

Individual Giving – an introduction

Resilient Theatres: Resilient Communities



Host and chair

Gayle Bryans

Interim Development Director, Theatres Trust

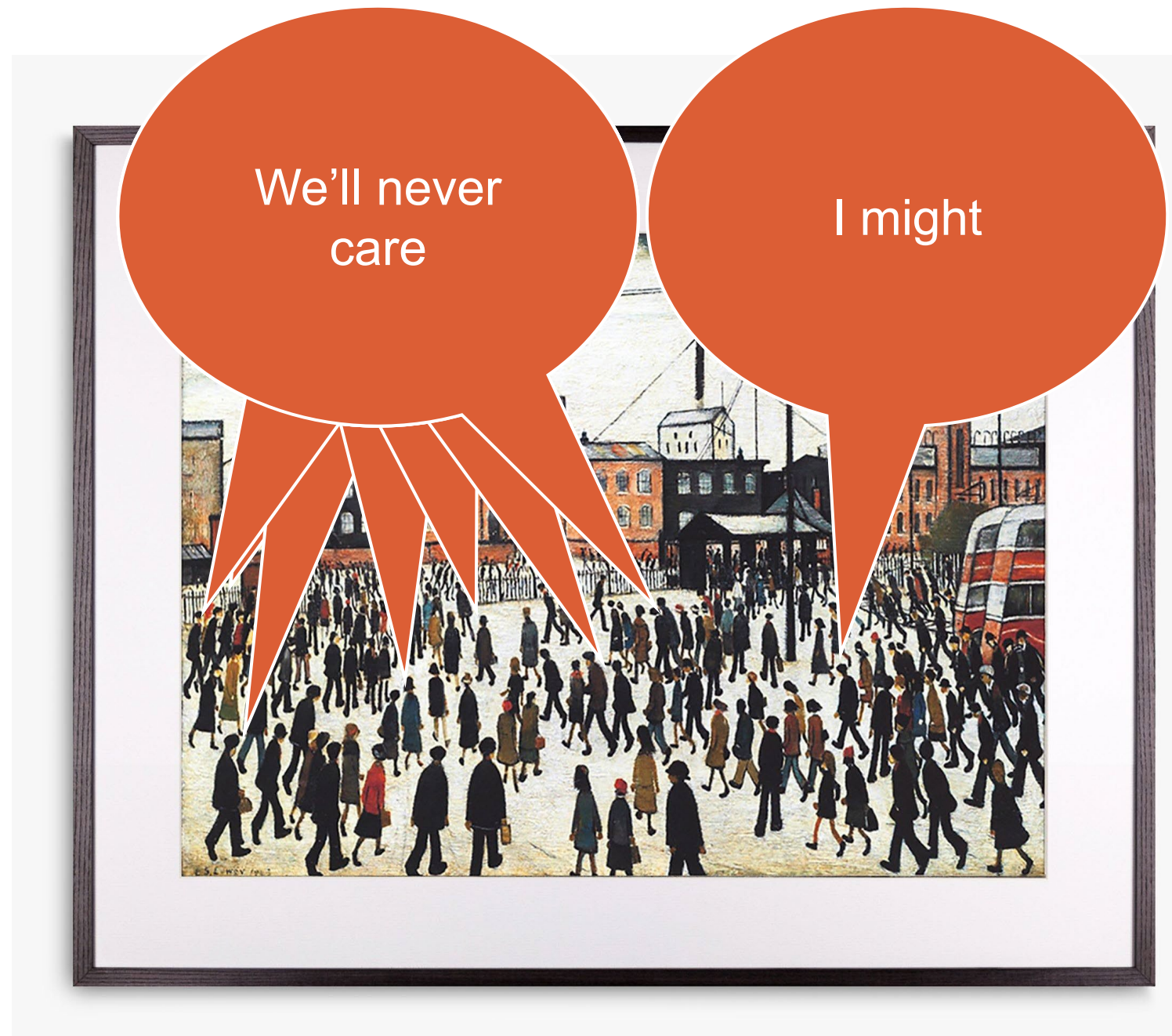
Tips for Growing your Individual Giving

David Burgess

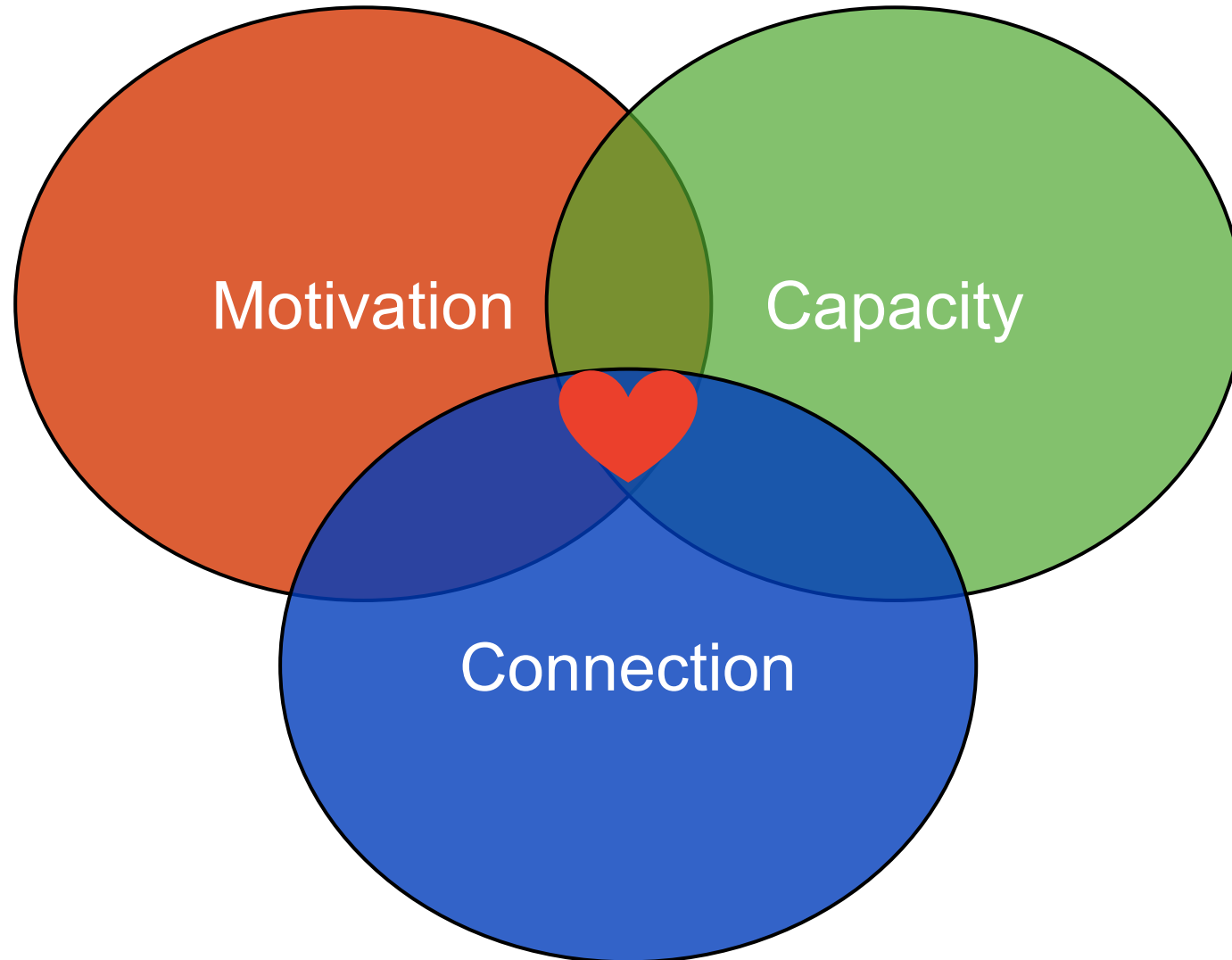
Consultant, Apollo Fundraising

Make it targeted

Identify your target audience and design everything with them in mind



Potential donors must have...



Priority Target Audiences

- ④ **High motivation, High Relationship** – people who already know and love you

Then:

- ④ People with a relationship but no/low motivation
- ④ People who might have motivation but no existing relationship

Go Beyond Demographics



Male
White
55-60
Married
London
ABC1



What do you know about them?

- ④ Who has a strong connection to your organisation?
- ④ Why do you matter to them?
- ④ What would they change if they could?
- ④ What values/identities do they hold?
- ④ What values/identities do they aspire to?
- ④ What motivates them?



Make it inviting

Provide your target audience with an invitation that aligns with their needs and motivations



Common Motivators

- ⊗ Connection to cause/organisation
- ⊗ Desire to make a difference
- ⊗ Give something back
- ⊗ Peer pressure/social
- ⊗ Sense of duty
- ⊗ Religious belief
- ⊗ Personal identity
- ⊗ Local pride
- ⊗ Add meaning/purpose to life
- ⊗ Recognition/Be remembered
- ⊗ Tangible benefits - transactional
- ⊗ Spite/Guilt/Rage
- ⊗ Avoid/Overturn negative PR
- ⊗ Enjoyment



You are giving your target audience an invitation...

...to change something

...to fight for something

...to fix something

...to create something

...to believe in something

...to be part of something

...to stand for something

