Building Networks and Supporters
Fundraising for Archives
About Activist Group

- Specialists in commissioning and sourcing
- Supporting cross-sector training and support to culture and heritage and beyond.
- TNA ‘In A Spin’, Income Generation, new Strategic Vision
Objectives for today

• Be able to assess more precisely how to influence external networks
• Understand better how to cultivate support from a range of user, volunteer, and community constituencies.
• Have greater confidence about raising the visibility of your service both with internal audiences and senior colleagues to leverage external support.
• Know where to go for best practice guidance from leaders in the sector and case studies
• Take forward a development plan
Our agenda for today

Morning:
1. Prioritising Stakeholders and Understanding their drivers
Coffee Break
2. Getting your Story right
Lunch
3. Generating active support in your community
Coffee Break
4. Developing our own plan
Exercise

How do we feel about this agenda?

Instructions: In pairs, spend 5 minutes finding out about your partner’s enthusiasms & concerns. Find out:

1 dream goal
1 waking nightmare

Be ready to introduce them and report back to the group on what you were told.
1. Prioritising Stakeholders, Understanding their drivers

Where it fits in your strategy
Be clear about your organisational mission and strategy
Think about outcomes
Can we talk about benefits to People as well as Collections?
Analyse, plan review, do…

Where do your networks and supporters come in?

<table>
<thead>
<tr>
<th>Phase</th>
<th>Key Activities</th>
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<tbody>
<tr>
<td>Analyse</td>
<td>The analysis of need, of capacity, assets and resources and market research. Agreeing priority needs with partners. Defining the outcomes to meet those needs.</td>
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<tr>
<td>Plan</td>
<td>Gap analysis, stakeholder engagement, the design of services and service pathways, developing a business strategy.</td>
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<tr>
<td>Do</td>
<td>Implementing your operational plan, delivering to users.</td>
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<tr>
<td>Review</td>
<td>Performance monitoring and reviewing the effectiveness of the strategy. Reviewing and learning from delivery and feedback from users.</td>
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Tools you can use

- Market Research
- Stakeholder Mapping
- Audience Segmentation
- Marketing and Communications
- Customer Relationship Management

Talking to people!
Stakeholder Mapping

Collaborative – Do it together
Proportionate – Goldilocks principle
Iterative – Don’t file it under interesting!
How to map them?

Audience Segmentation:

Think about the characteristics of the users you’d like to reach:
Social
Active
Informed
Busy
Who might help you reach them?
INSERT INFLUENCE/ENGAGEMENT MAP – Handout 2
## Process and outcome

<table>
<thead>
<tr>
<th>Consulting</th>
<th>Co-creating</th>
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<tbody>
<tr>
<td>Based on pre-determined ideas</td>
<td>Working with an open agenda</td>
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<tr>
<td>Inviting feedback</td>
<td>Workshops and planning events</td>
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<td>Using a variety of channels for dialogue</td>
<td>Generating and debating ideas using a variety of platforms</td>
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<td>People feel involved</td>
<td>People feel ownership</td>
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<tr>
<td>Informing</td>
<td>Influencing</td>
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<tr>
<td>One-way communication</td>
<td>Marketing approach</td>
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<td>Providing news and information</td>
<td>Encouraging behaviour change</td>
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<tr>
<td>Delivered as and when necessary</td>
<td>Selling and telling</td>
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<td>People are aware</td>
<td>More tailored communication</td>
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<td>People buy-in</td>
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Handout 3 Case Study – Plymouth History Centre
Exercise – Create a Stakeholder Map

Instructions:

Get into groups of 4. From among your group chose one organisation which is facing a fundraising challenge.

Create a stakeholder map using some of the principles we’ve looked at.

Be ready to report back after 30 minutes
2. Getting your Story Right

Talking the language of decision-makers

How do we talk about what we do?

What are the first things you talk about?

Bring us your elevator pitch.
Bridging the gap

Language gap between subject specialists and decision-makers

What do funders think about first?

Outcomes
Stories
Data and Evidence
The Value of Archives

- Trust in Information and Data
- Enable innovation and creativity
- Protect our memory

- Appraisal and Selection
- Preservation
- Context
- Presentation
- Enabling re-use
Value for Money – The 3 Es

- Economy: minimising the cost of resources used or required (inputs) – spending less;
- Efficiency: the relationship between the output from goods or services and the resources to produce them – spending well; and
- Effectiveness: the relationship between the intended and actual results of public spending (outcomes).
Exercise – In their Shoes

Instructions:

Each group will be assigned a role:

Local authority/HE Director of Finance
Paul Hamlyn Foundation
Corporation

Discuss your concerns and be ready to talk to an archive
Our conclusions

Beware of straying in advocacy
Collaboration rather than management
Iterative process
Talking the language of outcomes
Building Active Support in your Community

Practical tasks not a lecture

Moving beyond advocacy to creating coalitions of the willing
Use Stakeholder Mapping and Engagement
Talk in their currency, eg. politicians
Handout Case Study 2 - BPMA
Working with volunteers

Having a clear strategy
Making use of the evidence of volunteering
Work into role descriptions
Handout Case Study 3 – Gloucester Archives
Working with businesses

Beyond corporate CSR
Using their skills and contacts
From depositors to partners, funders, customers
Handout Case Study 4 – LMA and Standard Chartered
The Voluntary Sector

Not just the beloved heritage groups
Local CVS
Partnership and collaboration
Skills and contacts
Working with higher education

‘Most academics are friendly, and some are even house-trained.’

What’s the research profile for your collections?
Working with postgraduate students and researchers
Evaluating your services
Accessing HE funding streams
Handout Case Study 5 – East Sussex RC
Working internationally

Genealogy
Research synergies
Civic and political associations
Anniversaries
Funding networks and opportunities…

Post-Brexit?
Group Exercise -

Instructions:

Each table to create an engagement plan for either 'politicians', 'volunteers', 'business', 'voluntary sector', 'HE' or other stakeholder group.

Present back to the whole group after 20 minutes
Conclusions

Think about practical actions for people
Talk to your users
Look again at your volunteers
What makes local business tick
Think beyond the uni history department
Improve your evaluation with researchers
Look beyond borders
4. Developing Our Own Plan

Exercise: Create an Engagement Plan

Working in pairs for 30 minutes support each other to identify and map each organisation's priorities:
• Mission/Funding strategy
• Key stakeholders to engage
• Priorities for working with supporters
• Action Plan

Present Back to the rest of the group who are your board of trustees or Management Team!
What tools and resources can we use?

- Get out there and talk to people!
- Learning the basics of stakeholder engagement
- Building your networks
- TNA Guidance Income Generation
- ARA Fundraising for Archives Training
Individual Exercise -

Handout – Developing My Own Plan

Instructions: Spend 10 minutes thinking about how you will:

• Develop your own skills
• Your team skills
• Put your plan into action
• Where you need to go for help

• Tell us what you’ll do next for yourself and your team
Have we covered everything?

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Thanks and keep in touch!

ARA Fundraising for Archives Programme

Let us know about how your plans develop:
info@activistgroup.co.uk

Please complete the TNA Survey!