Fundraising

Philanthropy: LOVE of Mankind
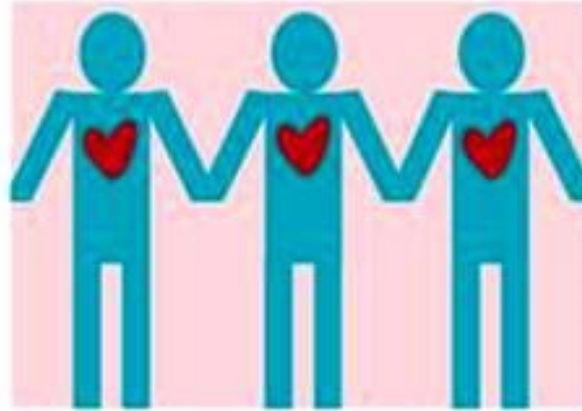
PHILANTHROPY
PHILO + ANTROPOS

The desire to promote the welfare of others, expressed especially by the generous donation of money to good causes

Possible Donors:
- government or EU
- charitable trusts and foundations
- companies or consortia
- individuals
- a social media audience (a 'crowd')

"Good cause"
- social responsability (individual value)
- corporate social responsability (CSR)
concept: putting back into society, but there is no clear-cut definition of CSR

What motivates donors?

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-A passion for the art form
-They like you/your work/what you stand for, they believe in your competence
-They like experimentation and new ideas
-They wish to help talented individuals/ provide and share learning opportunities
-They wish to make a difference/have a place in history/ improve society
-They make new relationships, with beneficiaries, specialists, and other donors

What motivates corporate donors?

Corporate sponsorship: not philanthropy but it may be part of Corporate Social Responsabilty strategy in which a company may wish to have impact on its local environment or on society

Or it may be a form of marketing
For example being in association with an artistic community, or with an education programme, can give visibility

In both cases it is part of a commercial strategy, it is part of the corporation's public relations programme.

Relationships with donors

Complex relationship:
>	*ideas for and about the market*
>	*expectations of the rich*

>	*your mission, values, ways of working*

Adapt ideas and suggestions to your own work and approaches, but also think about the engagement opportunities you can offer such as brand association

If you approach a corporation , work with a community of artists, groups of creative entrepreneurs are more likely to succeed

What do you need to do?

What is needed on your part?

Personal work: *know yourself , your soft skills and your hard skills*

Preparation work:
meticulous and organised research
meticulous and organised communication

Cultivate donors and potential donors, network, be friendly

Top tips

•*Gather information on potential donors and look for common connections*

•*Talk to friends and colleagues, "sell" your vision*

•*Spend time thinking about the benefit of what you do, collect, organise and articulate information:*

> *-personal assets*
> *-values and interests, issues that drive your work*
> *-where your work has taken you*

•*Cultivate relationships making sure they know your artistic work and what drives it*

Top tips (cont'd)

- look at companies for whom creativity is important and who may have a CSR budget

- look at "competitor" companies: are there trends among those that want to be associated with developing creative talent?

- also look at companies who work for artists or art collectors (studio space providers, accountants, insurers, wealth managers...etc)

- look at publications of the art industry and of art collectors to see who is advertising

All this research will enable you to ask more in-depth and detailed questions when speaking with the potential donor

Top tips (cont'd)

- *when pitching to business, find out what they are interested in and create your story around this*

- *always start by mentioning the benefits to the company and to their staff*

- *if you are proposing an activity, be prepared for them to ask for involvement of their staff*

- *plan for visibility for the company, towards inside (staff) and towards outside (their clients, society at large)*

- *try to get a sponsor from the media, like the local newspaper*

Thank anyone who gives to you and remain in contact

CROWDFUNDING *is the practice of funding a project or a venture by raising many* **small amounts of money from a large number of people**, *typically via digital platforms*

What motivates these donors?

What motivates these donors?
Who would support your project, and why woud they?

Why woud they?

Why woud they support your project? (crowdfunding)

-Personal relationship, not necessarily
-novelty
-credibility
-ability to persuade
-your social networking skills, self-organisation, constancy
-communications strategy

Crowdfunding

Crowdfunding is about constructing a community of supporters for your project or idea, and asking their support for the project <u>or for a part of the project</u>.

You need an online audience to start from and you need to understand what proportion of "lurkers "it contains (could be 90%), and how many could be real supporters (could be 1%).

Then you build a campaign with limited time.

By keeping people involved and excited about your work you are building a community that you want to sustain beyond the lifecycle of your project.

Possible TOOLS for crowdfunding

Video*: usually 2-3 minutes, very personal, shareable*
Rewards *that involve supporters in the project (rehearsals, or watch you work…something for them to feel engaged)*
News: *share your progress and produce updates that make your audience feel like they are part of something. Both during <u>and</u> after the campaign. You are now working with a community. Even if the target isn't reached, stay in touch.*

Tips for crowdfunding

- *Research on other successful and unsuccessful campaigns. Ask yourself if you are focused on the rigt project, the right financial target, the right time to reach it?*

- *Plan every step and every aspect carefully, set targets.*

- *Potentially interesting to people who've never heard of you?*

- *are you likely to do another campaign a a later date and would that excite or exhaust your supporters?*

- *Cultivate relationships making sure they know your artistic work and what drives it*

- *Communication: think carefully about what you say, this is your personal brand*

Grazie!
Teşekkür ederim

CSR strategies can be conducted by an independent entity like a Foundation

Example in art: Fondazione Trussardi

Or by a group of companies (Grants, fellowships, prizes)

Example: Arte Laguna Prize

Relationships between artists and companies can be an exchange in which the artists supported represent a creative resource and/or a relational asset

An example from artistic design:
 http://www.bisazza.it/it/corporate/cronologia