...to save something

...to join something

...to be something

Make it unignorable

You can't bore people into giving. Catch your target audience's attention. Then catch their hearts.

A brick wall background with graffiti-style text. The text is written in a bold, bubbly, white font with a thick black outline and a pinkish-red shadow. The words are stacked vertically, reading: MOST ARTS FUNDRAISING MESSAGING IS REALLY BORING!

MOST ARTS
FUNDRAISING
MESSAGING
IS REALLY
BORING!

ANYTOWN

The Anytown Theatre is a registered charity (2587437). It costs £2,500 a day to keep the theatre open. We receive no government funding. Instead, we rely on generous donations from individuals, companies and trusts to keep bringing live theatre to the people of Anytown.

Please support our work today!

Breathing fire into your message

- ④ Make it visceral
- ④ Focus on the difference they'll make
- ④ Link to shared experiences
- ④ Use story

Norfolk Museums Service **Heritage Lottery Fund**
LOTTERY FUNDED

Keep Giving

Help restore Norwich Castle's past to secure a glorious future

Help us bring back the medieval splendour of Norwich Castle's magnificent Keep, and enable full public access for the first time in its 500 year history!

Ways you can give:

- Donate via Just Giving, it's really simple to get started. www.justgiving.com/keep
- Adopt an Object at www.adoptanobject.co.uk
- Buy a Keep Tote at the Castle Shop
- Make a special wish in the Castle Well
- Join in or watch online events

Find out more at www.museums.norfolk.gov.uk

**A bad place for a poster.
An even worse place for a bed.**

#SeeThingsDifferently
INVISIBLE the project by **(YORK)**

@GoodOrgCIC is sponsored by **good organisation**

DID YOU SPOT THE LION?

