



## Case Study: Battersea Arts Centre

17<sup>th</sup> March 2015



Campaign title	Save Battersea Arts Centre - <a href="https://don8.to/BAC012">don8.to/BAC012</a>
Type	Emergency public appeal
£ raised to date	£61,035
Average donation	£29 (including Gift Aid) via web channel
Gift Aid	81% donors added GA
Donor data	65% shared contact details
Rate of donation	33 donations per hour on average

### The Cause

On Friday 13th March a major fire at Battersea Arts Centre destroyed the Grand Hall and Lower Hall, spaces that have been shared and enjoyed for 120 years and housed so much of the Centre's work to serve the local community, artists and audiences.

### The Appeal

Due to the flexibility of the digital platform and quick-thinking at both BAC and NFS on Friday evening the campaign was launched before the fire engines had put out the flames. Key features of the campaign handled by both teams were:

- NFS set up a unique text code which took donors straight to the BAC fundraising web page (text **BACPHOENIX** to 70970 or visit [www.don8.to/BAC012](https://www.don8.to/BAC012)).

# DONATE



Registered Office: 2-6 Cannon Street London EC4M 6YH

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- Immediate and ongoing use of Twitter and social media by BAC and NFS.
- Continuous updates on BAC's DONATE web page identifying funds raised in real time.
- Updates to BBC and other press outlets on campaign momentum.
- Awareness raising efforts through Twitter to celebrities and influencers.
- Broadcast coverage on TV channel London Live on Sunday 15<sup>th</sup> (<https://vimeo.com/122621915>).
- Agreement from South West Trains to announce the campaign codes to commuters.
- Local MPs have given press interviews & the Secretary of State for Culture visited.

### The Organisation's perspective

The National Funding Scheme and their campaign to help us raise funds has allowed us to draw something hugely positive out of the devastating fire at Battersea Arts Centre on Friday 13<sup>th</sup> March. Not only did the DONATE team suggest that we launch a national campaign to raise funds but, whilst we were dealing with the immediate logistics, they took the initiative. Within one hour of their original call the cause was live, linked to our website and ready to receive funds. The first hour saw over £1,500 donated and within twelve hours this had grown to £10,500. Two days later and over 1,600 people have donated close to £50,000 – an incredible response, with gifts from £5 to £5,000. Beyond donations, people have made so many generous offers of support, from free office space to venues that we can use to house our Grand Hall shows. A traditional emergency fundraising campaign using volunteers with donation buckets might have resulted in £5-10,000 in donations; at £50,000 in less than 3 days the National Funding Scheme has moved us to a completely new level.

### The Learning

- The speed at which the campaign was set up was crucial to its success.
- BAC trusted and authorized NFS to set up a campaign on their behalf.
- Proven that donating via mobile phone/tablet enables immediate donations.
- Tapping into the immediacy of emotion is key for a mobile giving platform.
- Promotion of the web channel over the £5 text option resulted in:
  - x3 higher average donation
  - greater percentage of Gift Aid added to donations
  - high level of shared donor data
- Battersea Arts Centre were able to download live donation reports.
- An automated thank you message went out with every donation made.
- NFS is flexible mobile platform which seeks to support all cultural charities.
- NFS encourages all charities to sign up and make use of this free resource.

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