



The National Funding Scheme

DONATE

END-OF-YEAR REPORT

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EXECUTIVE SUMMARY

This briefing note has been designed to keep you – our key stakeholders and funders – up to speed with developments at DONATE, the digital philanthropy platform launched by the National Funding Scheme on 27 March 2013 as an initial six-month Pathfinder.

It has been fascinating to see the founding theory behind DONATE – that people will give to arts and heritage causes they love, via their mobile device, at the point of emotional engagement – be proven by reality.

Whilst it is still very early days, key insights are emerging (we believe) that will influence the way arts organisations engage with technology and fundraising more broadly, as well as change the nature of the relationship between the arts and heritage sectors and the ‘casual philanthropist’.

None of the insights gained would have been possible without the support of our 11 Pathfinder partner organisations, who were willing to experiment and share their experiences openly for the benefit of the wider sector.

We would therefore like to extend special thanks to the following individuals for their help, support, guidance, insights and critiques: Sandy Nairne, Pim Baxter and Naomi Conway (National Portrait Gallery); Sue Fisher and Emma Black (Science Museum); Rebecca Preston and Peter Warman (Southbank Centre); Philippa Ouvry and Brodie Lyon (V&A); Sally Noonan and Aimee Barnett (Almeida); Aerial Rogers (Baltic); Ajit Singh (Kala Sangam, Bradford); Alexander Sturgis and Marnie Whiting (The Holburne Museum, Bath); Roddy Gauld (Octagon Theatre, Bolton); Lesley Jackson and Abi Cattley (Phoenix Dance, Leeds); Naomi Campbell (Ham House) and Victoria Phillips (Knole).

Further thanks are due to the trustees of the NFS: Robert Dufton (interim chair); Erica Crump; William Makower; Catherine May.

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KEY INSIGHTS

Statistics

- Over the Pathfinder period, 524 donations generated £14.5k (£17.4k including Gift Aid)
- Text donations account for 36 per cent of donations but only seven per cent of their total value
- Web app donations account for 64 per cent of actual donations but 93 per cent of the total value
- A large number of donors – some 62 per cent – have added Gift Aid
- More women than men have donated (57 per cent to 42 per cent)
- Around 75 per cent of donors gave by SMS gave at £5 or £10, rather than the minimum £3 option
- There have been donations of £500 to two different organisations and one of £1,250 (before Gift Aid) to the Huddersfield Contemporary Music Festival
- The mean average for donations is £33, high because of a small number of exceptionally large donations
- 16 per cent of donors have opted to share some personal data

The key statistics offer a fascinating insight into consumer behaviour that is reflected in general market developments. According to the latest available data from trade association the Mobile Operators Association, smart phone ownership in Britain tipped over the 50 per cent level for the first time this year, whilst 49 per cent of people with smartphones used them to access mobile internet services.

Growing confidence in using smartphones for financial transactions appears to be borne out in the ratio of DONATE users giving by routes other than SMS. Smartphone users seem willing to experiment with technology and

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(based on current evidence) donate considerably more than anticipated; 64 per cent of donors gave by web routes (rather than SMS) but contributed 93 per cent of the total value of gifts.

Nor do physical location or regional demographic variations seem to be a disincentive to giving – an interesting insight, given the current debate around the perceived bias of arts funding to London. Furthermore, our recent experience of using DONATE at an awards dinner and auction has proven its value in a live fundraising context, a potentially powerful additional benefit of the platform and an opportunity we intend to exploit.

Other key learnings have been shared in our regular monthly Case Studies and Key Insight reports, which are shared in the [Culturejuice](#) section of the DONATE website. We also produce a regular Technology Update to help development staff keep abreast of emerging mobile and digital trends and how these might have an impact on their fundraising and audience engagement work.

The role of marketing and communications

One of the biggest challenges for DONATE is the lack of promotion that has sometimes accompanied causes within partner organisations.

As with all successful fundraising campaigns, it is the cause not the technology that matters – and causes need to be given appropriate profile and marketed effectively.

Committing resource to this is key and the organisations that have communicated and promoted their causes well have benefited the most. The power of the human ‘ask’ is also critical. Encouraging front-of-house volunteers to actively engage visitors with digital giving, making signage prominent, ensuring staff understand a campaign and how easy it is to give via mobile phone...all these simple steps are long established good fundraising practice.