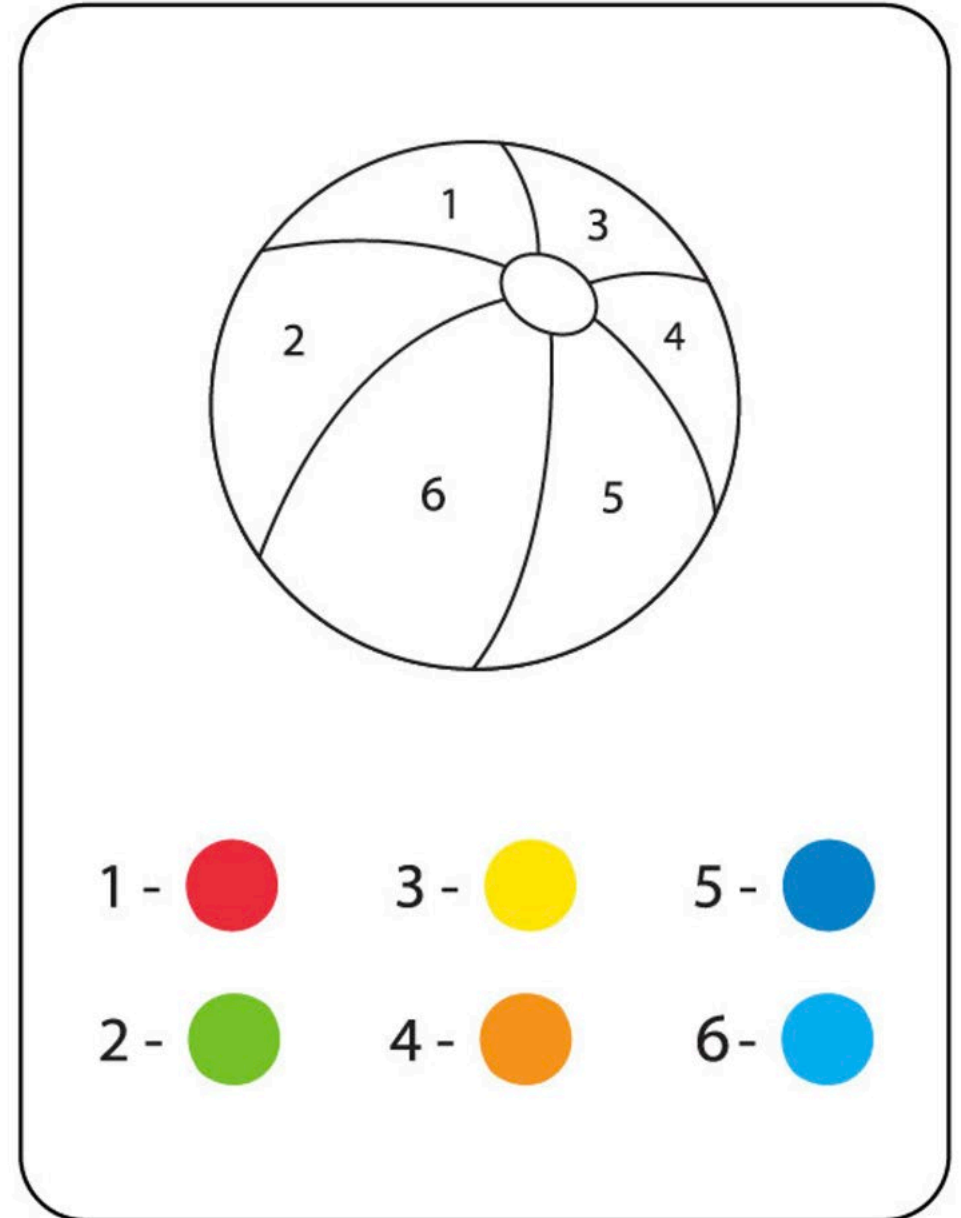
No? Go to www.dpg.art/lightingappeal to help us bring to light the secrets in our paintings.

DULWICH PICTURE GALLERY

A Woman playing a Clavichord, Gerrit Dou c.1665, Oil on oak panel, DPG056

Make it Easy

Remove any barrier that might stand in the way of a motivated person completing their gift



Remove barriers

Use donation channels your target audience can easily use at the point of motivation

Minimise steps - log ins, unnecessary info etc

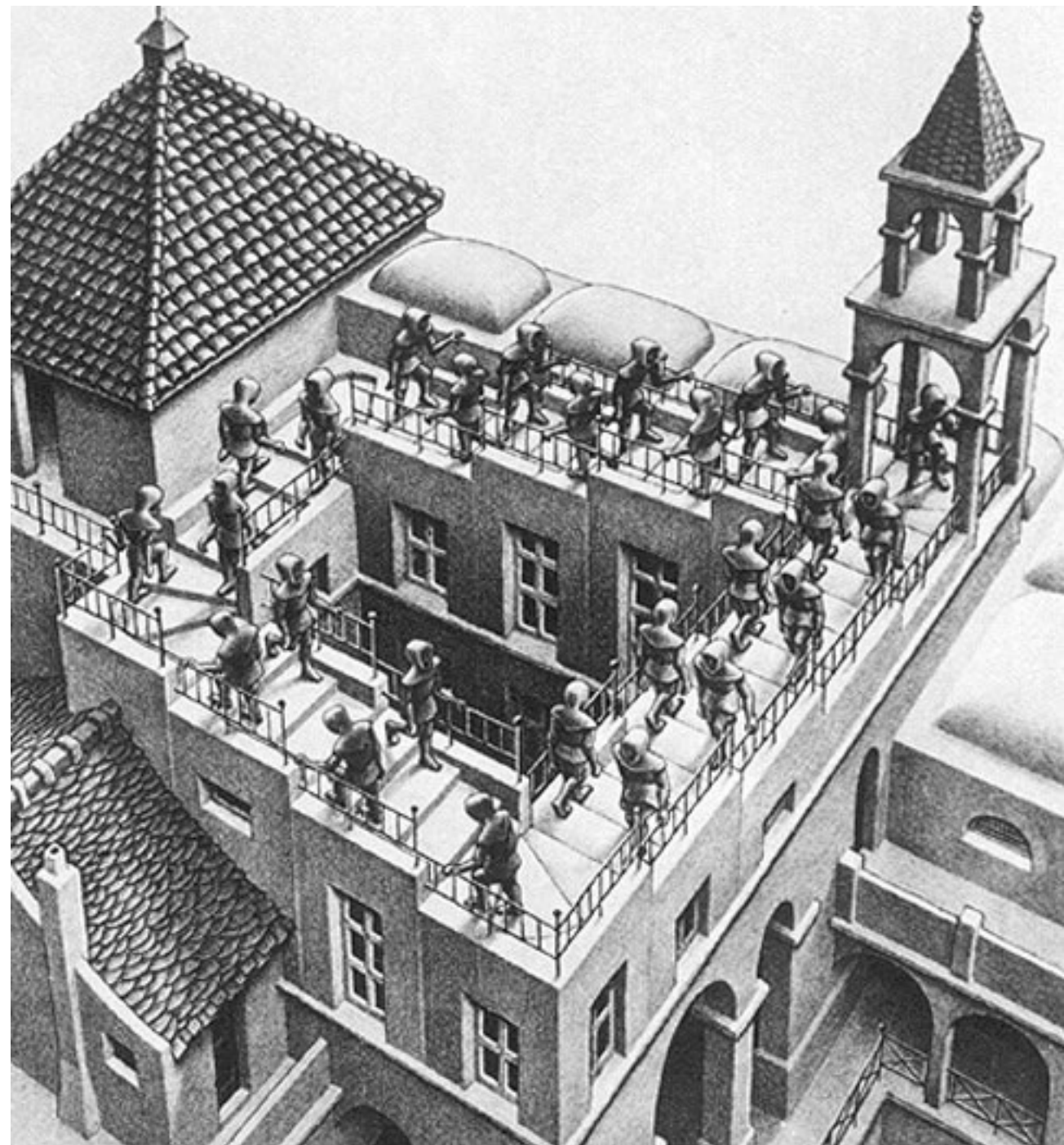
Suggest donation amounts and show impact

