



## Diversify Your Income– Programme Information

Share Museums East & Museums Development East Midlands are delighted to be working with Arts Fundraising & Philanthropy to run a *Diversify Your Income* programme in Autumn 2021.

**Programme Aim:** This support will allow museums and heritage sites across the East of England and the East Midlands to explore and launch new income streams, with support through training and coaching, enabling them to become more resilient organisations.

The intensive programme will allow **6 organisations from each region** to benefit from hands on support as they diversify their income, incorporating:

- **Group sessions:** three two-hour workshops focussing on (1) setting goals for the programme, (2) developing pitching and communication skills, and (3) a concluding presentation on progress to key stakeholders.
- **Coaching:** each participant will access two one-hour coaching sessions with an expert in their new area of income, benefitting from guidance, knowledge sharing and a sounding board for new ideas.
- **Network building:** support and advice between group sessions through a moderated Slack group, allowing participants to share successes and challenges and build a supportive network in the region.
- **Training:** a programme of eight two-hour workshops on specific topics around income generation, presenting key theory and case studies and allowing for discussion on practical application. Training dates and topics are:
  - **Introduction to Fundraising** – 15<sup>th</sup> September 2-4pm
  - **Digital Fundraising Campaigns** – 23<sup>rd</sup> September 10am-12noon
  - **Writing Great Applications** – 6<sup>th</sup> October 2-4pm
  - **Online Ticketing** – Week commencing 18<sup>th</sup> October
  - **Launching an E-Commerce Offer** – Week commencing 8<sup>th</sup> November
  - **All Things Shop** – 18<sup>th</sup> November ,10am – 12noon
  - **Maximising Income from Hires** – 1<sup>st</sup> December 2-4pm
  - **Trustees Supporting Income Diversification** – 16<sup>th</sup> December 10am–12noon

The above regional training will have ringfenced spaces for all participating organisations, and we would encourage museums to sign up for the sessions most relevant to their action plans in this area. For the full training programme outline [please click here](#).

This programme has been designed in response to feedback through the [Organisational Health Check 2020](#) and the [Annual Museums Survey](#), to support museums in their priority areas of recovery from the pandemic.



The programme will run from September 2021 to January 2022, with an expected time-commitment of 1 day per month. Additional work will be required to apply learning to active income diversification between sessions. We require all participating organisations to attend the three programme meetings:

- Programme meeting 1 - Wednesday 8 September 2-4pm
- Programme meeting 2 –Wednesday 3 November 2-4pm
- Programme meeting 3 –Wednesday 12 January 4-6pm

#### **Who is eligible:**

To be eligible to apply to this programme you need to be from an Accredited museum or currently working towards Accreditation. It is aimed at organisations with 5 or less staff, or completely voluntary, although we do welcome applications for a wide variety of museums.

#### **How to apply:**

After reviewing your availability to take part in the key programme dates, please complete the [Expression of Interest form](#) and return by the **16<sup>th</sup> July**. For more information, please contact [Sarah.Hartshorne@leics.gov.uk](mailto:Sarah.Hartshorne@leics.gov.uk)