

FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising + Culture

WEDNESDAY 30 OCTOBER
8-9AM PDT / 11AM-12PM EDT / 4-5PM GMT





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FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising+ Community

**TUESDAY 5 MARCH 2024
8-9AM PST / 11AM-12PM EST / 4-5PM GMT**





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FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising + Communication

WEDNESDAY 22 MAY
8-9AM PDT / 11AM-12PM EDT / 4-5PM BST





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FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising + Connections

**THURSDAY 5 SEPTEMBER
8-9AM PDT / 11AM-12PM EDT / 4-5PM BST**



FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising + Culture

WEDNESDAY 30 OCTOBER
8-9AM PDT / 11AM-12PM EDT / 4-5PM GMT



Presenters



SAMANTHA BAGWELL

Client Relations Lead
she/her



JAKE LARIMER

Consultant,
Fundraising Specialist
he/him



MIRIAM WRIGHT

Senior Consultant,
Fundraising Specialist
she/her

Guests



LEON GRAY

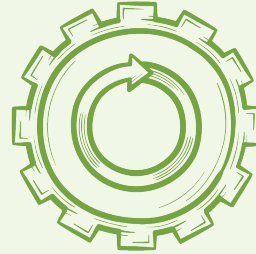
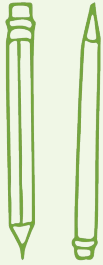
Head of Ticketing and Audience
Experience
he/him



SEBASTIAN KING

Individual Giving Manager
he/him

Information



Agenda



INTRODUCTION



**WHAT IS A CULTURE
OF PHILANTHROPY?**



**EVERYONE IS A
FUNDRAISER**

Agenda



**EDINBURGH
INTERNATIONAL
FESTIVAL**



**EXTENDING YOUR
CULTURE OF
PHILANTHROPY**



Q&A

What Is a Culture of Philanthropy?

Organizational Culture

- Mission/vision statement
- The programming you do
- How your community interacts with one another

Why does fundraising matter?



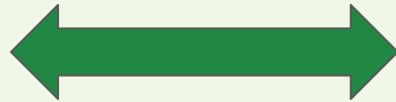
“

You're not just a zoo, you're a zoo *and* a philanthropic organization.

”

SIMONE JOYAUX

Nonprofit & Fund Development Expert, ACFRE



Customers vs. Donors

What kind of deal can I get?

Product

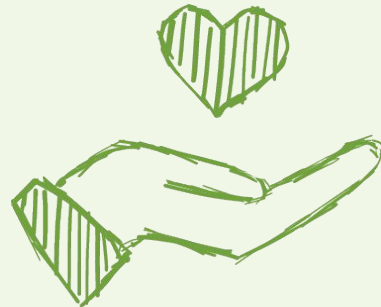
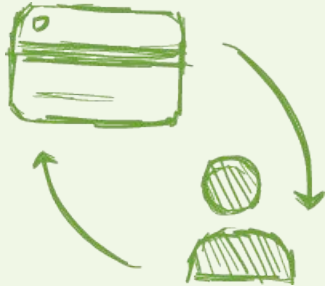
Customer Lists


Autotags

Integrated Mailings

What kind of difference can I make?

Cause





A culture of philanthropy refers to your organization's **attitude** toward philanthropy and fund development.

SIMONE JOYAUX

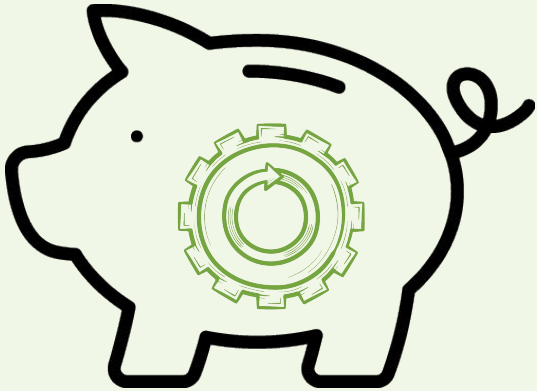
“Building a Culture of Philanthropy in Your Organization” (2015)

Communicating Impact



Communicating Impact

**"General
Operations"**



New Equipment



Discounted Tickets



Competitive Salaries

Hyde Park Picture House



Hyde Park Picture House

As a 70mm member, you're helping us deliver even more accessible screenings for our community. These include:

MEMORY MATINEES

RELAXED SCREENINGS

BYOBABY SCREENINGS

PAY WHAT YOU CAN SCREENINGS

Hyde Park Picture House

How does becoming a member support my community?

Money raised from membership fees allows us to deliver more accessible screenings for our community – screenings which typically cost the cinema additional money to run.

