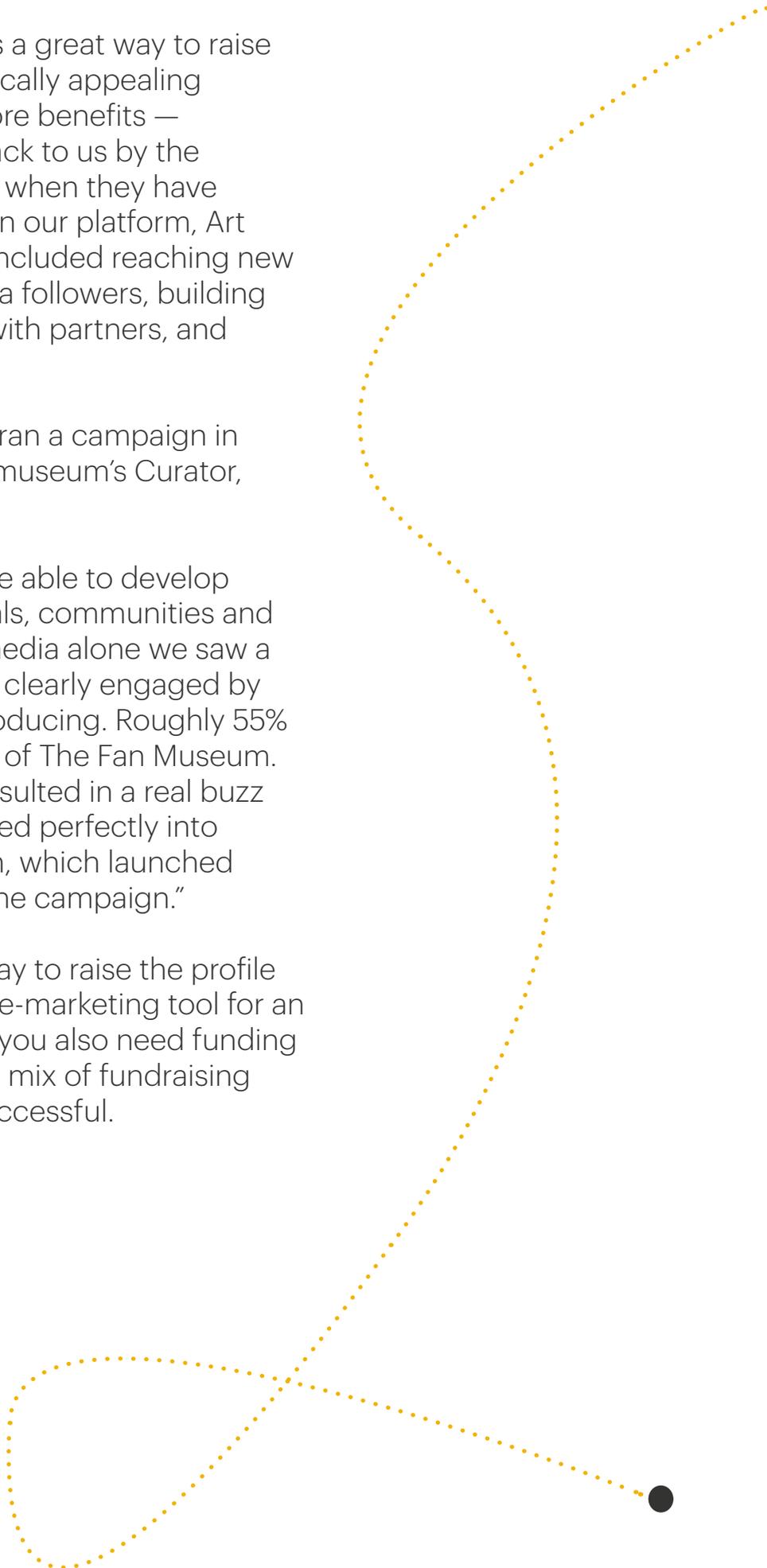
Crowdfunding

Rewards based crowdfunding is a great way to raise money for an exciting and publically appealing project, but it also has many more benefits — something that has been fed back to us by the museums we have worked with when they have run crowdfunding campaigns on our platform, Art Happens. These benefits have included reaching new audiences, growing social media followers, building or strengthening relationships with partners, and cultivating new donors.

