



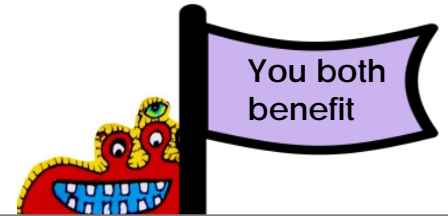
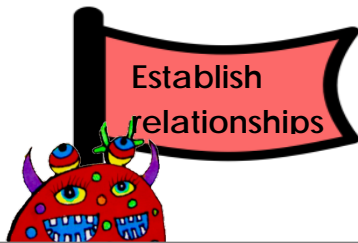
Show me the money

Fundraising tips from Creative Spaces 2020 delegates





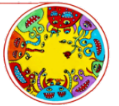
What are your best ideas for strengthening relationships with donors, sponsors and supporters?



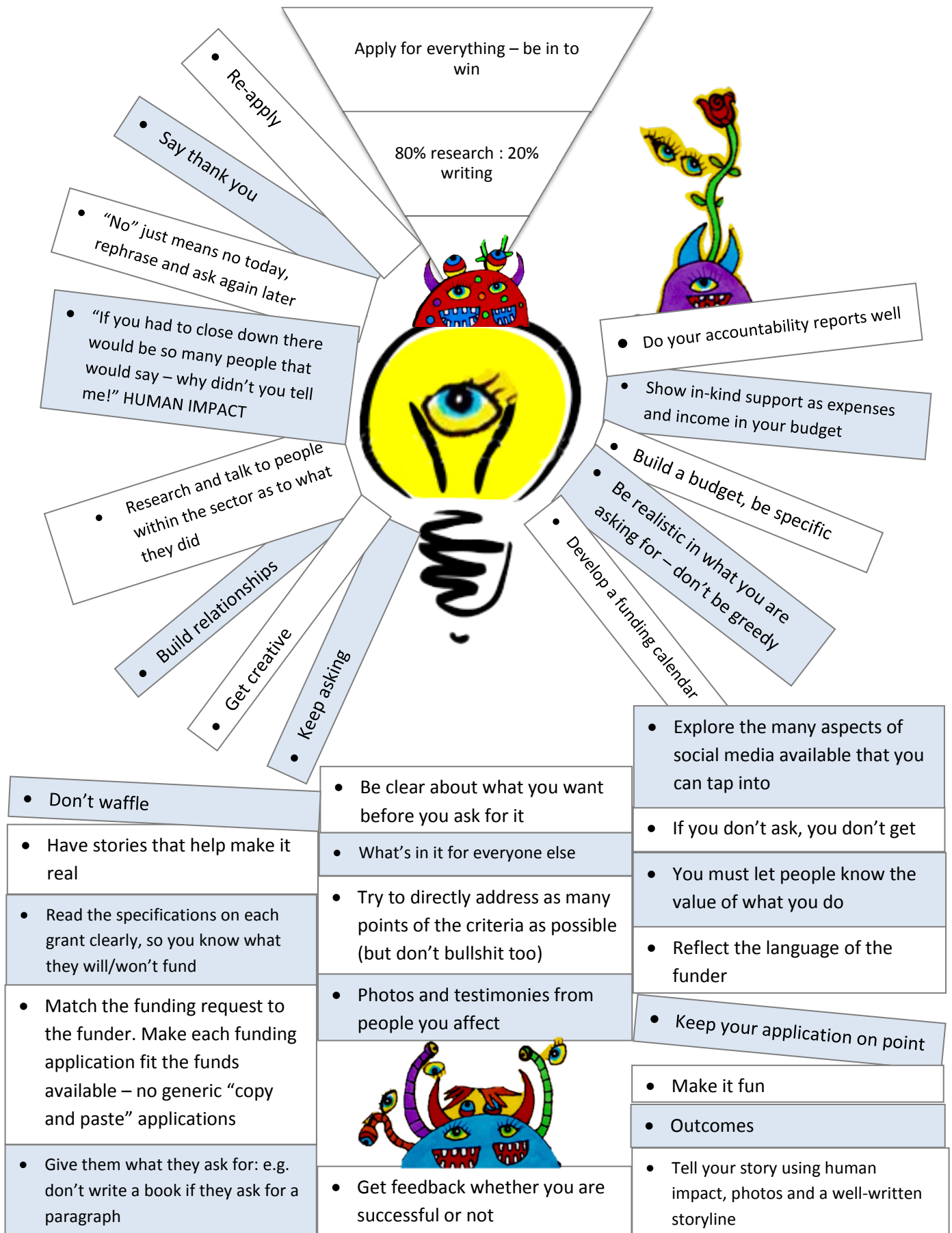
- GET THEM INVOLVED. Invite them to your event/space/exhibition opening/workshops etc
- Invite them to get creative in your space
- Showcase your mahi
- Get to know them, make it personal
- Encourage them to become advocates for your organisation
- Demonstrate what difference their contribution makes to the service
- Establish mutual connections to develop a relationship
- Get them invested in the artists you/they support
- Everyone loves art – we have heaps in common!

