

DONATE from the National Funding Scheme

CASE STUDY:

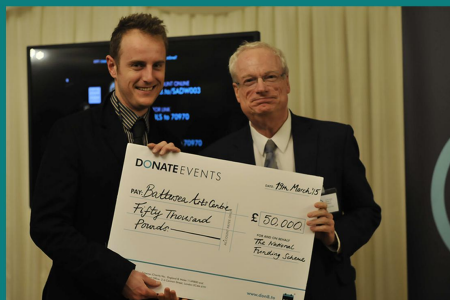
Battersea Arts Centre Fire Appeal

Campaign Codes

Don8.to/
BAC012

Text (std
text charge):
BACPHOENIX
to 70970

Visit:
www.bac.org.uk



Lord Chris Smith of Finsbury, patron of the National Funding Scheme, presents Kane Moore of Battersea Arts Centre with the first £50,000 of funds raised by the public following the fire on March 13th.

As of the end of March, DONATE from the National Funding Scheme has raised in excess of £78,000 in mobile & online donations for Battersea Arts Centre.

Comms activity leading to this successful fundraise include:



DONATE team leading and directing campaign launch and comms activity



Immediate & ongoing use of Twitter and social media

NFS - DONATE
@NFSUK
Over £55,000 raised since the fire at @battersea_arts
Please show your support - Text BACPHOENIX to 70970 #BACphoenix #donate
2:00 PM - 17 Mar 2015 · City of London, London, United Kingdom



Continuous updates on BAC's DONATE funding page identifying funds raised in real time



Broadcast coverage on TV channel London Live on Sunday 15th (lunchtime news) (see <http://vimeo.com/122621915>)



Awareness raising efforts through Twitter to celebrities and influencers

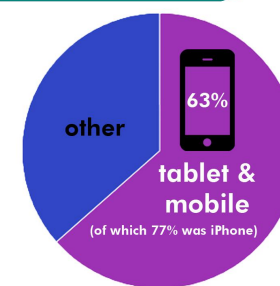
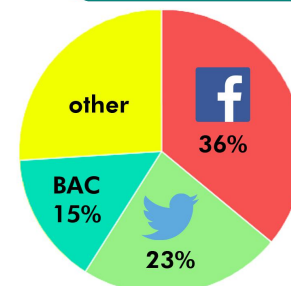


Updates to BBC and other press outlets on campaign momentum

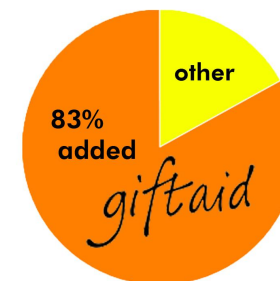


Agreement from South West Trains to announce the campaign codes as trains pass Battersea (also on SWT Twitter and Website)

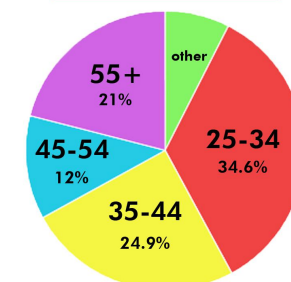
Incoming Traffic



Data and Gift Aid



Age Profile (567 donors)



£31.81
average
donation
incl.
giftaid

Kane Moore, Senior Development Manager at the Battersea Arts Centre said:

“

DONATE have been extraordinary. Not only working with us in regularly tweeting out & adapting copy as the campaign developed but also organizing a studio interview with London Live which went out live on Sunday 15th March.

In addition Battersea Arts Centre are extremely grateful for the generosity of the National Funding Scheme in capping their fees so the maximum possible amount is being donated to us.

It is great to see Battersea Arts Centre's supporters, from artists to audiences to local residences, getting behind us in such a significant way.

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