

Report Purpose:

Silk Museum Proposal

Author:

Town Clerk and Events Officer

Background

The Trust has been successful in fundraising from public bodies, trusts and foundations for capital projects. We have seen a step change in restricted funds but are not reaching the full potential of individual giving.

The trust are seeking funding for contactless donations devices and training to encourage visitors to make donations by card. In a time when people carry less cash, this would mean there are strategically placed machines where donations can be easily made by phone or card with a tap. This works very well in other museums and would hopefully mean the footfall from visitors could be turned into revenue.

The training would be to support the staff who lack confidence and understanding in 'making the ask' and 'telling our story' to encourage donations. All staff, volunteers and trustees urgently need training support to understand how we can improve, expand and test new ideas in this area of fundraising – as a central part of our business model.

Impact:

1. Visitors experience a quick and simple way to make contactless donations across the Mill and Museum site
2. Decline in visitor donations is reversed and donations per head increase from £1 to £5 per head, so that first phase income target of £35k is reached by March 2025
3. Staff, volunteers and Trustees understand and are confident in:
4. creating and framing our visitor ask in a dynamic and relevant manner
5. designing creative and engaging individual fundraising campaigns around target audiences and know how to review effectiveness
6. thinking creatively when targeting audiences and donor engagement during the donation process
7. Communications and messaging are effective and agile in boosting donations in a range of different environments in the Mill and the Museum
8. Deeper understanding of audiences informs fundraising campaigns and communications; fundraising campaigns are powerful, stimulating, emotional and engaging for donors
9. Percentage of repeat visits increases; conversion rate of visitors to Members and Donors increases

Proposal

The Trust has applied for funding for 2 devices from Heritage Compass Business Support and is seeking possible funding from Macclesfield Town Council are a further one.

The request is as follows:

1 x Good Box Podium with cashbox, battery and artwork = £2050 + VAT = £2460

12-month service fee = £150

Total £2610

The device is a one off cost. We would ask that the Silk Museum supply regular donation information so it can be evaluated. If the scheme is unsuccessful, we would ask that the device be relocated to potentially another charity or venue.