Accessible screenings are targeted at audiences who might otherwise struggle to visit the cinema. They include: **Memory Matinees** (for audiences living with dementia and their families/carers); **Relaxed Screenings** (for audience who otherwise find the cinema-going experience more challenging); **BYOBaby** screenings (for parents/carers and their little ones) and **Pay What You Can** screenings (helping audiences who face financial barriers).

Who Else is Here?

- Single ticket buyers & subscribers
- Education & community engagement
- Neighbors & partners



**Everyone is a
Fundraiser**

Focus on the

WHY

- Does your entire staff know you're a charity?
- What are donations used for?
- How do donations factor into your budget?
- Open the lines of communication b



Donor Pipeline



Donor Pipeline

- All teams should understand your Fundraising pipeline
- Every team is responsible for identifying potential donors
- First time donors can become regular donors





LEON GRAY

Head of Ticketing &
Audience Experience

SEBASTIAN KING

Individual Giving Manager

**EDINBURGH
INTERNATIONAL
FESTIVAL**



ABOUT US



- World's leading multi-genre arts festival, taking place every August in Edinburgh, Scotland.
- Founded in 1947 to unite Europe through international arts after the Second World War.
- We sell 120,000+ tickets = £4 million+ in ticket sales.

TOGETHER WE ARE
**EDINBURGH
INTERNATIONAL
FESTIVAL**

ABOUT US



- Embedded within Edinburgh – the ‘Festival City’.
- We are the one that started it all – there are now five other Festivals taking place in Edinburgh in August.
- Our Festival Director is internationally acclaimed and Grammy award-winning violinist Nicola Benedetti.

TICKETING FOR THE FESTIVAL



- Regular annual cycle – ticket onsale launch in March, more events added in June, festival in August.
- Peak demand early in the sales cycle – members priority booking and public onsale being our busiest days of the year (**around £1 million gross sales in 2 days**).
- Unlike year-round arts orgs, we have huge demand in short time.

TICKETING FOR THE FESTIVAL



- Only three full-time permanent members of the ticketing team.
- Seasonal box office supervisory team starts in January/February. First wave of seasonal ticketing assistants starts in March; second wave starts in June/July to work the busy festival period.
- At our peak, **the team consists of up to 25 people**. Many return from year to year as they love working for the Festival.

¹ World Bank Group Prosperity Data

360:

https://prosperitydata360.worldbank.org/en/indicator/QOG+BD+gfs_rcr

² EU Eurostat:

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Culture_statistics_-_household_expenditure_on_culture&olidid=471060

UK Office for National Statistics:

www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/expenditure/bulletins/familyspendingintheuk/april2022tomarch2023

FUNDRAISING BACKGROUND

SCOTLAND

- **0.6%** of government budget spent on arts & culture.
(Australia 2%, Canada 1.8%, France 2.4%, Ireland 1.9%, UK 1.2%, USA 0.6%) ¹
- **2/3** of arts & culture budget spent on tangible historic culture e.g. castles, museums etc.
- **88%** of population engage in arts & culture.
- Individual cultural spend **0.5%** of household income.
(France 3.3%, Germany 3.6%, UK 0.5%) ²



= Arts are very reliant on donations from a small group of committed ticket buyers.

FUNDRAISING BACKGROUND

EDINBURGH INTERNATIONAL FESTIVAL

- Income sources:
 - 1/3 government grants, 1/3 fundraising, 1/3 ticket sales**
- Fundraising income = highest of all arts organisations in Scotland: **£4.5 million per year** (c. \$5.8 million).
- 2500 regular donors (members & major donors).
- 5000+ one-off donors (out of 30,000+ unique bookers).
- **Top-heavy: £1.5 million from just 5 donors = high risk.**

The problem to solve:

Need to convert more ticket buyers into donors.

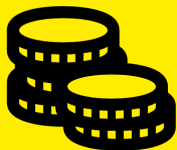
THE SOLUTION: ASKING FOR DONATIONS

- **Spektrix training workshop *Asking for Donations*** for our ticketing team (assistants, supervisors and managers) led by a specialist Spektrix fundraising consultant.
- Took place in **June 2023** – six weeks before the Festival.
- Spektrix worked with our fundraising team in advance:
 - Reviewed our booker -> donor conversion data
 - Tailored training for our staff
- Spektrix consultant could offer an **expert outsider's view with insider knowledge of our data.**
- Practical solutions to build staff confidence & address questions.

THE RESULTS

- **Ticketing team more confident in asking for donations.**
 - Applied to every phone & counter booking.
 - Able to answer questions about donations.
- **Increased internal awareness of fundraising's importance.**
 - Ticketing team downtime used for fundraising admin tasks.
e.g.: handwritten thank you cards.
- **Increased fundraising team staff time for higher-level asks.**
 - Less time spent on donation & membership upsells.
- **Increased donor base to create better donor pipeline.**
 - 45% increase in one-off donors in first year.
 - 16% increase in members in first year.