Show that others are also giving

Reduce choices

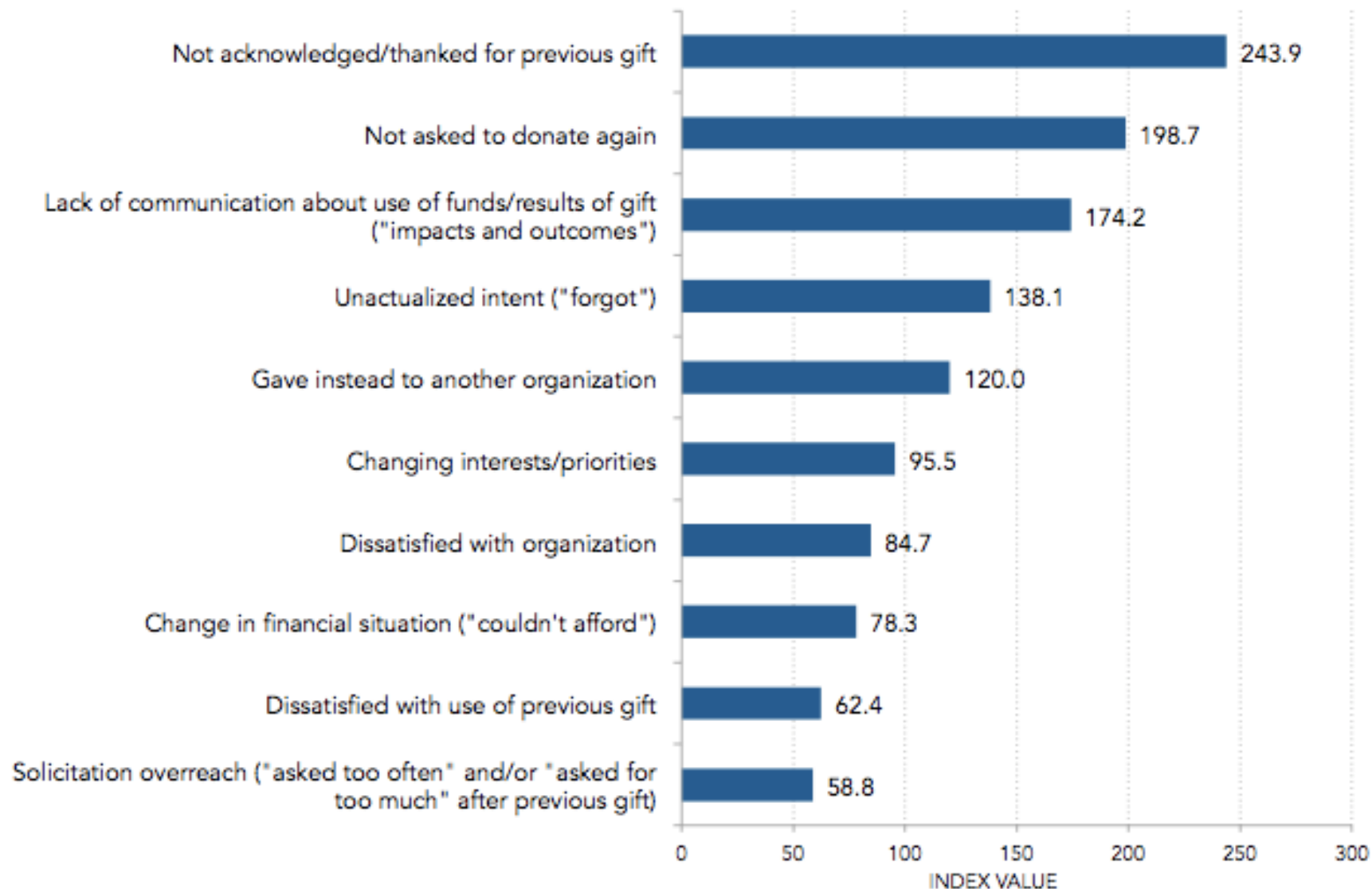
Make it long-lasting

Focus on retaining the supporters you've got. Thank them and show them the impact of their support.



Why did you not make a donation?

(Previous \$250-\$2,500 annual donors who had did not donate again within 24 months)



Make your Thank You SUPER!

Speedy

Unique

Passionate

Engaging

Repeated



Thank you for listening

David Burgess

Consultant, Apollo Fundraising

David.Burgess@ApolloFundraising.com

ApolloFundraising.com



Inspiring Theatres Across the UK to Crowdfund

Thea Partridge

Marketing and Communications Director

Ethical Good



ETHICAL GOOD

Bespoke consultancy for purpose-driven growth

Since 2019, I've coached hundreds of charities and purpose led organisation to utilise the

www.crowdfunder.co.uk

platform to run innovative fundraising campaigns.

*This included spearheading the **SaveOurTheatres** campaign..*



Thea Partridge

Marketing & Communications Director



£1,572,502

+ estimated £200,397 *giftaid*

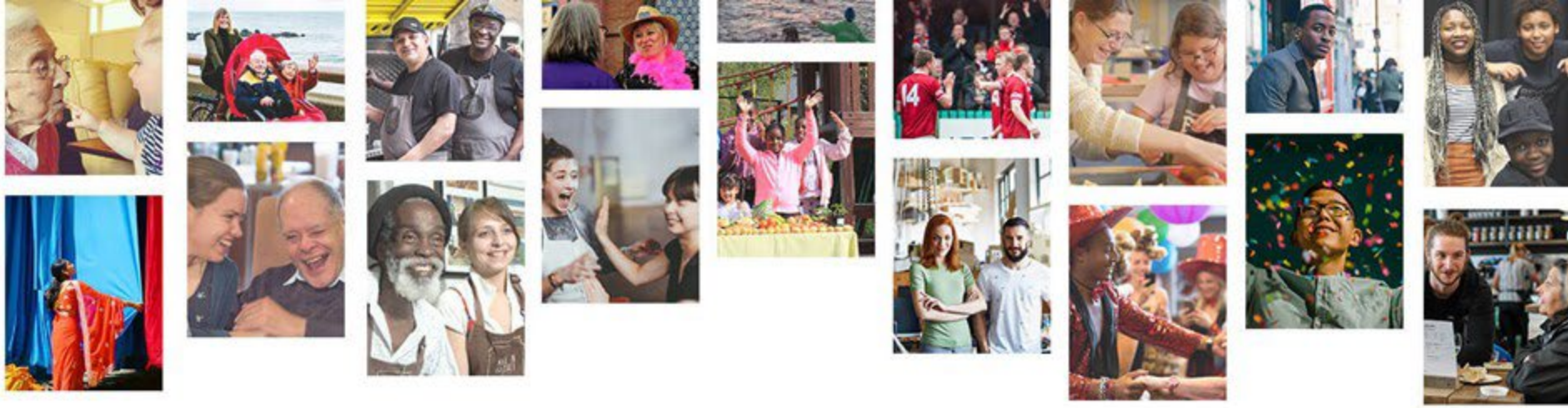
Total raised

 **88**

Total projects

25,444

Total supporters



Ethical Good is proud to be the driving force & support partner behind **5 of the top 100 most successful Crowdfunders in the past year** & a vital partner in hundreds of other successful campaigns over the past five years.