The Fan Museum in Greenwich ran a campaign in summer 2017. Jacob Moss, the museum's Curator, said:

“Through the campaign we were able to develop new relationships with individuals, communities and organisations. Through social media alone we saw a noticeable increase in followers clearly engaged by the type of content we were producing. Roughly 55% of our funders were not Friends of The Fan Museum. The crowdfunding campaign resulted in a real buzz around the project and dovetailed perfectly into the project's publicity campaign, which launched immediately after the close of the campaign.”

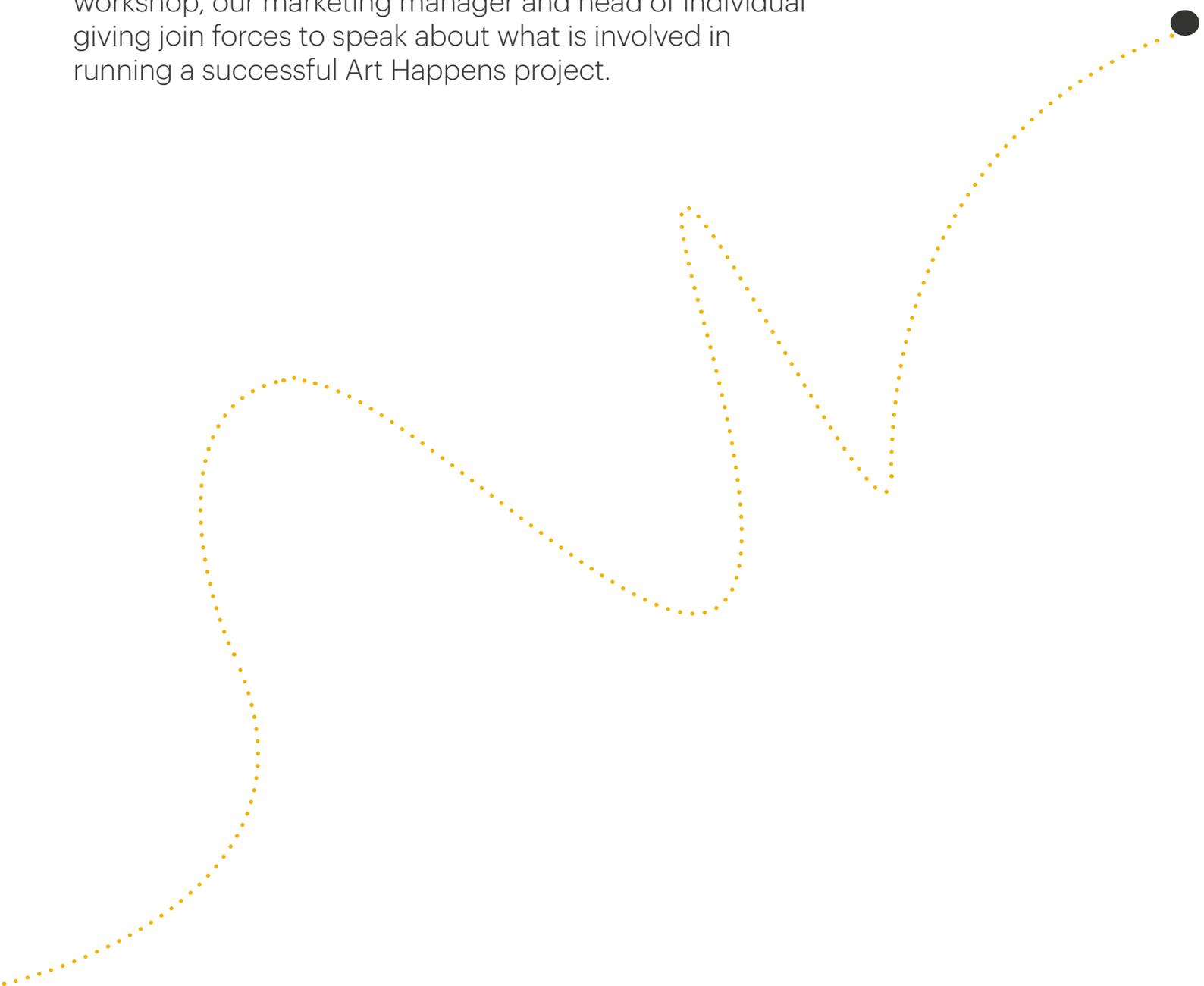
Crowdfunding is an excellent way to raise the profile of your organisation and as a pre-marketing tool for an exciting upcoming project that you also need funding for. As such, it requires a unique mix of fundraising and marketing in order to be successful.