- Feedback – ask what worked, what didn't?
- Ensure they know why you exist – tell your story
- Communication pre, post and during
- Send them a photobook of the project
- Keep them in the loop with what you're doing
- Building up communications with them once you've had a meeting by keeping relationships fresh through social media and letting them know what your creative space is up to
- Tell your story clearly and briefly
- Tell succinct stories about transformation – difference their investment makes

- Grow projects together
- COLLABORATION
- Thank them, show appreciation and follow up
- Give them artwork to hang
- Reciprocal – promote them as well
- Give them small gifts
- Send them a company calendar or cards
- Promote their contributions
- Manaakitanga
- Take a polaroid of staff/artists saying "thanks"
- Food and wine
- Mention them/ thank them in annual reports/ newsletters/ website/ social media, if they consent
- Advertising
- Workplace wellbeing creative workshops in return

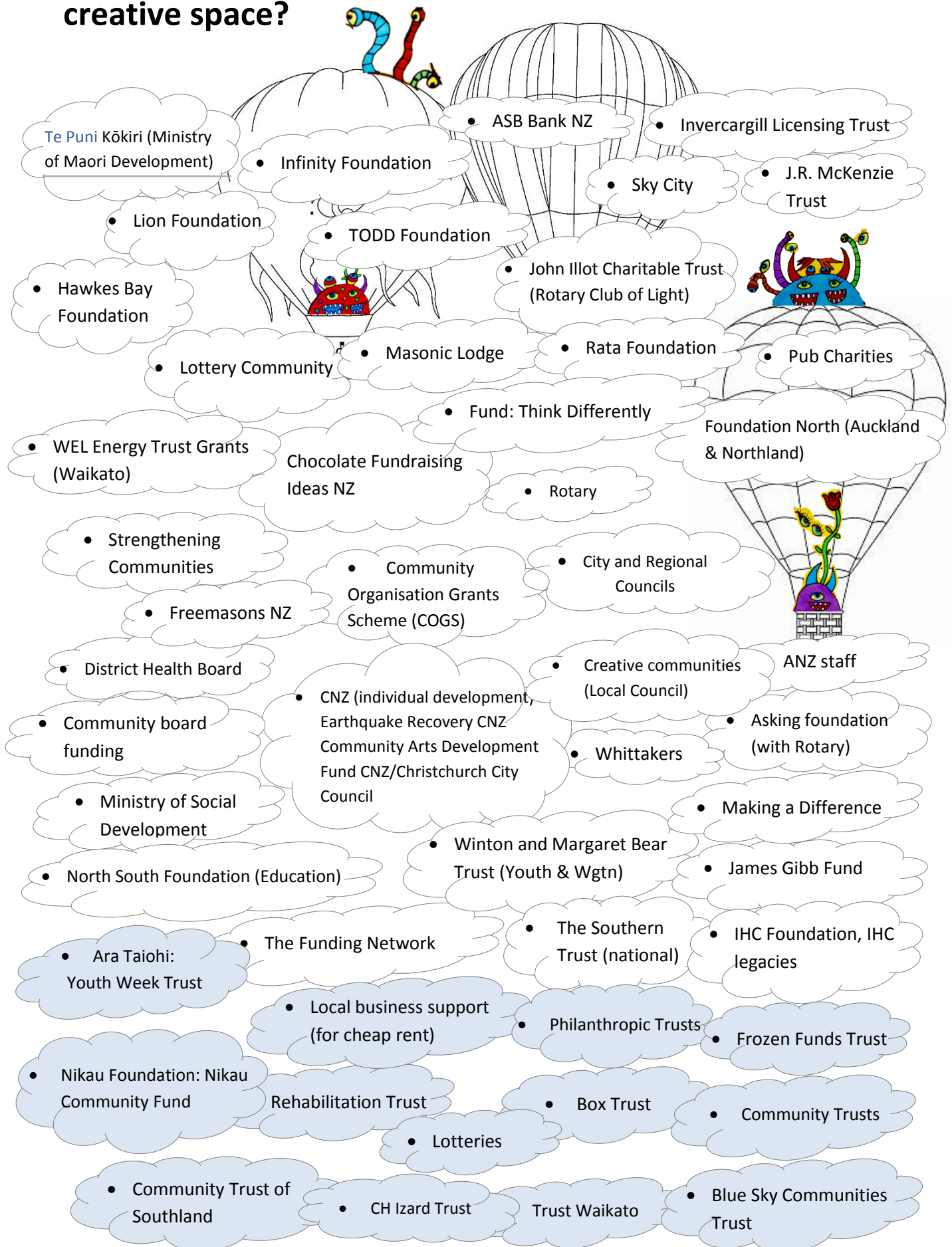


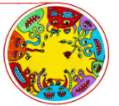
What's the best piece of fundraising advice you've received?



