

Is philanthropy in your DNA? Becoming a fundraising organisation



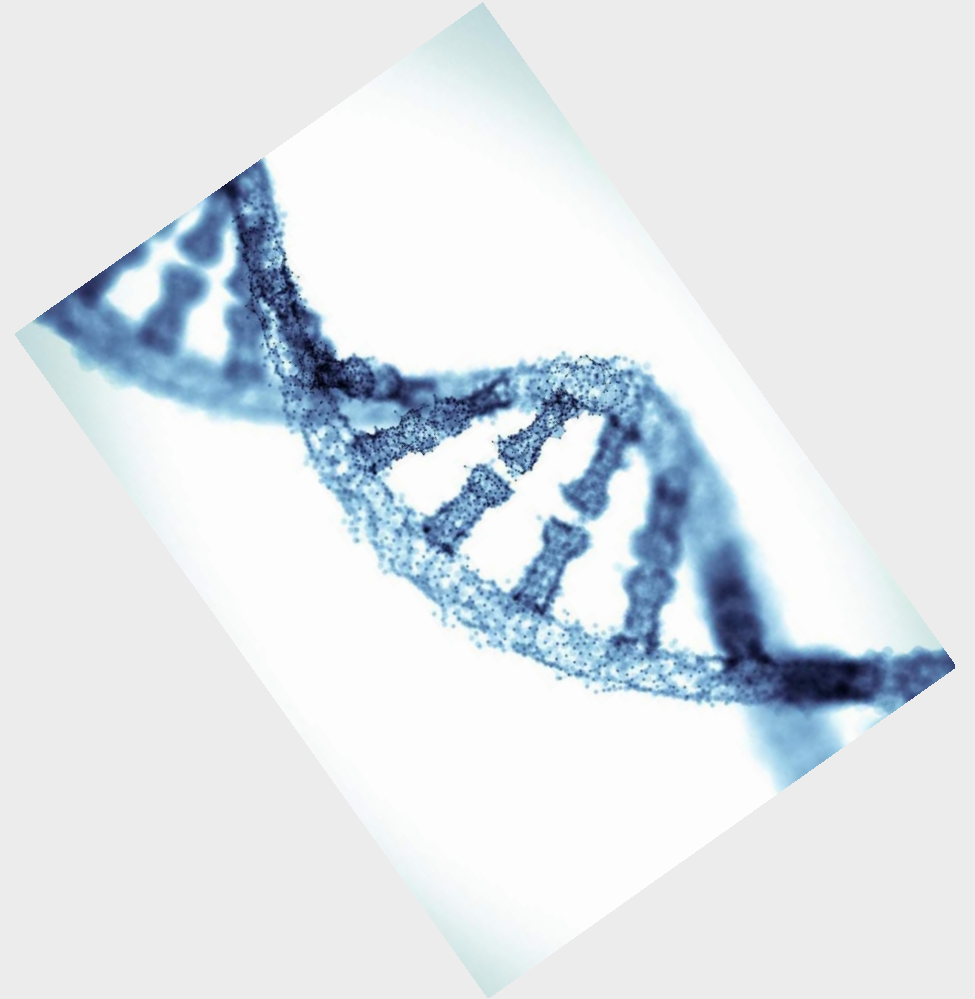
KIRSTY MACDONALD
Royal Academy of Music

CHRIS WEBBER
Royal Academy of Music

bbcon[®] 2018

What is DNA?

Fundamental and distinctive characteristics or qualities of someone or something, especially when regarded as unchangeable'



We are aiming to become a fundraising organisation.

- Fundraising not just a 'bolt on'
 - Building a culture of philanthropy
 - Developing 'margin of excellence'
-
- Home truths, pitfalls and high points



VISION, PEOPLE AND TECHNOLOGY





VISION

- It comes from the top
- Advancement as a driver of change
- Mandate from the start
- Don't underestimate organisational change
- Colleagues need to see and feel the benefits of philanthropy





PEOPLE

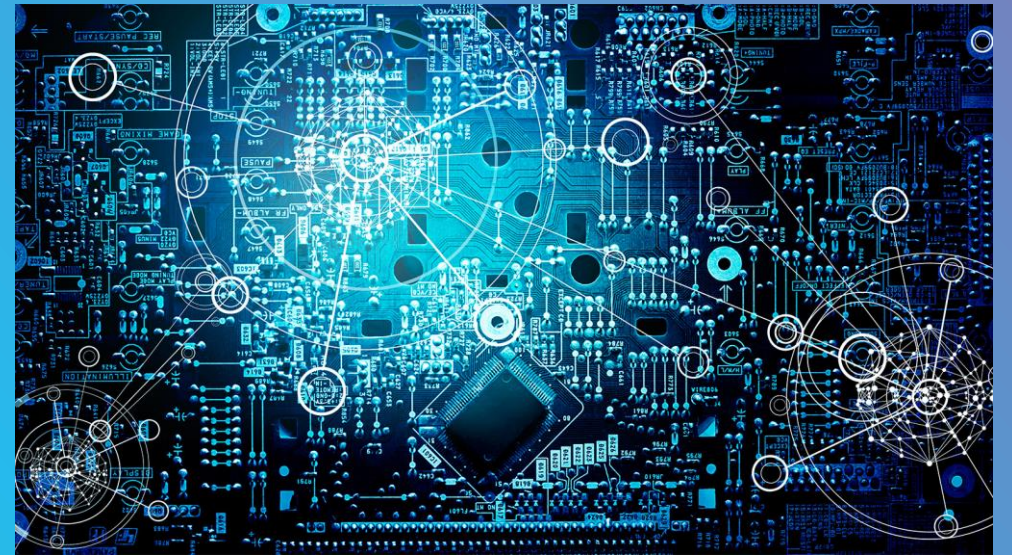
- ‘How to Make Friends and Influence People’ – managing your own PR
- Building trust is vital
- You can’t do enough internal consultation
- Not everyone wants to be more efficient
- Futureproofing is vital
- You’ll never be a prophet in your own land