> £389 million

Total raised to date

> Up to 300

projects added daily

> £32,300,000

Extra funding distributed from over **70 funding partners**

6 ways to crowdfund

Donation led Crowdfunding

Pros: Simple, Fast, Familiar



Fundraising for your cause

Pros: Expand Reach, Engage, Amplify



Rewards based giving

Pros: Incentivise, Build, Double



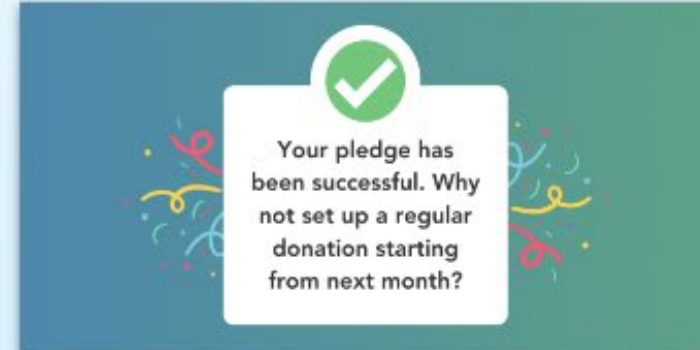
Prize Draws

Pros: Accessible, Engaging, Exciting



Regular Donations

Pros: Ongoing support, Monitor, Grow

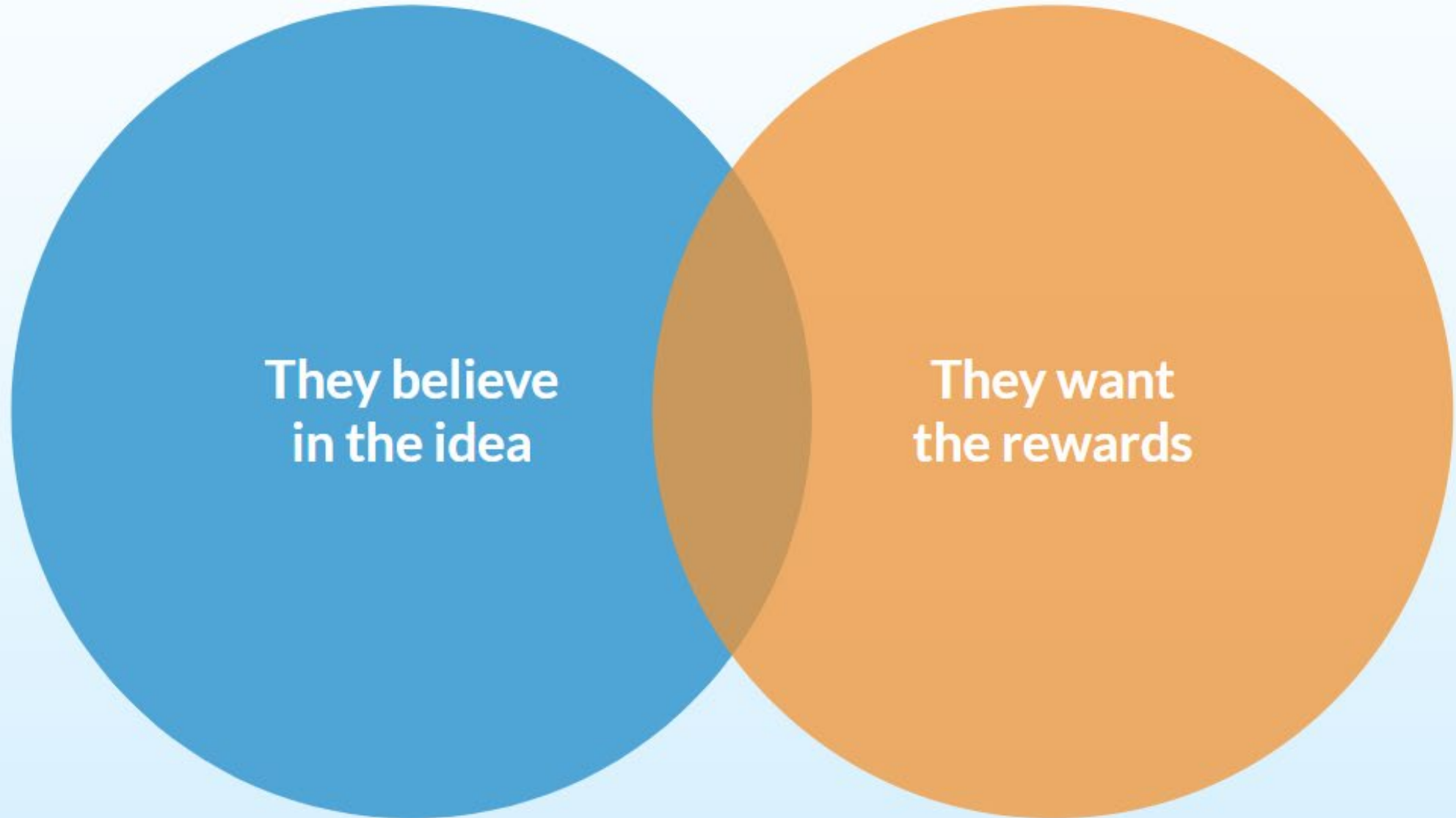


Extra Funding

Pros: Match, Boost, Connect



Why do people pledge?





6 steps to Crowdfunding Success



1. Plan your campaign.
2. Create a compelling video.
3. Offer great rewards.
4. Promote your campaign.
5. Keep your backers updated.
6. Thank your backers

The Octagon Theatre Crowdfunder



The Octagon WILL be back - but we need your help!

Project by [Danielle Fearnley](#)



£52,588

raised so far

+ est. £9539.75 *giftaid*

509

supporters

[Donate](#)

[Project Facebook](#) [octagontheatre](#)

Community, Film and Theatre

Support the Octagon today, so we can all look forward to the future of live theatre made in Bolton.

