Digitising the Donor Experience: Using Digitised Collections within Museum Fundraising

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Why this research topic and the Smithsonian?

• Building on experiences from ICP
• Interest in US philanthropic giving
• Potential impact of digital
• World’s largest museum complex
• Extensive use of digital collections
• Hosted by Center for Learning and Digital Access
Philanthropy in the USA

• The US verses the UK experience
• History of philanthropy – different origins and motives
• The culture of giving at all levels
• Mega Rich environment
• The Giving Pledge
• Giving Days
• Giving in America exhibition
Digitisation in the Museum sector

- Focus on conservation, research, shared access
- Audience engagement
- Education and learning outreach
- Potential for cost savings
- Smithsonian Libraries and British Library experience
Digital fundraising and future trends

- Generation Z and the rise of online engagement
- Younger philanthropists preferences
- Increased access to potential donors
- UK cultural sector experience: Culture is Digital
- Digital supporting a systems approach
Lessons Learnt from the Smithsonian

• Common challenges – culture is key
• Tell a story – strong narrative. Use digital to support this
• Be consistent across all channels of communication
• Digital use: meta data, multiple users, 3D models
• Fundraising campaigns and Giving Days
Examples from the Smithsonian and others

• Kickstarter campaigns: ‘Keep them Ruby’
• ‘Reboot the Suit’
• Spotlight on specific collections, e.g. Earth Day
• Cooper Hewitt: Smithsonian Design Museum
• GIFT app in Brighton – potential donor engagement
• The Learning Lab
Rock and Roll

Any old way you choose it, for many, it's got to be rock and roll music.

As you explore our collections and videos below, don't miss Chuck Berry's Cadillac. This Cadillac was driven on stage at the Fox Theater in St. Louis in the documentary, *Hail! Hail! Rock and Roll*. It was the same theater that turned him away as a child because he was black. See An Exploration of Smithsonian Collections Featuring African American Music from Smithsonian Music; hear from Wanda Jackson, the "First Lady" of rock and roll; watch a webcast with rock icon Van Halen as he discusses his American journey; and more.
Allensworth, CA, founded in 1908, represents the only all black township in California, founded, built, governed and populated by African Americans. Located in the great central valley (southern San Joaquin), it was founded to be a agricultural community and center of learning. Where African Americans only 50 years out of slavery could become economically free. Due to lack of a dependable water supply, the untimely death of the Colonel and other factors the town’s future was bleak. By 1918 the town began its demise struggling to survive. The historic portions of the town became a state historic park in the 1970's. It is formally listed on the National Register of Historic Places and is a California Historic Landmark. Here is a link to the park site, where you will find contact information for park ranger Steve Ptoomey who developed this collection and manages the Allensworth State Historic Park.
China’s Terracotta Army: Introduction to China’s First Emperor and the Terracotta Army

In this activity, students will learn about the life, achievements, and historical legacy of the First Emperor of China, Emperor Qin Shi Huang (259 – 210 BCE). In order to understand why he, and the developments he shaped, are so historically significant, students will explore objects from the Qin (221 – 206 BCE) and Han (206 BCE – 220 CE) dynasties and use information learned to create arguments about the past. This collection is Part 1 in a series of collections created for a social studies classroom; for more information, click “Read More.”

Objects found in Emperor Qin Shi Huang's elaborate tomb complex, which covers a total area of 17.6 square miles, make up the majority of surviving objects from this significant period in Chinese history. They are some of the best archaeological evidence researchers have for understanding the spiritual beliefs, military practices, and values of the ruler responsible for unifying China for the first time in its history.

...Read More >
Found 119 Learning Lab Collections containing: #saamteach

Shimomura’s “Diary 12, 1941”
Analyzing Roger Shimomura’s painting “Diary 12, 1941” and understanding Japanese American internment.
#SAAMTeach

Using Vietnam War art to introduce the novel “Inside Out & Back Again”
This collection is curated to introduce the historical background of the Vietnam War for the new novel “Inside Out & Back Again” by Thanhha Lai, 2012, based on her own life and experiences of a Vietnamese refugee who came to America in 1975 after the Fall of Saigon. It uses these resources for middle school classroom instruction, but it can also be modified for high school as well.
#SAAMTeach

Teaching The Great Gatsby with Informational Texts
#SAAMTeach
This collection accompanies teaching The Great Gatsby using the lens of economics. Informational texts provide foundation for questions like why should we care about economic inequality?

Progress: Who’s Affected?
Students often understand that technological innovation makes our lives better, but they do not see the downside. There are people who lose their livelihoods as much as they replace them. This lesson is designed to help students understand the downside of progress and, more specifically, how it affects those people who were replaced.

Water, Art and Greek Mythology: Achelous and Hercules
A teacher's guide to the painting Achelous and Hercules, by Thomas Hart Benton. This SAAM Mural series is an ancient Greek myth in the context of the American Midwest. Includes the painting, a part of the myth, Achelous and Hercules, a supplemental picture guide to the story, a non-fiction article about their water from Resources, and a supplements worksheet.

8th Amendment
#SAAMTeach
John McFarren

Gender
#SAAMTeach
Craik Marchetti

A Closer Look into Emancipated Slaves Lives
#SAAMTeach
Amber Bruce

Argument & Art
Understanding what makes a text effective in terms of historical strategies is increasingly important for students, especially the A.C.T./SAT writing exams become more analytic. By pairing a visual stimulus with a somewhat abstract, difficult-to-place concept such as that of feminism, students should be able to more easily understand other complex and abstract concepts in each section and be able to apply the concepts to a broad range of texts, both traditional and contemporary.
Useful links

- Inside the conservation lab: Conserving Dorothy’s Ruby slippers: [https://www.youtube.com/watch?v=GSHLNUmb4MU](https://www.youtube.com/watch?v=GSHLNUmb4MU)
- 3D digitized models of Smithsonian Artefacts: [https://3d.si.edu/](https://3d.si.edu/)
- Earth Day: [https://www.si.edu/spotlight/earth-day](https://www.si.edu/spotlight/earth-day)
- Superheroes: [https://www.si.edu/spotlight/superheroes](https://www.si.edu/spotlight/superheroes)
- Cooper Hewitt: Smithsonian Design Museum: [https://collection.cooperhewitt.org/](https://collection.cooperhewitt.org/)
- GIFT app: [https://www.blasttheory.co.uk/projects/gift/](https://www.blasttheory.co.uk/projects/gift/)
- Learning Lab: [https://learninglab.si.edu/](https://learninglab.si.edu/)
- Giving in America: [https://americanhistory.si.edu/giving-in-america](https://americanhistory.si.edu/giving-in-america)
Next Steps and Keeping in Touch

• Research ends September 2019
• Report, case studies – share on the Fundraising Portal

• Keep in touch: BeardR@si.edu