

## The Watts Gallery

Development Manager

Charlotte Wilson

Case study of micro-consultancy project – Prospect Research

## Background of Watts Gallery

- Established in 1905 to promote the work of GF Watts (OM RA 1817-1904) and Mary Watts
- Inspired by the founders' vision of art for all

## Context of the Prospect

### Research Project

- Completed a major capital campaign, The Hope Appeal, in 2011 (£11.2million)
- Immediately embarked on a campaign to Save The Studios at Limnerslease (£5million)
- Took on the long-term management of Watts Chapel, Grade 1 Listed in Compton
- Began a portrait acquisitions campaign

## Lovely projects but...

Where is the £££ coming from?!



Surrey, East & West  
Sussex Museum  
Development Service  
to the rescue!

**Total funds from SEWS  
Museum Development  
Service: £4,340**



## What we hoped to achieve

- To discover more about the wealth and interests of contacts in our database in order to identify at least 50 prospects (who give £5000 or more to charity) not already giving to Watts Gallery Trust.
- To learn more about the potential for known donors/volunteers/stakeholders/Friends to support Watts Gallery Trust in increased levels.
- To discover biographical details we do not already have, such as wealth, interests, affiliations, motivations for giving, other philanthropy, potential for legacies, to help us build relationships and to know what level to make an approach for support.

**How it was done** - Watts Gallery commissioned Jane Caie, a known expert in the field of prospect research.

- previously worked with Perdita Hunt at WWF
- lives locally and knows the Surrey donor market well
- Watts Gallery steward
- experienced in project managing the process of screening databases and has worked with the leading data screening agencies in this work

**Impact of the project**

- Jane's research revealed 630 (four times the aim) individuals in our database with the capacity for giving £5000 or more, of which 200 had not yet given significant gifts to support Watts Gallery Trust

**We use the research to:**

- communicate better with the contacts
- know what level to make an approach for support

The project has obtained information on the public record and the process has adhered to high professional standards and ethics.

**Prospect Cultivation**

We facilitated two events to cultivate the priority donors on the prospect list, which resulted in:

- Donations
- new Patron memberships
- Adoptees of our art works

**Database Management**

- The project has confirmed that our investment in the contacts management database has been worthwhile
- It has highlighted that further work is required to improve the database and that there is a need for additional training in its use

**Thank you SEWS Museum Development Service!**