THE RESULTS: DONATION INCOME



Donation income

- ☐ Phone: up 48%
- ☐ Counter: up 618%
- (Web: up 41%)



As % of basket value

- ☐ Phone: up from 0.5% to 1.44%
- ☐ Counter: up from 1.74% to 2.66%
- (Web: up from 0.76% to 0.91%)



Average donation per person

- ☐ Phone: up 10%
- ☐ Counter: up 99%
- (Web: down 43%)

GOING FORWARD

- The data speaks for itself. *Asking for Donations* is an excellent way to educate and build confidence among seasonal members of the ticketing team.
- Following the Spektrix workshop, we delivered a condensed version in-house for seasonal ticketing team in 2023 and 2024.
- Allows departments to have better understanding on each other's objectives and understand shared priorities.
- Similar positive results achieved working for a former organisation, building the confidence and an understanding of the need to ask for donations among long-standing members of the ticketing team.

Asking for

Donations

- Upskilling workshop created and facilitated by Spektrix
- Increase the comfort and confidence in boosting donated income through all customer touch points



Demonstrating a Culture of Philanthropy

People

- Philanthropic Culture at all levels
- Organisation ambassadors
- Understanding value
- Transparency on financials



People: Appeals



People:

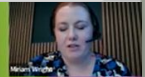
Appeals

- Opportunity for collaboration
- Bringing multiple teams together
- Sharing impact
- Trying new ideas





