



## DIGITAL INNOVATIONS - *Staying Ahead of the Curve*

### Background:

In March 2020 all our worlds were overturned without much warning by the global onset of Covid-19. OKC had just launched Phase 3 of the RAISE Programme and in the early stages of lockdown we were committed to ensuring that all our RAISE participants felt supported, nurtured and guided through the most challenging of times for the arts and cultural sector as all live events were cancelled and doors shut. While RAISE at its core has always been about building fundraising capacity and philanthropic engagement across the arts sector, the team at OKC wanted to help organisations to continue to engage with the audiences and supporters remotely and therefore we created and shared the [‘The Top Ten Things Arts Organisations Can Do for their Stakeholders during the Covid-19 Crisis’](#) from creating online content to communicating in new ways through digital platforms.

While the early stages of Covid did not provide an ideal time to fundraise, the online innovation and creativity of our RAISE participants and their ongoing commitment to friend-raising, even when faced with daily challenges, ensured that when the time came to start asking for support online they were extremely well placed to do this. We supported our RAISE participants to ‘flip the script’ and instead of asking what their stakeholders could do for them, we focused on what they could for their stakeholders with a tagline of #RaisingSpirits

Understanding the importance of peer-to-peer learning and knowledge-sharing in our new online world, we created the RAISE Huddles which gave organisations an opportunity to share ideas, innovations, challenges and opportunities in bringing both their programmes and audience engagement online – from creating digital Festivals and reaching new international audiences, to managing paywalls and asking for online donations at point of sale!

Over the subsequent months, organisations became comfortable creating content online and engaging with audiences and supporters in a virtual world. In addition to moving their Festivals and Programmes online, below is a small sample of some of the wonderful innovations that occurred in terms of online content creation and fundraising over the last year.

### Engaging audiences with world-class digital performances

- [Irish National Opera – 20 Shots of Opera](#)
- [Irish Chamber Orchestra – I Create Online Series](#)

### Development of Digital Fundraising Campaigns linked to specific, impactful community and outreach programmes through recurring monthly donations

- [Irish Chamber Orchestra – ‘21 for 21’ Campaign – Digital Fundraising Campaign linked to Sing Out With Strings Programme](#)
- [DTF - DTF Future Stages](#)



Supporting organisations to pivot key programmes for online delivery to reach much wider audiences, democratising access to their work

- [Children's Books Ireland Book Awards in partnership with KPMG](#)
- [Irish Chamber Orchestra's Sing Out With Strings online programme in partnership with AIB](#)
- [The Ark's LIVE FROM THE ARK Digital Programme, supported by RETHINK Ireland](#)

Public Fundraising Campaigns – engaging audiences through emotional, compelling and concept led fundraising drives.

- Dublin Theatre Festival – [2020 Save me a Seat Campaign](#)
- Irish Baroque Orchestra – [25<sup>th</sup> Anniversary Appeal](#)
- Poetry Day + [The Poetry Line](#)

Engaging corporate Ireland through innovative, engaging online partnerships.

- Children's Books Ireland - [Free to be Me](#) Campaign, in partnership with KPMG
- Fishamble: The New Play Company – [Tiny Plays for a Brighter Future](#), in partnership with ESB
- Irish Chamber Orchestra - [Sing out with Strings](#) now has a full dedicated online platform developed with seed funding by AIB

Emotive, messaging and calls to action to your audiences around optional donation at online point of sale.

- COVID RELIEF Fund – [Smock Alley Theatre](#)
- Druid Theatre (donate prompt at all At Home performances) – [Druid At Home](#)

Developing a short film for your audiences and supporters, demonstrating impact, importance and the real needs of your organisation.

- The Everyman Theatre - [116 Days Dark](#)
- accessCINEMA – [Great Audiences Deserve Great Cinema Campaign](#)