Share



[Overview](#) [Updates](#) **1** [Comments](#) **199** [Supporters](#) **509** [Contact project](#)



We're still collecting donations

On the 31st August 2020 we'd raised £51,743 with 503 supporters in 102 days. But as every pound matters, we're continuing to collect donations from supporters.

Become a fundraiser

Want to raise funds for this cause? It's simple to get started.

[Start fundraising](#)



Heartfelt Storytelling

It's been an eventful few months!

2020 was set to be the biggest year in the Octagon's history. We were on the brink of opening a beautiful new theatre for all the community to share, having just announced a new season of world class productions. Instead, with no warning or safety net, Covid-19 means we had no choice but to delay the planned re-opening, and we are instead facing a significant financial shortfall.



Bringing the cause to life



Incentivise your crowd to give by offering a range of rewards



Rewards

This project offered rewards

£36 or more

1 year Octagon Membership

Members will find out first with priority booking and receive: discounts in our new Kitchen & Bar, ticket discounts (1 ticket discount per member), invitations to season launches and Member events, a Members backstage tour!

£60 or more

Joint Octagon Membership

Members will find out first with priority booking and receive: discounts in our new Kitchen & Bar, ticket discounts (2 ticket discount per joint member), invitations to season launches and Member events, a Members backstage tour!

£240 or more

Become a Stage Patron for 1 year

Priority booking before Members, invitations to drinks receptions with the artistic team, your name in programmes and on the website, invitations to rehearsals.

£480 or more

Become a Guardian Patron for 1 year

All Stage Patron rewards plus a signed script from the cast and director of a show, reserve a table in the bar when attending shows, Invitations to Press Nights.

£500 or more

Be an Octagon Hero

Be named as an 'Octagon Hero' on our website, and receive an invitation to 'toast the future' with the cast of our opening show.

£1,000 or more

Octagon Super Hero

Be credited as an 'Octagon Super Hero' on our website, on a special feature page in the programme for our opening show and receive an invitation to 'toast the future' with the cast of our opening show.

£1,200 or more

Become an Angel Patron for 1 year

All Guardian Patron rewards plus your name on a gold brick in our foyer, invitation to the first day of rehearsals, access to sell-out shows.

£2,500 or more

Super Show Supporter

Be named as a personal sponsor of a show of your choice in the opening season. This will include all Hero rewards, plus you will be named as a sponsor on the online webpage for that production, on the front of the show programme, and will receive the opportunity to bring up to 4 guests for a private drinks reception with Lotte and be invited backstage on Press Night to be personally introduced to the cast

£30 or more

£30 Reward

Invitation to tea/coffee and cake with the Octagon team when the Kitchen and Bar are open.

The benefits of crowdfunding



Validation

Not only can crowdfunding build confidence in your idea with the crowd but it can show you if there is an appetite for it.



Awareness

Launching a project can create a buzz around your idea and get you noticed by a wider audience.



Advocates

Regular updates throughout your crowdfunding journey can build an engaged audience and create more meaningful connections.



New skills

Become a pro Crowdfunder and gain transferable skills for the future with our support every step of the way.



+Extra funding

We're helping you raise more with over £10 million in match funding from our national and regional partners.

Get Started - charities

If you are a **registered charity**, to create your **charity profile**, you will need:

- A UK bank account in your organisation's name
- A form of ID (for the person who is setting up the page)
- A form of ID (for your legal representative -either a Trustee or Director)
- Basic details about your organisation - social media links etc
- A copy of your logo
- An image or video to grab attention
- Some text to tell your story

A charity profile is a permanent profile from which you can create multiple project pages or prize draws which are all linked.

A profile page also gives you a back end dashboard for easy reporting and transparency.

1. Your charity 2. Basics 3. Profile Page 4. Nectar Donate 5. Extra funding 6. Funding Wallet 7. Final >

About your charity

Tell us a little bit about your charity and give potential supporters a sense of who you are and your cause

Your charity's details

Tell us about your charity

Logo

This will be what your supporters see on your profile page. This will only be shown once your profile is approved and live.

Your image must be a JPG or PNG file, at least 260 by 260 pixels and no larger than 2Mb

Your Profile

The information you enter here will also be shown to supporters who visit your charity profile page. Try to keep your short description as an overview of your charity. You can tell more of your story or cause in the 'Profile Page' section if you need to.

Do you file accounts with Companies House or the FCA mutuals public register?

If you're not sure you can check on the [Companies House](#) or [FCA mutuals](#) registers.

If your Companies House Entry shows you are externally registered on the Charity Commission, this means you do NOT file your accounts with Companies House (See example).

Select Yes if you're also registered with Companies House

How much does it cost Charities & Not-for-profit organisations?