Creative approaches to signage and messaging

As a multi-platform solution, DONATE offers many easy ways to be effective in the physical and digital domains. Here are some routes organisations have adopted to promote their causes that have proven effective:

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- QR coded T-shirts, with volunteers asking visitors to scan them to donate – making the giving experience more human and interactive
- vinyls on bar tables, beer mats, pop-up banners – capturing people at moments of recreation and relaxation
- signs on easels and garden benches, in bathrooms and elevators – capturing people at moments of pause and reflection
- email auto-signatures, e-newsletters and mailshots
- season programme booklets
- embedded in video clips, on cinema screens and TV monitors
- a DONATE button on home pages/Support Us web pages as the main mechanism for capturing online donations

The effectiveness of DONATE as a live fundraising tool was proven at a charity awards dinner in late November.

For the event, the NFS produced business cards (featuring the charity's unique QR and SMS codes and web addresses) for each place setting. We also provided a live feed and screen that showed donations in real time.

DONATE-branded volunteers were on hand with iPads and laptops to assist donors and encourage more giving and the event generated over £9,000 in an hour, as well as instantly capturing significant levels of Gift Aid.

The event is the subject of the National Funding Scheme's next case study (January 2014) and provides powerful evidence of the role technology can play in a live fundraising context.

GEOGRAPHICAL AND ART FORM REACH

Including our Pathfinders, more than 180 organisations have registered to adopt DONATE. They are listed below, with the latest registered organisation appearing first. Prospective DONATE partners now cover all of mainland Britain and beyond. We expect the pace of take-up to increase exponentially with the launch of self-serve (*see below*).

The organisations marked in **bold** overleaf are already live with DONATE. We also now embrace every discipline from performing and visual arts, craft and design, digital and new media, historic houses and heritage sites.

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List of registered DONATE partners

National Dance Company Wales	Cardiff
The Film Agency for Wales	Cardiff
City of Edinburgh Council Museums and Galleries	Midlothian
Welsh National Opera	Cardiff
The Arches	Glasgow
National Theatre Wales	Cardiff
UpClose Productions London	London
Chapter (Cardiff) Ltd	Cardiff
Theatr Iolo	Cardiff
Theatr Genedlaethol Cymru	Carmarthenshire
Savoy Theatre Monmouth	Monmouthshire
Royal College of Music	London
The Charterhouse	London
Quay Arts	Isle of Wight
Artichoke	London
Déda	Derbyshire
Sampad South Asian Arts	West Midlands
Liverpool and Merseyside Theatres Trust Ltd.	Merseyside
The Marine Theatre	Dorset
Nottingham Playhouse	Nottinghamshire
Red Dog Production Company	Gloucestershire
City Music Foundation	London
darts (Doncaster Community Arts)	South Yorkshire
Scottish PEN	Edinburgh
argyll sutherland highlanders museum	Stirling
William Morris Gallery	London
Community Arts North West	Greater Manchester
The European Union Youth Orchestra	London
Stills	Midlothian
MIMA	North Yorkshire
Plymouth Arts Centre	Devon
The Foundation for Community Dance (FCD)	Leicestershire
Kneehigh Theatre Trust Ltd	Cornwall
The Strawberry Hill Trust	London
National Children's Orchestras of Great Britain	Somerset

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Edinburgh International Science Foundation	Midlothian
Fevered Sleep	London
Museum of London	London
Auckland Castle Trust	Durham
Bristol Museums Development Trust (BMDT)	Bristol
Huddersfield Contemporary Music Festival (hcmf)	West Yorkshire
Northern Print	Tyne and Wear
The Hepworth Wakefield	West Yorkshire
University of Edinburgh	Edinburgh
Caithness Horizons	Highlands
Centre for the Moving Image (Filmhouse &	Edinburgh
The Pier Arts Centre	Orkney Islands
NMC Recordings	London
Jacksons Lane	London
Fabrica	East Sussex
Studio Voltaire	London
The Holburne Museum	Somerset
Gairloch Heritage Museum	Highlands
Wheal Martyn Trust	Cornwall
Herschel House Trust	Somerset
Cumbria's Museum of Military Life	Cumbria
The Geffrye Museum	London
Britten Sinfonia	Cambridgeshire
London Sinfonietta	London
National Galleries Scotland	Edinburgh
Ely Cathedral	Cambridgeshire
Superact	Somerset
Glasgow Life	Glasgow
National Museum of the Royal Navy	Hampshire
National Library of Scotland	Midlothian
Horniman Museum and Gardens	London
Lancaster Priory & Parish Church	Lancashire
Pallant House Gallery	West Sussex
Battersea Arts Centre	London
Friends of the Victoria Art Gallery, Bath	Somerset
National Museum Wales	Cardiff

