

## **Inspiring Cultural Philanthropy peer support group**

**5<sup>th</sup> August 2019 at The Spring, Havant**

**Present :** Stacey Court-Martin (HCT), Steve Newell (Southampton CC), Carolyne Haynes (Bursledon Brickworks), Kevin Casey (The diving Museum), Michael O'Meara (The Diving Museum), John Ash (Dinosaur Isle), Amy Stone (The Spring), Paul West (Bursledon Brickworks), Stephen Lowy (SEMDP), Katrina Burton (SEMDP)

### **Romilly Beard: Digitising the Donor Experience – using digitised collections within museum fundraising.**

#### **Key points:**

Romilly is currently undertaking a research project with the Smithsonian Center for Learning and Digital Access. Digitisation can be used to engage audiences and donors.

Comparing giving culture in USA & UK

- USA : there's an expectation to give and an expectation that you will be asked to give. As museums in the UK become more used to asking, so visitors will come to expect to be asked.
- Black Friday in the USA is followed by Giving Tuesday : some museums have campaigns on that day.
- The Smithsonian uses the 'see-think-wonder' approach to engage visitors with an object, and this works equally well with a digital image of an object.
- Research shows younger philanthropists want to engage digitally and want to have more of a say in how funding is used. Digital engagement and donating online is on the rise.
- UK Culture is Digital report highlights importance of digital technologies to cultural and heritage organisations. Executive summary here  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/686725/Culture\\_is\\_Digital\\_Executive\\_summary\\_1\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/686725/Culture_is_Digital_Executive_summary_1_.pdf)
- Research shows that it is changing the culture that is the hardest part.
  - eg at the Smithsonian, the fundraisers want open access and to engage donors, whereas the commercial team were worried about impact on sales of images, printed souvenirs etc.  
However image sales are limited and then there is the expense of using lawyers to defend your copyright to consider.

#### **Do collections online reduce visitors to the actual building?**

No hard and fast data, but there has been no reduction in visitor numbers and the feeling is that online collections engage different audiences with the potential to convert them into actual visitors.

## How can digital collections raise money?

- Conservation story publicised online leading to donations eg Ruby slippers from Wizard of Oz #KeepThemRuby  
<https://www.si.edu/newsdesk/releases/smithsonian-launches-kickstarter-wizard-oz-s-ruby-slippers-conservation>
- Digital images can also be used as a hook eg relevant objects shared for Earth Hour or Valentine's Day on social media, leading into a story and donation request.
- 3D imaging, eg Neil Armstrong's helmet, to engage donors : clear message, strong story and ties in with 50 year anniversary.
- GIFT app in use in Brighton Museums – visitors can gather photos and record audio and then send to a friend or potential donor.  
<https://brightonmuseums.org.uk/brighton/exhibitions-displays/gift-at-the-museum/>
- Learning Lab – enables learners to curate their own digital collections. Museums across the world can be a part of it. Google analytics provides data which could then support funding applications.  
<https://learninglab.si.edu/>

## Uses of digital in fundraising from round the room

- The Diving Museum used a digital, 3D walk-through of their museum in a meeting with potential corporate sponsors. The combination of seeing the virtual museum and having a face-to-face conversation meant their request for funding was successful!
- Southampton City Art Gallery had the images from their Leonardo da Vinci exhibition online, but still they had more visitors than ever and good retail sales.
- Wallace Collection has a tour on 'Your Tour', a free app for use on smartphones, where the user can tip the tour provider at the end.
- HCT have started a crowd funding trial through facebook for the Childhood gallery at the Curtis Museum #BuckleyBear <https://www.hampshireculture.org.uk/support-us/childhood-gallery-campaign>  
Stacey has also set up donation buttons on HCT facebook and Instagram pages

## General updates from museums attending

- The Diving Museum will be resubmitting to the NLHF. The Heritage Action Zone officer for Gosport starts in September.
- Dinosaur Isle are awaiting Council decision on their future.
- Bursledon brickworks have a round 2 application in for their commercial rental space.
- The Spring have launched a Pledge campaign to encourage people to do everything from 'buying an extra cup of tea' to 'making a donation' to support the Centre

- Southampton are working towards Mayflower 400 and then City of Culture 2025. Recent funding includes a grant from the Wolfson Foundation plus some funds for conservation work.
- Hampshire Cultural Trust have received ACE funding for work in Rushmoor to increase cultural engagement. They are working on fundraising for Gosport Old Grammar School, the Allen Gallery, and Winchester City Museum. The focus is on major donors, especially in the light of changes to NLHF and other grant funders.
- Stacey is working on an impact mapping exercise – using messaging such as ‘this cup of tea supports our work with xx community projects’.

### **Future meetings**

Twice a year. Same format : speaker & round the table discussion.

MDOs to look into arranging a Learning Lab workshop with the Smithsonian via Skype.

Possible future subjects :

- 3D printing
- virtual-reality
- tap to donate
- The Digital Culture Network
- Bank loans
- Repeat some of the original sessions, especially legal updates