

Fundraising Strategy Consultant

Role: Develop Fundraising Strategy for Tiverton Museum of Mid Devon Life
Budget: £4,167 plus VAT (to include all associated costs)
Status: Freelance Consultant
Reporting to: Pippa Griffith, Museum Director
Period of contract: Fixed term, to be completed by 20/12/2024

Introduction

This brief sets out the requirements for producing a Fundraising Strategy for Tiverton Museum of Mid Devon Life to guide future fundraising from grant giving Trusts, suggesting platforms for engaging corporate and individual donors. The priority is to guide fundraising for future capital work, however we also need to maintain revenue income too.

1. Background

1.1 Tiverton Museum is a vibrant, award-winning and much-loved museum that provides extensive displays on the history of Mid Devon; a lively events programme, including temporary exhibitions, guided walks, talks, holiday craft activities and lots more. The museum contributes to the local economy as a key visitor attraction and works closely with its local community. We offer a range of activities for schools and families and are an important resource in an area where poverty and geographical factors increase the risk of isolation. The museum makes it possible for teachers and parents to access good quality learning opportunities outside the classroom. We also provide a successful reminiscence service for older people in care and residential homes, and a monthly memory group based at the museum. The museum runs the town's Tourist Information Service and is engaged with plans to develop tourism within Mid Devon through a new venture Visit Mid Devon.

1.2 Tiverton Museum has secured a National Lottery Heritage Fund grant, for a project 'Strengthening our foundations; building our future'. The overall project includes essential development work to strengthen the organisation's resilience and determine the longer-term redevelopment plans through several strands of work, including:

- Consult with our community on our redevelopment ideas and the museum's services
- Commission architectural plans to RIBA stage 2 with environmental sustainability at the heart.
- An outline interpretation strategy to steer future improvements in managing and sharing our heritage, including significant community consultation to ensure that we do so in a meaningful way (to RIBA work stage 1).
- A fundraising strategy to guide future fundraising for revenue and capital costs from grant giving Trusts, suggesting platforms for engaging corporate and individual donors.

This project has two phases of impact. The first is to make essential, immediate changes to the museum by increasing volunteer capacity and significantly improve our environmental sustainability.

The second will contribute to medium term plans for a capital redevelopment project. A capital redevelopment will allow the museum to make the most of its large site to improve the visitor experience, provide space for events and activities and maximise commercial income whilst improving the building and collections care conditions. A feasibility study for this was carried out in 2018, followed by a revised concept plan in 2021. The redevelopment is an exciting project that will enhance our galleries and create new areas for community events, activities and learning. We see the new Tiverton Museum as playing a major role in the regeneration of the town, enabling people to engage with Tiverton and Mid Devon's heritage through new interpretation, displays and programming that focuses on community life, past, present and future.

2. Objective

An experienced consultant is required to provide a Fundraising Strategy for Tiverton Museum. The strategy will guide future fundraising from grant giving Trusts, suggesting platforms for engaging corporate and individual donors. The priority is to guide fundraising for future capital work, however we also need to maintain revenue income too.

This work will link with, and build upon, work undertaken in the summer of 2024 which is developing the museum's case for support from individual donors, creating regular giving and donation options, launching a legacy campaign and reviewing our membership scheme.

3. Outputs

The consultant will produce a strategy that will:

- Review the museum's current funding situation and resources.
- Plan fundraising activity for our redevelopment project and identify a matrix of approaches for raising these funds.
- Identify how we approach different funding sources and develop our case for support, for both individual donors and for grant giving organisations for the next stage of our redevelopment project.
- Identify funding goals to help meet short term day to day revenue costs, and methods of raising funds to meet these.
- Consider the platforms we can use to engage corporate and individual donors for revenue and capital costs.
- Provide an action plan to achieve these goals to enable us to manage and evaluate the success of implementing the strategy.
- The final document must include NLHF logos / stamps as laid out in the document 'Acknowledging Your Grant'

The consultant will ensure that relevant staff members are given training or development opportunities to have a better understanding of fundraising and are equipped to undertake the actions in the strategy.

All documents produced will be the intellectual property of Tiverton Museum of Mid Devon Life.

4. Selection Criteria

We require demonstrable understanding and experience in:

- Fundraising for museums or equivalent heritage organisations
- Previous NLHF funded projects
- Team working with museum staff
- Setting realistic targets and methods of project evaluation

- Strong report writing skills

5. Timetable

- Closing date for applications is 9AM on 09/09/2024
- The candidates will be shortlisted by the Director and the Trustees.
- Interviews will take place between 01-04/10/2024
- The work should ideally begin by 21/10/2024
- The report should be presented to the museum by 20/12/2024

6. Budget

The total amount available is £5,000 (including VAT). The tender costs should include travel and all other costs associated with the work.

Suggested payment will be 25% upon appointment, 50% for the first draft and 25% on receiving the final report and presentation

7. Proposal

Your proposal to undertake this project should include:

- Credentials for the consultant/company and all those who will have input into the work.
- Examples of similar projects undertaken.
- A methodology of how you propose to meet the requirements of the brief.
- A programme indicating how you would deliver the project and key dates for tasks.
- A costing breakdown.
- Details of two referees for whom you have done similar work.

Please email applications to Pippa Griffith, Director at director@tivertonmuseum.org.uk. For an informal chat please contact Pippa on 01884 256295.