Collaborative team-working

At Art Fund we regularly collaborate across our marketing and development teams. We are well known for our campaigns to save works of art for the nation and when running a public appeal the teams will work side by side to maximise reach and impact. We use this experience to advise and guide museums, working closely with them to develop and run a strong Art Happens campaign, minimising the risk of not reaching 100% of their goal, which would mean not receiving any funds.

From the very beginning, we recommend that both the marketing and development teams are engaged and actively involved in planning together by encouraging one person from each team to attend the workshop that we run. If the campaign is not a priority for one or the other, it will be doomed to struggle, or even fail. At the workshop, our marketing manager and head of individual giving join forces to speak about what is involved in running a successful Art Happens project.



Case study — Watts Gallery, Compton, Surrey

Watts Gallery — Artist's Village is a great case study where the marketing and development teams worked perfectly in sync to raise an amazing 175% of their original target. They really highlighted that by working together, they were able to use a culmination of their skills in reaching new audiences, cultivate existing supporters and run a cohesive campaign to the best effect.

Susanna Plummer, Marketing Manager, and Sarah James, Development Officer, from Watts Gallery, explain how they saw the crowdfunding campaign as a joint target and for the first time worked completely across their departments:

“The Art Happens campaign gave us a chance to take our message to a national and mostly new audience about our project and Watts Gallery — Artists' Village — a new opportunity called for a new approach and we ran with it.

The Development Team tends to know what works and what doesn't; they have a level of contact with our existing supporters that the Marketing Team rarely has access to, and we knew it would be vital to use this when building our crowdfunding story. We organised more in-depth planning meetings than we normally would. We looked at strategy and content ideas. We worked with an established artist and used our individual knowledge of our audiences to create exclusive rewards for donating that we knew would appeal to our supporters and local community alike.

We made sure that we stayed in contact every other day in the lead up to the campaign and every day during the campaign itself. This contact proved to be the key; we were able to look at what was and wasn't working and fine tune these things as the campaign unfolded; being adaptable and not too structured really worked for us.



In addition, we created the campaign together rather than treating each other as 'clients' and presenting briefs / ideas — organically crafting a campaign we all had a stake in and felt was equally ours. The equality ran through everything, when presenting to our teams, colleagues, trustees and peers we did things as a unit rather than separately. When reporting back we wrote about the overview rather than just the results of our respective areas.

As obvious as it should be we worked as a team; in organisations with fixed targets it is easy to fall under department headers and forget, on occasion, that our components go together and are not independent — that it is vital we are all striking the same note at the same time to be totally harmonious and create the end result we all want.

Section title

The opportunity to promote our project through the Art Happens platform was a huge one for us. We knew that it was our chance to grab attention for our organisation and to put some momentum behind our work — articulating this to our teams and colleagues also allowed us to bravely put on hold other projects and to dedicate our time in a way we would not normally be able to.

Knowing that something has the potential outside of your ordinary sphere really helps to give you focus and renewed energy — and that has been the lasting legacy of our crowdfunding project, to be bold and be brave and carry through our ideas to the full.