Search

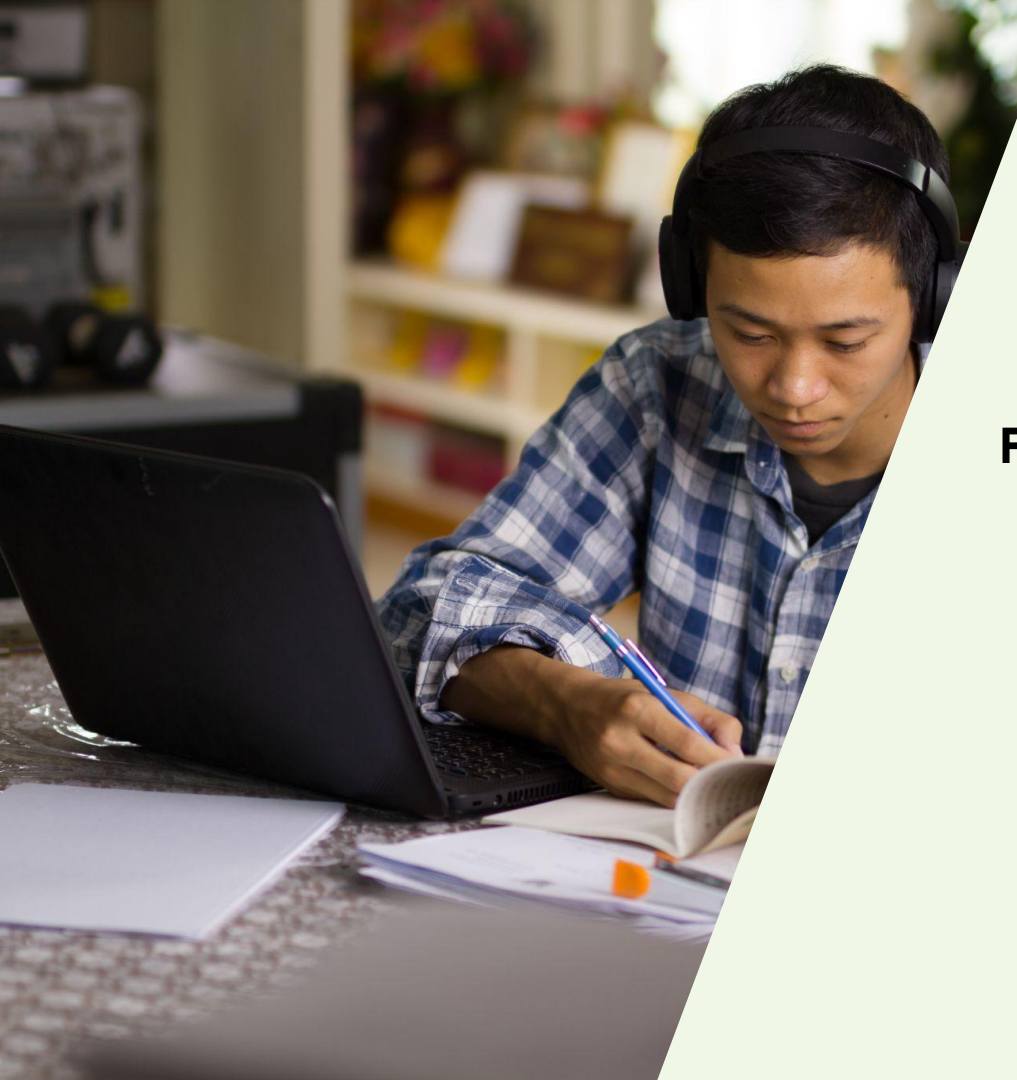


FUNDRAISING+ SERIES BY SPEKTRIX

Fundraising+ Your Website

**WEDNESDAY 24 MAY
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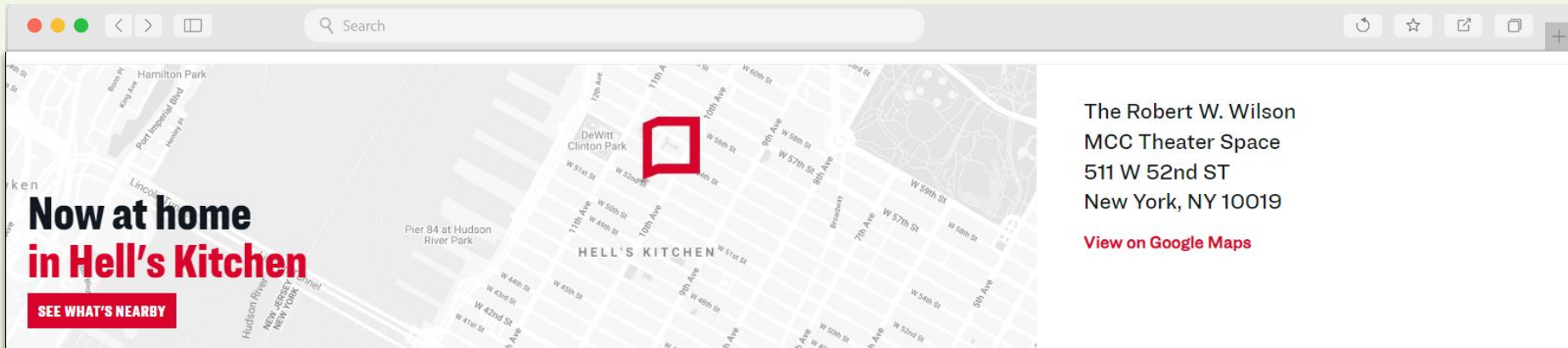


Online

FUNDRAISING + YOUR WEBSITE

- A representation of your organisation
- Key tool in philanthropy culture
- Is it easy to make a donation?
- Siloed fundraising pages

MCC Theater, New York



 **MCC**
THEATER
Let's Talk

Contribute now

\$20

\$50

\$100

\$250

\$500

\$ Enter Amount

DONATE

[Learn more about the other ways to support MCC](#)

The Culture Trust, Luton

THE
CULTURE
TRUST
LUTON

WHAT'S ON ▾

HIRE US ▾

VENUES ▾

TAKE PART ▾

NEWS

SHOP

HAT DISTRICT



SEARCH 🔍



Exhibitions

HATS: Innovation & Creation Exhibition

Free exhibition of ground-breaking hats by top British Hat Guild milliners,...

📍 Hat Works

18 Sep 2024 - 14 Nov 2024 | 10am - 5pm

DONATE

MORE INFO →



Event

Abu Yahya Artist in Residence

An opportunity to get creative and try your hand at Arabic calligraphy, under

📍 Wardown House, Museum and Gallery

29 Aug 2024 - 26 Sep 2024 | 11am - 3pm

DONATE

MORE INFO →



Event

An American In Luton

The tall and unannounced Maine man appears in a seemingly ordinary 1960's...

📍 Hat Factory Arts Centre

26 Sep 2024 | 8pm

SELLING FAST

MORE INFO →



Exhibitions / Family

Short Tails Farewell Weekend

Whether you've completed the trail or haven't had a chance to meet the

📍 Stockwood Discovery Centre

27 Sep 2024 - 29 Sep 2024 | 11am - 4pm
Friday 27, 11am - 5pm Saturday 28 and
Sunday 29 September

BOOK NOW

MORE INFO

In Venue

FUNDRAISING + YOUR SPACE

- Name A Seat
- What is special about yours?
- Be creative!
- Tangible connections.

Jude,
there will always be a seat
here for you

Questions?

Upcoming Events

AMA Digital Marketing Day

- London, Thursday 21 November, 2024

UK Theatre: Revenue Generation Conference

- London, Tuesday 26 November, 2024

APAP Conference

- New York, 10 January - 14 January, 2025

INTIX Conference

- New York, 27 January - 30 January, 2025



SPEKTRIX

**Thank
You**