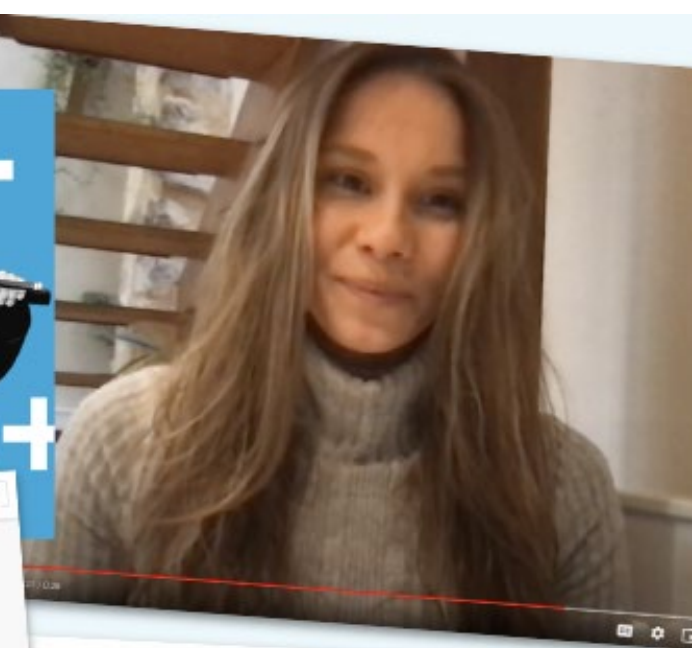
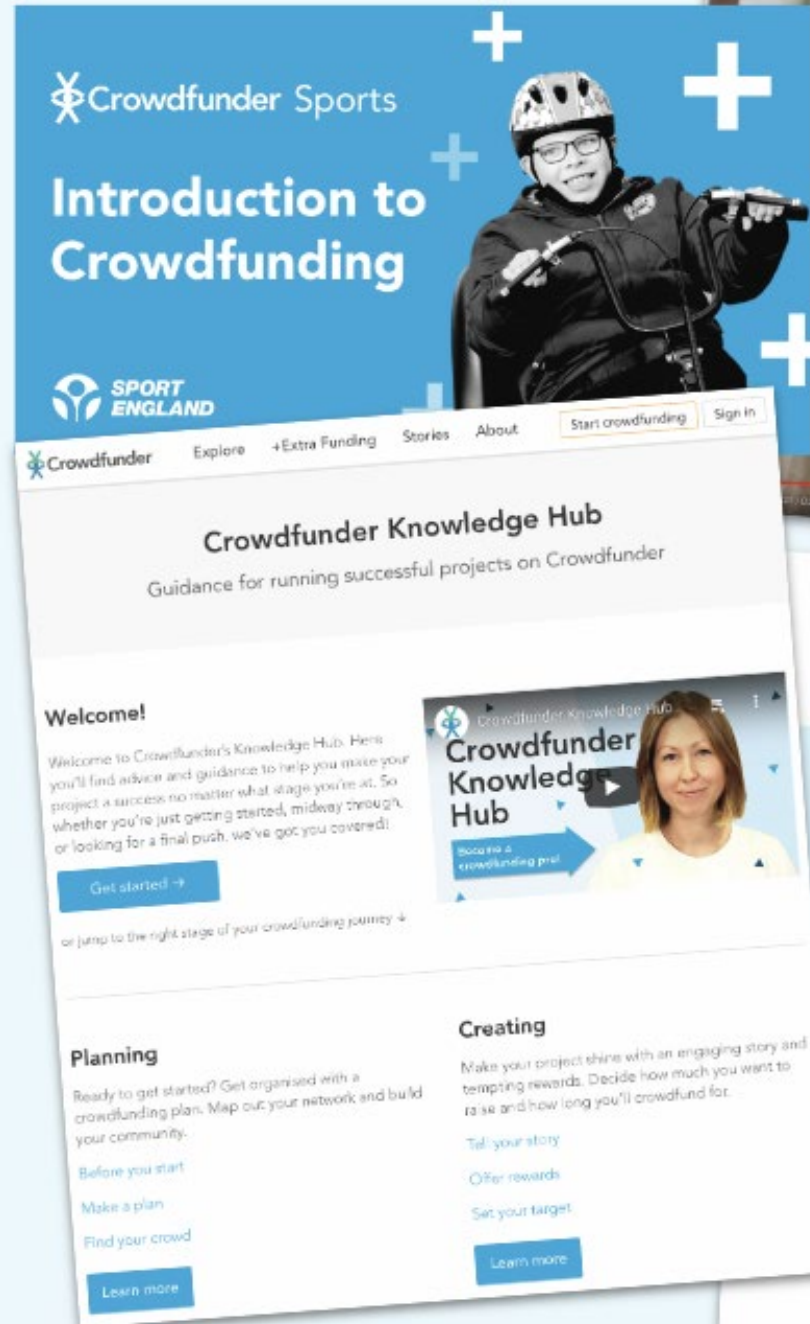
- There are no platform, set up or subscription fees for charities and not for profit campaigns on Crowdfunder.
- Transaction fees = 1.9% + 20p + VAT (UK/EU cards)
- Extra funding fees (if applicable) = 0–5% +Vat
- Gift Aid data is available free to all projects (where applicable).
- If you would like SwiftAid to process Gift Aid claims for you, they will charge a fee of 5% of the Gift Aid successfully claimed for this service.
- For more information see the fees page:
<https://www.crowdfunder.co.uk/fees>



Learning & Support



- **Ethical Good:**
 - 1-2-1 success coaching
 - Support in creating your
 - Charity profile & project page
 - Marketing strategies & collateral
 - PR support
- **Crowdfunder:**
 - Group webinars
 - Knowledge hub
 - Live project dashboard



Thank you for listening

Thea Partridge

Marketing and Communications Director, Ethical Good

thea@ethical-good.com

ethical-good.com

Re-igniting Rose Theatre's Individual Giving

Sarah Ruff

Director of Development

Rose Theatre, Kingston upon Thames

Contents

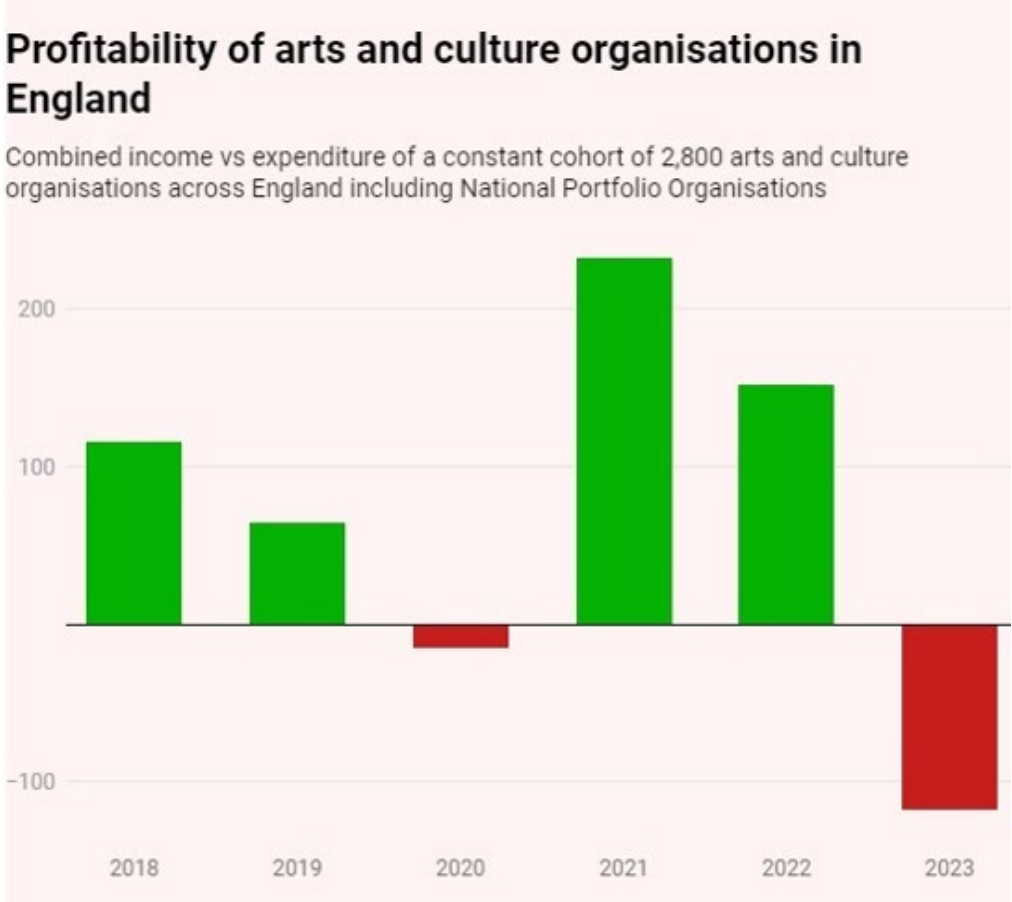
- ✓ Context (about us and our offer)
- ✓ What we have changed and why
- ✓ The short term impact