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National Trust for Scotland	Edinburgh
Ex Cathedra	West Midlands
Bath Festivals	Somerset
Making Music	London
Lichfield Cathedral	Staffordshire
English National Ballet	London
Drake Music Scotland	Edinburgh
Bishopsland Educational Trust	Oxfordshire
Aurora Orchestra	London
London Bach Society	London
Headlong Theatre	London
The Bach Choir	London
Bloomsbury Festival	London
Blackpool Grand Theatre	Lancashire
Milap Festival Trust (known as Milapfest)	Merseyside
Friends of the Flaxmill Maltings	Shropshire
Junction Arts Ltd	South Yorkshire
World Monuments Fund Britain	London
The Quilters Guild	North Yorkshire
All Saints Kingston Development Trust	Surrey
The British Library	London
The Jewish Museum London	London
Kent Music	Kent
The Norwich Historic Churches Trust Ltd	Norfolk
The Royal Court Theatre	London
Birmingham Royal Ballet	West Midlands
Haslemere Educational Museum	Surrey
Black Country Living Museum	West Lothian
Theatre Royal Bath	Somerset
Gate Theatre	London
York Theatre Royal	North Yorkshire
York Museums Trust	North Yorkshire
Royal Academy of Dramatic Art	London
IWM North	Greater Manchester
Clockmakers Museum	Cheshire
London Transport Museum	London
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Fuel	London
Diocese of London	London
IJAD Dance Company	London
Timespan	Highlands
The Fruitmarket Gallery	Edinburgh
Royal Albert Memorial Museum	Devon
The Prince's Foundation	London
National Museums Liverpool	Merseyside
Northern Ballet	West Yorkshire
Streetwise Opera	London
NHM	London
City of London Sinfonia	London
National Army Museum	London
Sound and Music	London
Awards for Young Musicians	Bristol
Extant	London
Derbyshire Literature Festival	Derbyshire
International Centre for Life Trust	Tyne and Wear
City of London Choir	London
Earthfall Dance	Cardiff
Petersfield Museum Limited	Hampshire
Mind the Gap Theatre	West Yorkshire
Shape	London
Hampstead Theatre	London
Birmingham Hippodrome	West Midlands
Art Gene	Cumbria
Turner Sims (part of University of Southampton)	Hampshire
Wiltshire Museum	Wiltshire
Worcester Cathedral Music Foundation	Worcestershire
Glyndebourne Arts Trust	East Sussex
The Pen Museum	West Midlands
Arts Educational Schools	London
UNICORN THEATRE	London
LIFT (London International Festival of Theatre)	London
Albatross Arts Project T/A Geese Theatre Co.	West Midlands
Hofesh Shechter Company	London
Theatre by the Lake (Cumbria Theatre Trust)	Cumbria

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Ffotogallery	Cardiff
FACT	Merseyside
Lauderdale House Society	London
Derby Theatre	Derbyshire
The Royal Institution	London
Z-arts	Manchester
Contact	Manchester
Eisteddfod Genedlaethol Cymru/National Eisteddfod	Cardiff
20 Stories High	Lancashire
Camden Arts Centre	London
The Bush	London
Freud Museum London	Hertfordshire
Riverside Studios	London
The Nuffield Theatre	Hampshire
Wallace Collection	London
First Movement Limited	Derbyshire
Ikon Gallery	Birmingham
LAMDA	London
National Youth Theatre	London
House of Illustration	London (from 2015)

NATIONAL ROLL-OUT PLANS

The viability of DONATE has always been predicated on achieving scale, with as many arts and heritage organisations as possible adopting the platform. This is only possible by automating the process, which has required significant investment in back-end technology.

Thanks to funding from a number of trusts and foundations but particularly from Creative Scotland, we are about to complete the development of a self-service system. NFS staff will continue to conduct manual and legal checks and grant the necessary approval processes but self-serve will rapidly increase the take-up of DONATE and make it easy for any registered charity in the arts and heritage sector to go live with the platform.

