INVOLVING ARTISTS IN FUNDRAISING

SUE DONNELLY EXECUTIVE DIRECTOR
SARAH GILCHRIST HEAD OF DEVELOPMENT
OVERVIEW

Background to Belvoir

Relationship with artists

Expectations of artists
BRIEFING THE ARTISTS

Dossier

Reasons

Over exposure

Rules of the house
CASE STUDY
MUSIC PERSPECTIVE
PINCHGUT OPERA
SUPPORT OUR MAESTRO
To expand the reach of Pinchgut Opera’s philanthropy into new communities of potential donors and to increase support from existing donors.
PLUS 1 CAMPAIGN

GOAL: $120,000

SUPPORT ARTISTIC DIRECTOR POSITION
CASE STUDY - PINCHGUT OPERA

TIMELINE JAN - JUNE

1. COMMUNICATING THE ASK
2. CAMPAIGN ACTIVE
3. MAJOR DONOR ASK
# CASE STUDY - PINCHGUT OPERA

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<th>1. COMMUNICATING THE ASK</th>
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<th>3. MAJOR DONOR ASK</th>
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<td>TESTAMONIALS FROM ARTISTS</td>
<td>EDM OUT TO OUR BASE</td>
<td>KEY CULTIVATION AND PRIVATE EVENT FOR ONE MAJOR DONOR</td>
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<td>CREATION OF A VIDEO</td>
<td>SERIES OF EVENTS (SOIREE) HELD AT BOARD MEMBERS HOMES AND OTHER CONTACTS INVOLVING ARTISTS</td>
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<td>SOCIAL MEDIA ACTIVATED</td>
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“An investment in Pinchgut Opera is surely an investment in the enrichment of the cultural fabric of Australia for now, and for generations to come.”

Helen Sherman - Mezzo Soprano
https://www.youtube.com/watch?v=z1Thha_eO4&feature=youtu.be
OUTCOMES

TARGET REACHED  - OVER $120,000 SECURED

ARTISTIC DIRECTOR ON THREE YEAR CONTRACT

MAESTROS CIRCLE LAUNCHED

DEVELOPMENT SUBCOMMITTEE ESTABLISHED
Question

How would you retrieve a bad situation involving artist?