

# 8 FUNDRAISING RESOLUTIONS

## FOR ARTS & CULTURAL ORGANISATIONS IN 2022

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**As this New Year gets underway, it's the perfect time to re-evaluate your arts organisation's fundraising strategy and goals for the upcoming year. To help you along the way, the RAISE Programme, delivered by O'Kennedy Consulting on behalf of the Arts Council, has developed 8 Fundraising Resolutions that your arts organisation can make to help you to have a successful and impactful 2022.**

### 1. Get Your Board on Board

Your Board Members are your best connectors, ambassadors and advocates for your organisation. Take some time at the start of the year to make a plan about how they can support your fundraising ambitions. Set some time at your first 2022 Board meeting to ensure Fundraising is on the agenda, and make sure it stays on the agenda for every Board meeting this year!

### 2. Embrace Virtual Events and a Hybrid Model

As we continue to operate in an adapted world, where possible, move events to an online platform instead of calling them off. Congregating, even online, is better than cancelling and a great way to build and sustain relationships with your supporters. And Hybrid events (which take place both online and in-person) offer a creative, flexible, way to increase your donor reach even further. [This](#) article from Plank Design offers advice for arts organisations creating Hybrid events, stating: *"All the virtual experiences that were created over the past year have shown arts and culture organisations that these events can have positive results. But instead of looking at digital events as a replacement for in-person events, we should treat them as complementary."*

### 3. Focus on Your Friends Rather Than Their Funds

Good donor communication and stewardship is vital to long-term fundraising success. Rather than starting the New Year with an ASK, first share recent success stories, demonstrate your impact and most importantly THANK your supporters for making everything you do possible.

### 4. Prioritise the Social Media Platforms That Best Suit Your Needs

Remember, you cannot be all things to all people, and with limited resources, you might struggle to actively engage on the multitude of social platforms out there. Analyse your audiences (review your data!), choose the channels where your audiences/donors are engaging with you most actively and focus on that.

### 5. When the Time Is Right, Do Make the Ask

Even if your plans have been scuppered for a fundraising or an in-person event where you planned to engage with a prospect, don't be discouraged. Why not ask to meet for a virtual coffee or an outdoor catch-up instead and proceed as planned!

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## 6. Make the Most of Email Marketing

Email, though often forgotten in a sea of shiny new communications platforms, is still an incredibly effective way to build a committed audience/supporter-base, nurture donor relationships, and reach your fundraising goals. In fact, organisations are six times more likely to get a click-through from an email than they are from Twitter. And 59% of marketers claim that email is their greatest return on investment (ROI), according to email marketing platform [Emma](#). Check out [this article](#) from our friends at Digital Charity Lab for email best practice for non-profits & charities.

## 7. Ask Not What Your Donors Can Do for You, but What You Can Do for Your Donors

Real and lasting relationships should be mutually beneficial – it's a two-way thing! Think about ways that you can provide support to your donors and corporate partners and ask them how you can help them achieve their goals. There are lots of ways you can communicate with your donors and build a lasting relationship:

- Survey donors/stakeholders or organise one-to-one review meetings.
- Take the time this January to make a phone call and check in with your supporters.
- Host townhall virtual events and let them have their say.

## 8. Get Comfortable with All Things Digital

Jean O'Brien, RAISE Digital Lead, has been doing 'digital clinics', with RAISE Accelerate organisations where she sits down with teams to explore the biggest challenges they have with digital marketing, and the projects they're currently tackling. Jean recommends these useful links for your work with digital:

- Facebook have made a change that is easy to miss but which is hugely significant. You can now [optimise your Facebook Ad campaigns](#) for donations that happen on Facebook: i.e., donations that come through their donate buttons or fundraising pages. This is absolutely huge: you can use their incredibly powerful ad platform, to drive donations through arguably the easiest and most frictionless donation platform that's ever existed.
- In talking to RAISE organisations, a common challenge Jean sees is around reporting and analysing data. Many organisations don't have the time to gather data, aggregate it and interpret it. Custom dashboards and automated reports in Google Analytics will go a long way towards fixing this problem. You can get free, online training in how to set these up in [Google's Google Analytics Academy](#).

Digital Charity Lab builds digital skills in arts organisations, not-for-profits, and for campaigns, with free and affordable learning tools. [Sign up for their emails](#) to get hand-picked resources direct to your inbox, to help you excel in your work with digital.

**There you have it! 8 simple, practical and effective resolutions your arts organisation can make to help you succeed in 2022!**