

The Art Fund: the battle to save the Staffordshire Hoard

MEDIUM OF COMMUNICATION: Door-drops and householders, grant application, online, press advertising

TARGET AUDIENCE: Individuals

TYPE OF CHARITY: Arts, culture and heritage

COUNTRY OF ORIGIN: UK

DATE OF FIRST APPEARANCE: January 2010

CREATORS OF THE APPEAL: The Art Fund / Blue Frog

SOFII's view

This is a wonderful example of a successful emergency appeal. This campaign really captured the imagination of the public and was so successful that it even closed a few weeks early, which is especially admirable given the current economic climate.

Summary/objectives

- To raise £3.3 million by 17 April 2010 to buy the Staffordshire Hoard, an Anglo-Saxon treasure discovered by a metal detectorist.
- To secure the hoard for display in the Birmingham Museum and Art Gallery and the Potteries Museum and Art Gallery.
- To capture the imagination of the public and get them to support the campaign.

Background

The Staffordshire Hoard was valued at £3.3 million and the Art Fund led the campaign to raise the funds needed to buy it for two museums that are local to the find.

The Staffordshire Hoard is amazing. It is made up of over 1,500 objects drawn from the battlefield – many are highly ornate sword fittings. Historian Dr David Starkey referred to the fund as 'gangland bling'.

This was an emergency appeal and materials were put together in just a couple of weeks. When the campaign was launched, we had just 13 weeks to raise the funds needed to save the hoard. If we failed, there was a risk that the hoard might then have been sold on the open market and lost to public view, perhaps even going abroad.



The campaign was supported with a steady stream of new stories from the Art Fund, which secured media coverage throughout.

Special characteristics

The campaign in the Midlands was focused on maximising local interest. The call to action was 'Save the Staffordshire Hoard for the West Midlands'. Further afield, potential supporters were asked to 'Join the battle to save the Staffordshire Hoard' – this was chosen as much of the treasure was military in nature.

With £3.3 million to raise, we made the target achievable by showing that some of the 1,500 items in the hoard – fragments of metal - were valued at just £20. This enabled us to ask people – 'which part will you save?'. Another way of making donors feel part of a historic moment was saying we would recognise all gifts of over £20 in a book of thanks.

The various components of the campaign were:

- Print
- Press adverts
- Local door-drops
- Warm appeal to Art Fund members
- Cold appeal to prospects
- Take one leaflet for museums
- Posters and banners for museums and public spaces donated by the local councils in the Midlands.
- Digital media channels
- Web pages
- Banner adverts

Influence/impact

This is a great example of how to get an effective fundraising campaign up and running in a short amount of time. It enabled the public to play their part in saving a national treasure, which might otherwise have been lost. There's plenty the Staffordshire Hoard can teach us not only about the Anglo-Saxon 'dark ages', but also about emergency fundraising.

Results

The Staffordshire Hoard was saved – and the campaign even closed a few weeks early! A total of £900,000 was raised from the public, with the additional funds secured from the Art Fund, the National Heritage Memorial Fund and other trusts. The aim was to raise £500,000 from Art Fund members and supporters. In fact £640,000 was raised. Response rates from cold donors were 2.2 per cent.

After the mailed appeals, the digital media channel was the most significant for fundraising.

Merits

It can be difficult to raise money for the arts, particularly during a recession. This fantastic treasure captured the imagination of the public. They gave with great generosity to keep the find safely on public display, where it can be studied and enjoyed free of charge. The campaign was put together very quickly, but employs some successful fundraising techniques.

Spring 2010

Appeal deadline: 17 April 2010

The Art Fund
PO Box 2003
Kirkcaldy
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T 0844 415 4004
F 0844 82 7177
www.artfund.org

Dear Friend

An urgent request for your help

I am writing to ask you to join the battle to save the Staffordshire Hoard for the West Midlands.

We have a matter of weeks to raise the £3.3 million needed to ensure it stays on public display here. This represents a significant challenge. Yet some of the smallest fragments are valued at just £20, making it possible for each of us to save one or more such pieces. Together we can save it all.

