



# Inspiring a Culture of Philanthropy

*creating a sustainable culture of philanthropy for the museum sector*



# Introductions

- Practicalities: timings, access
- Who is in the room?
  - Fundraising backgrounds
  - Museum backgrounds
  - Mentoring programmes

# Workshop content



- What we **will** cover in this session
  - Mentoring techniques
  - Fundraising advice
- What we **will not** cover in this session
  - Skills in fundraising
  - Answers and solutions to museum financial sustainability

# Mentoring techniques



- Mentees need to find their own solution
- Help your mentee turn vague ambition into attainable goals
- Help your mentee plan proactively
- Carry out a fundraising SWOT analysis
- Opportunity to explore options
- Give it time

# Financial sustainability



- Culture change within the museum: trustees, staff and volunteers
- Developing a fundraising strategy owned by the whole organisation – link to Vision
- Be clear about what they do and what should be sustained

# Group Discussion

- In small groups (2-3):
  - which tools do you think would be most effective?
  - Situation where you have tried one of these tools?
  - Other tools or approaches that could be used?
  - How effective have these been?
- Feedback to the group and questions

# HLF Catalyst Project



- *'Inspiring a Culture of Philanthropy'*
- 3 year project until March 2017
- Working directly with up to 30 museums in Hampshire Solent
- Fundraising mentor as part of a package of learning, peer support, practical application and advocacy
- Building relationships with philanthropic community

# Further information



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