

BOOSTED Success for Dance

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The Arts Foundation and Boosted are celebrating a significant milestone for the Dance community, with 100% of all Dance projects on Boosted reaching their funding targets since the site launched in March 2013.

Crowdfunding is a relatively new and increasingly popular way to bring prospective donors closer to arts projects. When successful, crowdfunding gives artists freedom to create work without having to fit in to a specific set of funding criteria. The Boosted platform has performed at a consistently high level of success in a market where other crowdfunding solutions are reporting less than half of all projects as being successfully funded.

What's the secret? Boosted is more than just a website with crowdfunding functionality. Boosted is a dedicated fundraising platform for the arts. It boasts a 100% success rate for Dance projects and an overall success rate of 64%, much higher than the international average of 45%. Run by the Arts Foundation, New Zealand's experts in arts philanthropy, the Boosted team is uniquely placed to mentor artists on the process of running a successful fundraising campaign.

Boosted has developed a toolkit designed to guide artists and arts organisations through the steps required to give each project the best chance of success. The kit is supplied to all prospective projects, and is available for anyone to download on its website. It focuses on the four key areas of building a fundraising campaign - story, network, target and strategy.



Rotunda, The New Zealand Dance Company
Photo: John McDermott

Step 1 The Story

Crowdfunding works when people feel connected to a project and the people behind it. When you tell your story, ask yourself 'why would people care?' Share your spirit, passion, drive and dreams with them.

Who did it well? **Footnote Dance - Brilliant NZ/ France Co-production**

Bbeals, a co-production between Footnote New Zealand Dance and Dances en l'R from Reunion, will be a full-length contemporary dance piece exploring an arc starting from Jennifer Beals' character in the film *Flashdance*, later encompassing biblical themes from the *Tower of Babel* to the *Great Flood*. Funds raised on Boosted will go toward the Footnote dancers travelling to Reunion as artists in residence at The Hangar to collaborate with Dances en l'R in producing *Bbeals*.

To accompany their Boosted profile, Footnote produced a light, funny but relatively low-tech video. The video effectively explained the importance of

international collaboration in the context of their work, while mixing quirky humour, with important information about the project.

Target: \$15,000 | Raised: \$15,750 (37 donors)

Step 2 Network

Your audience and advocates already exist: family, friends and fans, colleagues and classmates, teachers and tweeters. Everyone in your online and offline communities is part of your network. If they like what you do, they will donate and help spread the word. They can also help you connect with new people who are discovering your work for the first time.

Who did it well? **New Zealand School of Dance - Choreographic Season 2013**

The New Zealand School of Dance challenges its contemporary dance students to create their own choreographic work in their final year. The students choreograph expressive dance works, which push the boundaries of what's gone before. With the support of Boosted donors, they were able to create a unique set for their 2013 production, *And Then It Moved*, including lighting, and costumes.

The New Zealand School of Dance were successful in mobilising their own existing networks and in extending their reach to the networks of choreographers and dancers participating in the work. The students all appeared in the project's video, and added a personal touch to the project.

Target: \$5,000 | Raised: \$5,045 (56 donors)

Step 3 Target

Set a funding target and a timeframe in which to achieve it. Think of this step as balancing 'what I need' against 'what my network can give'. The capacity of your network is key.

Who did it well? **The New Zealand Dance Company - Rotunda to Holland**

The New Zealand Dance Company was invited to perform *Rotunda* at the prestigious *Holland Dance Festival*. *Rotunda* features the presentation of fervent New Zealand dance set to New Zealand music performed live by a Dutch band. *Rotunda* to Holland was a great project that worked both as a fundraising initiative and a marketing opportunity for a relatively new organisation.

The target for *Rotunda* to Holland was ambitious at the time; crowdfunding was still a relatively new initiative in New Zealand. The New Zealand Dance Company had the courage, commitment and awareness of its own network to aim for a bold fundraising target and achieved an average donation of approximately \$190 – well above the overall average donation on Boosted of \$105.

Target: \$15,000 | Raised: \$15,513.29 (82 donors)

Step 4 Strategy

The closer you bring your audience to you, the more likely they'll be to talk about, share, and donate to your project. It's your job to inspire them with insights and cool, shareable content.

Who did it well? **Java Dance Company - Back of the Bus**

Java went to the *Edinburgh Fringe* in August 2014 with *Back of the Bus*, a dance performance on a moving bus. Donations made on Boosted, helped them get there.

Java complemented a direct mail campaign, and contributions from key supporters with a busy social media campaign. The project was well positioned pre-launch, and communications were effective in both giving information and driving potential donors to the project.

Target: \$15,000 | Raised: \$15,235 (106 donors) ■

Contact the boosted team for more information
www.boosted.org.nz



Bbeals, Footnote New Zealand Dance
Photo: Jeremy Brick