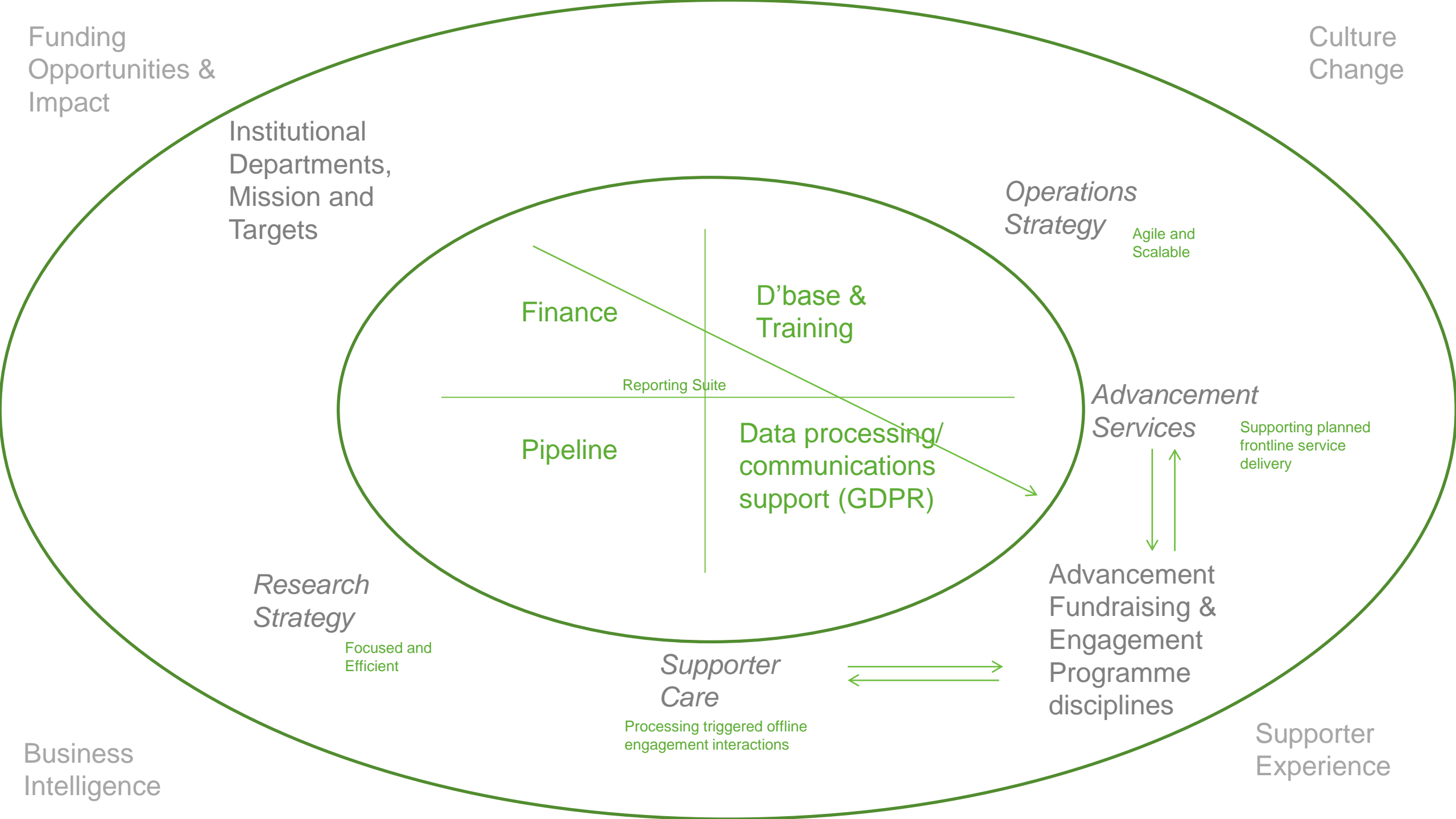




TECHNOLOGY

- Technology is an enabler, not a driver
- Technology as an ecology
- Jargon-busting
- Scalability







THE PURPOSE OF DESIGNING THE INFORMATION... ORDER OF OUTPUTS



1: Campaign Pyramid



2: Pipeline Forecast



3: Gift Opportunity
(in our first effort this is the Awards Programme in Student Support)



4: Fundraiser/
Programme/ Project
specific reports

Systems Change: Building the eco-system to report and understand the story



THANK YOU!

bbcon[®] 2018