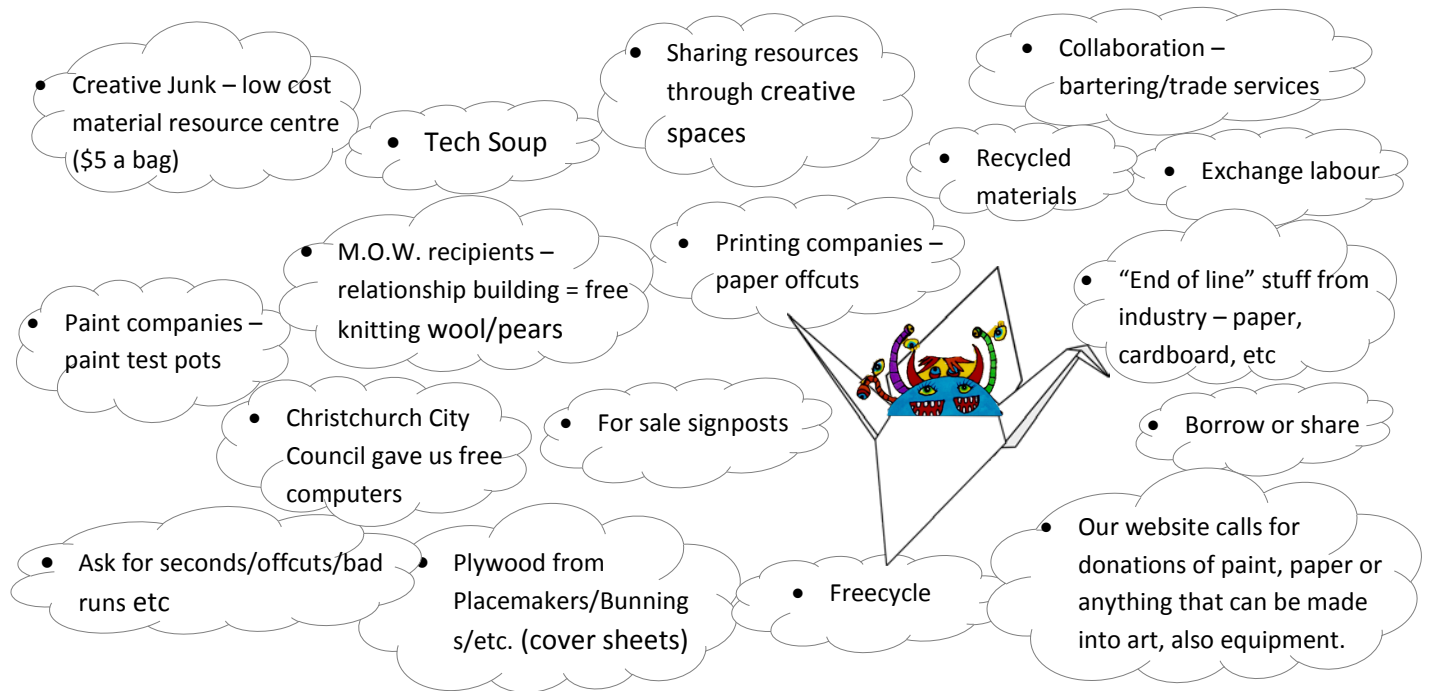


What successful grants have you applied to for your creative space?





How could you access resources that would typically cost, without spending money?





What are innovative ways of accessing financial support you have used or know of?

- Do what you do well and be proud

- Collaborate with other organisations who get funding for you

- Relationships – not going straight for the cash ... shared purpose

- Crowdfunding – Boosted (arts specific), PledgeMe (NZ wide), Kickstarter (International), Give a Little (free)

- Sell on commission – widgets

- Non-monetary donations

- Event where the door charge goes to the best idea from a handful of people pitching

- Art auction with work from well-known artists (also building support from them)

- One Percent Collective – getting others to run fundraisers for you

- Gate sales at collaborative event

- Community groups and/or corporates to do traditional fundraising – sausage sizzle/bake sale/fun run/walkathon

- Give a talk at your local Rotary/Lions/Lodge to possibly gain support

- Host dinner events

- Mardigras

- Holding market events, charge per stall

- Performances

- Product sale

- Movie fundraising nights – functions supported by cinema

- Being a “charity of the month” for large business

- Garage sale

- Have a “friends” programme to attract regular donations

- Renting materials

- Rent a desk

- Allow people to use space – venue hire: e.g. Fringe Festival

- “Time banking”

- Renting what you already have

- Selling hugs with a dog or cat