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www.artfund.org/get-involved/art-happens

Recommendations

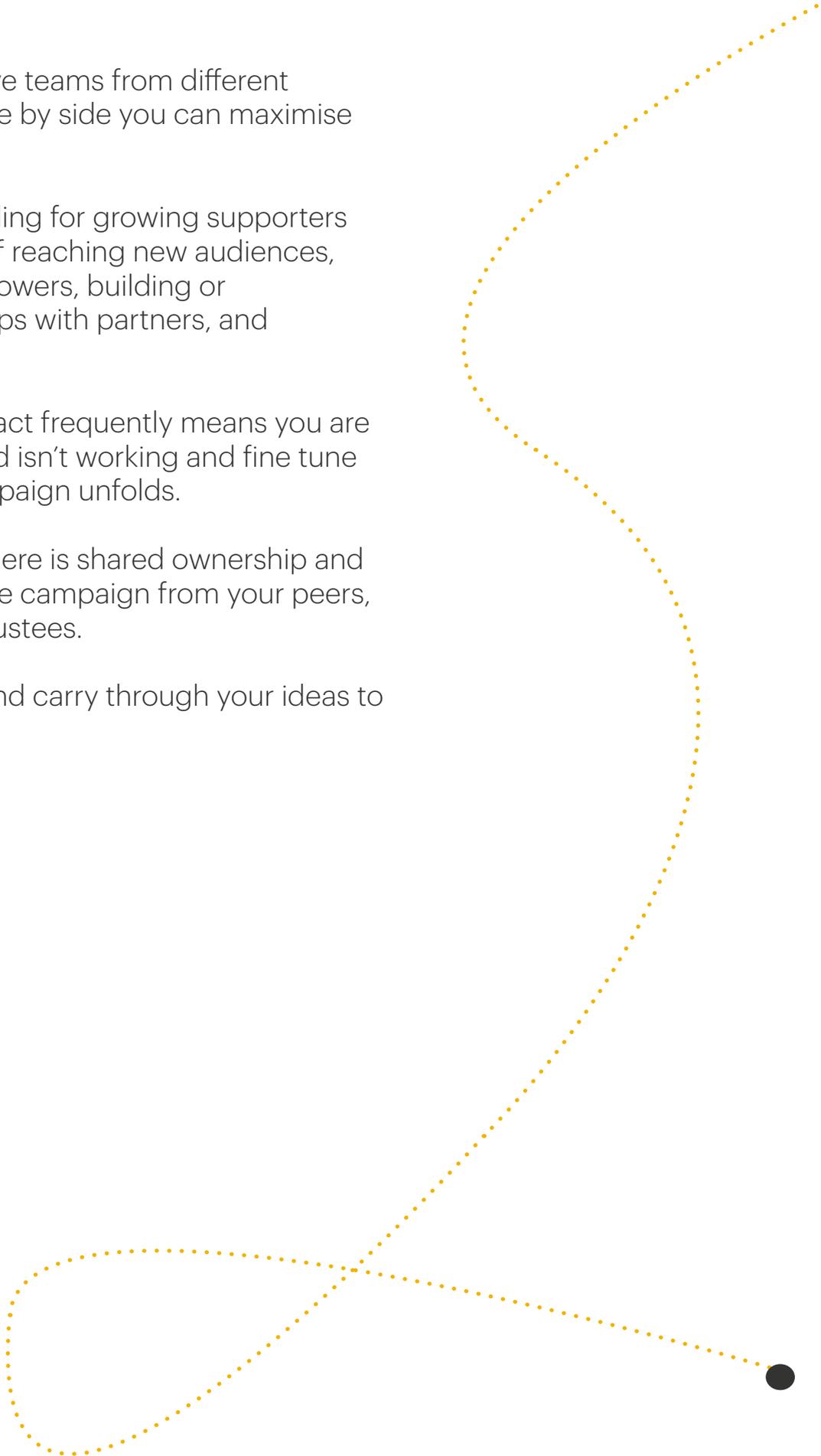
Collaboration. If you have teams from different departments working side by side you can maximise reach and impact.

Catalyst. Use crowdfunding for growing supporters and is an excellent way of reaching new audiences, growing social media followers, building or strengthening relationships with partners, and cultivating new donors.

Contact. Staying in contact frequently means you are able to look at what is and isn't working and fine tune these things as your campaign unfolds.

Work as a unit so that there is shared ownership and everyone understands the campaign from your peers, teams, colleagues and trustees.

Be bold and be brave and carry through your ideas to the full.





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