



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

1. COMMUNICATING THE ASK

TESTAMONIALS FROM ARTISTS

CREATION OF A VIDEO

2. CAMPAIGN ACTIVE

EDM OUT TO OUR BASE

SERIES OF EVENTS (SOIREES) HELD AT BOARD
MEMBERS HOMES AND OTHER CONTACTS INVOLVING
ARTISTS

WEBSITE

SOCIAL MEDIA ACTIVATED

3. MAJOR DONOR ASK

KEY CULTIVATION AND PRIVATE EVENT FOR ONE
MAJOR DONOR

“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=z1Thh-a_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?

