

arts
fundraising &
philanthropy



Value-led Fundraising

David Johnson, Head of Programme

Introduction

- Concepts around creating values
- Who is doing it well and how?
- Questions



What are your values?

- How do you articulate what your organisational values are?



Your raison d'être

- ‘Why do we exist?’
- ‘because we think what we do is important’



Your raison d'être

- In what ways are we important?
- Who are we important to?
- To what end?
- Who should care? and *why*?



Your raison d'être



The mission statement

1. Purpose

- *Why* your organisation exists & what it exists to do

2. Strategy

- *How* your organisation will achieve its aspirations

3. Values

- *What* your organisation believes in

4. Culture

- The *routines, procedures, policies and behaviour* your organisation adopts to fulfil its *values*

Your core purpose

- Your **vision** is the *difference* you want to make. Your *impact*.
- Your **mission** is your impetus. The *doing* bit.
- Your **values** are the *founding principles* upon which you make decisions that drive your mission and attain your vision. Your heart and soul.



Inspirational leadership

- Simon Sinek's TED Talk on the need for leaders to *inspire* others
- “People don't buy *what* you do, they buy *why* you do it”
- What does this mean for fundraisers?
- People don't give because of *what* you do, they give because of *why* you do it.



Core Purpose

Context

**World
View**

**Develop
your
values
from the
ground up**

**Values in
Action**

**Understand
the human
impact**

**Establish
strategic
experiences
and impacts**

**Core
Purpose**

Over to you

- Now focus on *your* organisational values, and consider the following questions:
 1. Where did your organisational values come from?
 2. How do they inform what you do (be specific)?
 3. Do they feel authentic and unique?
 4. Why do you think they may or may not feel authentic?

Applying a values-based approach

- How does this look in reality?
- Where are opportunities for organisations to develop against both the bottom line and its social impact as a result of this approach?
- Who is doing this well?



Applying a values-based approach



Where is it working?



Where is it working?

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PEOPLE'S HISTORY MUSEUM

RADICALS

PEOPLE'S HISTORY MUSEUM

RADICALS



Where is it working?



What can you do today?

- Think about how you demonstrate your values day-to-day, as an organisation?
- Who is telling stories about your organisation? What do your audiences and donors say about you?
- Could all of your colleagues describe what you do?
- Identify potential funders and donors who have similar values to you



Who is saying powerful things about you?



“...surely the most delightful small museum in England...”



Clive Aslet: Country Life, May 2017



Fundraising through your values



Key Takeaways

- Review how you tell people about your values
- Have a conversation about ethical fundraising
- Review potential donor engagement points across the team
- Think about who else is talking about you and where you capture that
- Seek out supporters who share your values



Arts Fundraising & Philanthropy Resources

Training opportunities across the country:

artsfundraising.org.uk/training/

Blogs written by Programme staff, Fellows, and trainers:

artsfundraising.org.uk/opinion-page/

CultureHive AMA digital resources extended to include arts fundraising

Easter School for Arts Fundraising and Leadership – recruiting now!

get in touch

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