The hoard was found here...

It was July last year when a metal detector enthusiast made an incredible discovery in a field in Staffordshire: the largest hoard of Anglo-Saxon gold ever found. As you might have seen in the news coverage that followed, it includes over 1,500 incredible objects - all apparently drawn from the battlefield and displaying breathtaking craftsmanship.

...we are working together to keep it here

The Art Fund - the UK's leading independent art charity - is co-ordinating the campaign to save the Staffordshire Hoard. Established in 1953, our first public appeal to save a national treasure took place over a hundred years ago.

We are working with Birmingham Museum and Art Gallery and the Potteries Museum & Art Gallery in Stoke to save the hoard. It was found locally and we believe it should stay here. In November, when selected pieces from the hoard were put on display in Birmingham, over 40,000 people queued to see the collector.

Please turn over

I'm part of the battle to *save* the Staffordshire Hoard for the West Midlands

The Art Fund

The hoard is being acquired by Birmingham Museum and Art Gallery and the Potteries Museum & Art Gallery working in partnership with the Councils of Birmingham, Lichfield, Staffordshire, City of Stoke-on-Trent and Tamworth.

www.artfund.org/hoard

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Some of the smallest fragments have been valued at £20 making it possible for us all to save one or more pieces.

The hoard has been awestruck by their beauty, finding of the so-called 'Dark Ages'.

If we are able to secure the future for these unknowns. However, another of urgency, what is the future of the hoard?

is treasure will be returned to the finder and the market. I hope you share my belief that such treasures belong to us all and the hoard should be on public display for everyone to marvel at. So I ask that you give as generously as you can to help raise the money needed to secure the hoard for our wonderful local museums.

It would go on display in both Birmingham Museum and Art Gallery and the Potteries Museum & Art Gallery in Stoke, where visitors from all over the UK - and beyond - would be able to wonder at the unparalleled treasure it contains.

A last chance to see the hoard?

Selected objects from the hoard have been on display at Birmingham Museum and Art Gallery, the Potteries Museum & Art Gallery in Stoke and the British Museum. If you would like to see the collection before the deadline (17 April 2010), please visit our website at www.artfund.org/hoard to find the latest details.

Your help today, however, could ensure that this is not the last chance to see the hoard. You can help us save this wonderful treasure for everyone to enjoy. And I hope you will also display the enclosed window sticker to show your support - thank you.

Yours sincerely

Stephen Deuchar

Dr Stephen Deuchar
Director of The Art Fund

PS If we fail to reach £3.3 million by 17 April 2010, the hoard could end up being sold on the open market. You may prefer to give by calling 0844 415 4004 or visiting www.artfund.org/hoard. The hoard is being acquired by Birmingham Museum and Art Gallery and the Potteries Museum & Art Gallery working in partnership with the Councils of Birmingham, Lichfield, Staffordshire, City of Stoke-on-Trent and Tamworth.

Join the battle to *save* the Staffordshire Hoard for the West Midlands

Please accept my gift of £_____ my choice £_____

Please debit my MasterCard Visa CAF Charity Card Maestro

Card No: _____ Issue No: _____

Start Date: _____ Expiry Date: _____ Date: _____

Signature _____

OR I enclose a cheque / CAF charity voucher made payable to The Art Fund

I am happy for you to contact me by email. My email address is: _____

airfaired it

A special thank you

The Art Fund - the UK's leading independent art charity - is spearheading the campaign to buy and keep the Staffordshire Hoard in the West Midlands.

We would like to say a special thank you to each person, family or group who is able to contribute £20 or more to save the hoard. Some of the small fragments are valued at just £20 and so each gift of £20 or more will help secure a part of this awe-inspiring treasure.

We intend to display donors' names in an online book in the galleries where the hoard finds a permanent home (Birmingham Museum and Art Gallery, The Potteries Museum & Art Gallery in Stoke).

Please write here how you would like your name to be shown or tick the box if you prefer to remain anonymous.

Your name: _____

I prefer my name not to appear in the online book.

Call 0844 415 4004 or visit www.artfund.org/hoard

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Urgent