

# Fundraising as an Individual Artist – Top Tips

Prepared by Arts Fundraising & Philanthropy



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## 1) Write a Case for Support!

What is a Case for Support?

Well, it forms the basis of all donor communications and articulates your need to anyone who is advocating for your work.

In its simplest form a Case for Support articulates:

- Who you are?
- What you want to achieve?
- Why people should support you in achieving that goal?

It is most powerful when it:

- Has a clear budget
- Is tailored to the type of people you think you'll approach for funds
- Has simple messaging, distinctive, and eye-catching language.

A traditional Case for Support might include the following headings:

- Project need
- Project urgency
- Objectives
- History and track-record
- The implications of failing to raise funds

- A direct ask of the donor – how can they help?

At *Cause4*, when we think about telling stories about our work, we often articulate it with three drivers:

- The Head – something intellectual for the funder to engage with, stats and figures to verify what you are saying
- The Heart – an emotional response that strikes a chord with the funder
- The Hand – a physical call to action

## 2) Fundraise Strategically

Developing a strategic approach to applying for funding is key. With a range of different types of funding streams available, prioritising where to focus efforts is key to leveraging support. Key components of a fundraising strategy might include:

**Context:** why is there a need for your work right now, and how can this inform your argument as to why it should be supported by a funder, and build its Case for Support

- Covid-19
- Social movements and campaigns
- Significant political and economic challenges

**Fundraising Proposition:** What is the key message behind your fundraising? Why now is the time for your practice to grow and develop, especially in light of the current need outlined in the context section above.

**Fundraising Targets:** what you hope to achieve in your fundraising period (usually three-five years). How much money do you aim to have raised by the end of this period? How will you achieve this?

## 3) Prepare before approaching funders

- Always try and contact a funder before submitting an application to them
- Be very clear that your project fulfills their criteria
- Check your application multiple times and ask your peers to check it too. Are there any inconsistencies? Is it clear what you do and want to do to someone who may not be familiar with it? Is it convincing and persuasive?
- Make sure that your messaging is cohesive and makes it clear that you accept and work with donations.

Try to remember that a funder may not have the same enthusiasm as you about your work, and as such it is essential that they understand its importance and value.

#### Different funders:

- 1) **Statutory Funders** (e.g. ACE, National Lottery Heritage Fund)
- 2) **Trusts and Foundations**

What are they looking for:

- Matching their ambitions for the fund
- Addressing a need/stated priority area
- Impact on beneficiaries – showing evidence
- Professionals/qualified to carry out work
- Credibility/track record
- Efficient & effective
- Value for money
- Interesting and innovative
- Personal contacts

#### 4) **Adapt your fundraising to the world around you**

Funders priorities have changed drastically since the crisis, so the way you present your work should adapt to this.

What has changed since Covid-19?

- Statutory Funders are looking to support Covid-19 frontline recovery
- Trusts' endowments are decreasing in value
- Emphasis on 'place-based' funding
- Concerned about distributing resources nationally
- Work that is difficult to reach or fund through conventional fundraising
- Keen to see evidence of impact articulated
- Evidence of partnership and collaboration
- Sustainability beyond the life of the grant

#### 5) **Think about what other funding streams you might use**

It is easy to just think of fundraising as writing applications and approaching funders, but it's important to think about other ways you can raise money.

**Individuals?**

- Donation buttons
- Social media fundraising

- Digital tipping
- Crowdfunding

How can your communications be improved to grow fundraising? For example, clear messaging; that you are known publicly to be supported by donations or funding; and that any online collateral supports this message.

**Corporates?**

- What can you offer businesses to create a mutually beneficial relationship?
- Who might you like to align your work with?

Further reading: [Write a winning funding bid](#)

Read more about storytelling in this [Arts Professional Article](#).

[Tell your story and make your case heard](#)

[Fundraising Fundamentals](#)

## Some grants for individual artists:

[The Fleabag Fund](#) for theatre industry (small crisis) – opens again 1<sup>st</sup> April

[Actors Benevolent Fund](#) – ongoing open call for those who are experiencing financial hardship

[Visual Arts Funds](#) – a comprehensive list put together by the Paul Hamlyn Foundation

[Arts Council – Developing Your Creative Practice](#) – to take your work to the next level. Not currently open but will open again later in Summer

[National Lottery Project Fund](#) – ongoing applications

[Artists/Musicians Coronavirus Relief](#) – up to £200

[GOV.UK – Self-Employment Income Support Scheme Grant – Extension](#) - self-employed individuals who are impacted by reduced demand – fourth grant open end of April

[The Directors Charitable Foundation – Directors Support Scheme Grant](#) - short-term support for all stage, screen, games, music video and commercials directors who have been affected by Covid-19.

[The Theatre Artists Fund](#) - theatre professionals who are in need of urgent and critical financial support, open for a fifth round

[Equity Charitable Trust – Coronavirus Welfare Support](#) - all freelance professional performers and those who work in the theatre profession on a freelance basis

[The Theatrical Guild](#)

those who work in backstage or front of house positions, directors and assistant directors.

[The Royal Variety Charity](#) - people working professionally in the entertainment industry and experiencing financial hardship.

[The Turbine Theatre – Funds for Freelancers Crowdfunder](#) - actors, creatives, ushers working in theatre.

[Acting For Others](#) – emotional and financial support to theatre worker

For further information please get in touch:

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