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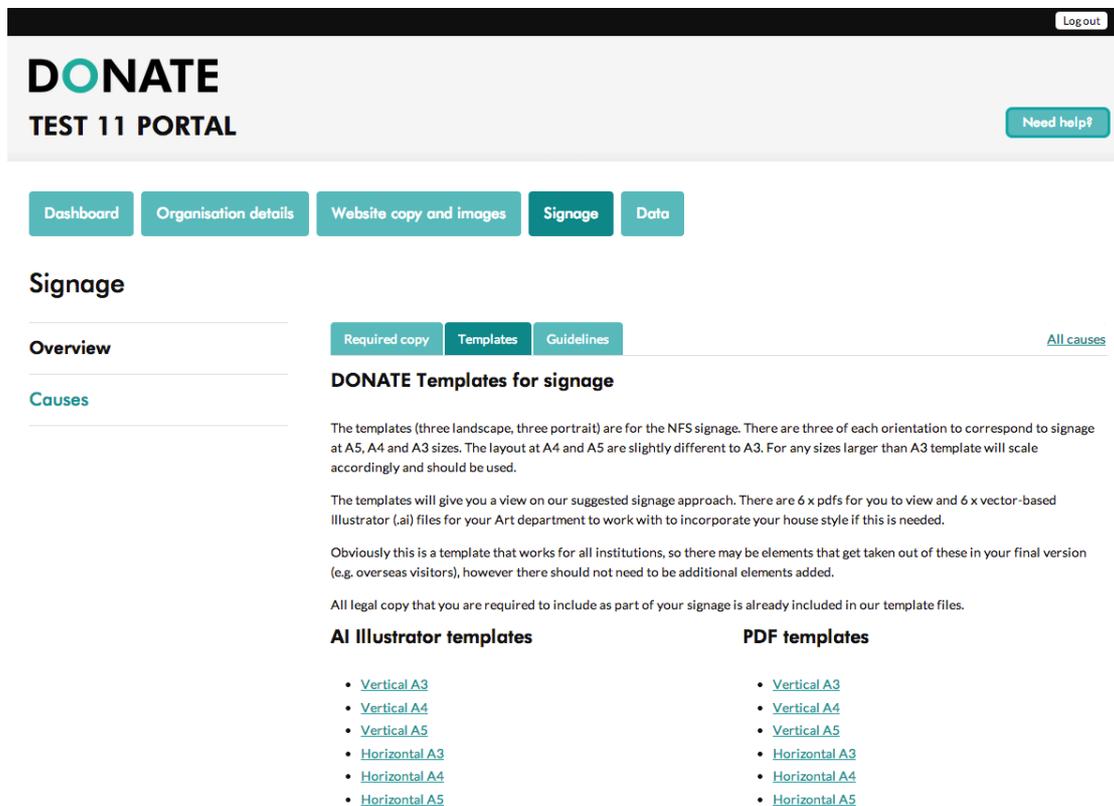
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With self-serve, organisations will be able to create their own DONATE account, launch and edit their causes, send personalised ‘thank you’s to donors (including audio, stills and video clips) and monitor donations in real time. They will also be able to generate their own signage and digital elements, including QR and cause codes, make immediate contact with donors (subject to opt-in data) and edit all images and text.

The system will launch in late January 2014, at which point we anticipate exponential growth in terms of the number of partners using the system, the number of causes being promoted and the money being raised. Two examples of pages from the self-service suite can be seen below:



Above: an example of a page from the DONATE self-serve portal, enabling any organisation to produce physical signage

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- Dashboard
- Organisation details
- Website copy and images
- Signage
- Data

Signage

Overview

Causes

test

Below you'll find all the cause specific information needed for your signage.

Cause code	e651d7
Cause URL	http://nfs2.dev/e651d7
Cause language URL	http://nfs2.dev/e651d7/language

Cause QR code:



- [Download as a EPS](#)
- [Download as a PNG](#)

If you're using NFC please tell us how many chips you require

Number of chips Estimated cost £ [Request chips](#)

Code snippets

Above: the DONATE self-serve portal allows organisations to generate their own QR and cause codes with minimum intervention from the NFS team

FUNDING

The realisation of the National Funding Scheme would not have been possible without the financial support of our early funders. We would once again like to thank formally: Nesta and the Office of Civil Society (Cabinet Office); Arts Council England; Creative Scotland; Garfield Weston Foundation; Paul Hamlyn Foundation; Paul Ruddock Foundation; Royal Society of Arts, and a number of private individuals.

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We set a budget in year one of £400,000 and we were delighted to raise this amount, which allowed for the creation of the charity, the DONATE brand, the appointment and salary of the chief executive and supporting team, and all the other areas required to enable a scheme of this scale and ambition off the ground. Along the way, we have been supported by a range of individuals who have given freely of their time, effort and expertise – for which we are immensely grateful.

Self-sustainability was a pre-condition of setting up the charity and this is achieved by charging 4 per cent on each donation. Our determination, when we reach scale, is to lower this. We cannot say for certain when we will reach this point but the self-serve mechanism is critical to achieving it.

***Report: Paul Cutts – Chief executive, National Funding Scheme
24 December 2013***

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