About Us

- One of largest independent producing theatres in London (approx. 800 seats)
- Produce 7-8 Rose Original shows each year
- Not an NPO
- One of the youngest producing theatres: was founded by a group of volunteers in 2008
- One of the largest building-based youth theatres in the country



Context We Are Working In



The £4.72bn income level for 2023 is 4.7% above the 2018 combined income of £4.51bn, but has failed to grow in line with inflation. According to Bank of England income levels of £4.51bn in 2018 would have needed to have risen to £5.62bn in 2023 to keep pace.

	21-22	22-23	23-24	Actual Increase	% increase
ELECTRICITY	50,738	96,451	128,872	78,134	154%
GAS	11,640	13,507	15,954	4,314	37%
CLEANING	52,853	66,543	80,821	27,968	53%

Is there a market for IG?

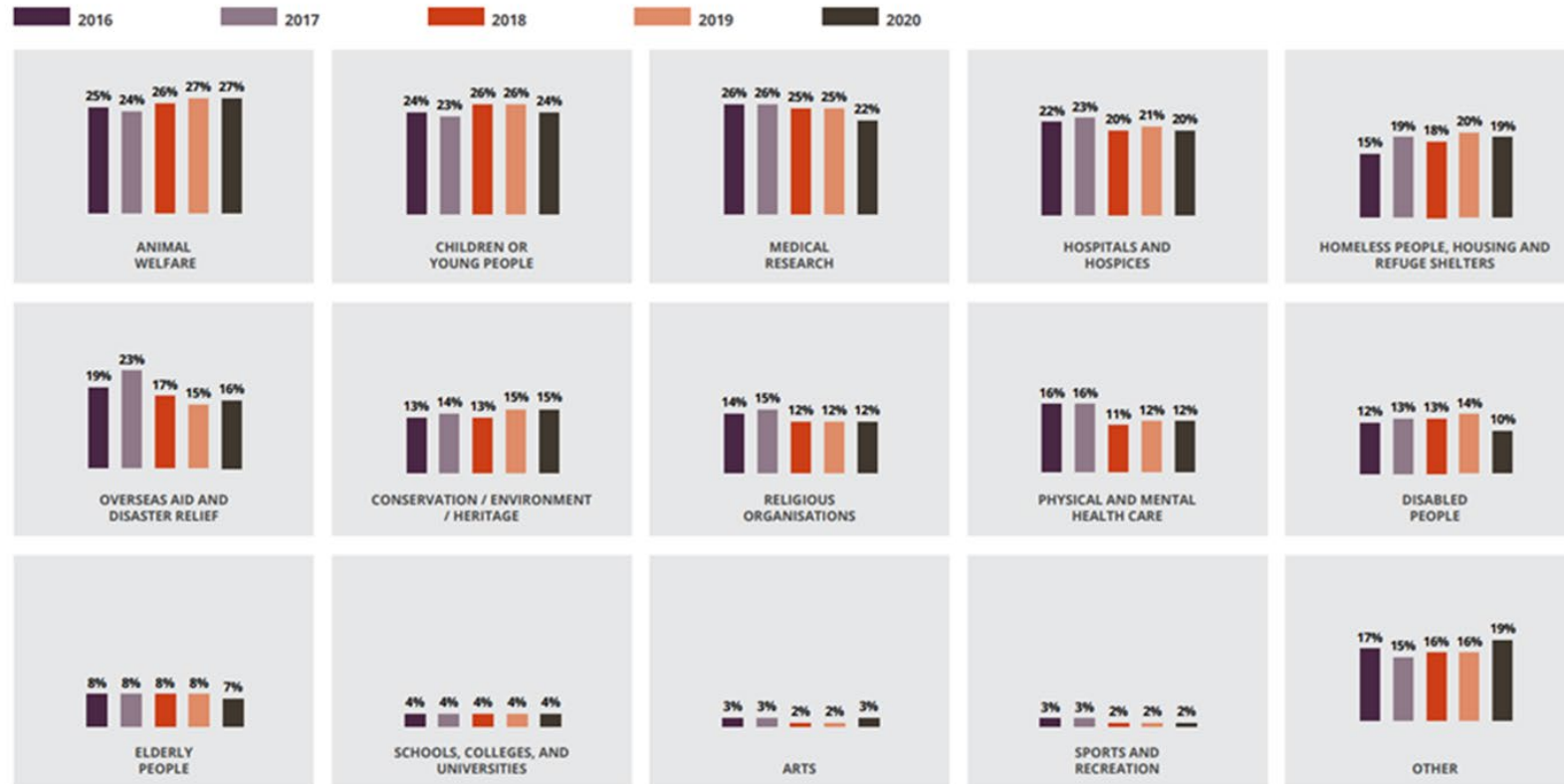
Total individual giving in the UK in recent years



The last few years have seen a boom in giving; in 2020, giving across the UK increased by £800m over 2019.

2021 went back to baseline and 2022 then broke all records with an estimated £12.7bn donated by the British Public (1.).

Animal welfare is the most popular with 27% of donors giving to this cause in the UK, followed by support for children or young people (24%) and medical research (22%). (1)



Is there a market for IG at the Rose?

- ✓ Huge focus on youth and inclusivity, one of the largest and arguably best youth theatres in the country
- ✓ Kingston Upon Thames is a wealthy area on the outskirts of London, really great database of contacts
- ✓ Anecdotal feedback from existing donors all positive
- ✓ Amazing community asset and offer with lots of hosting opportunities

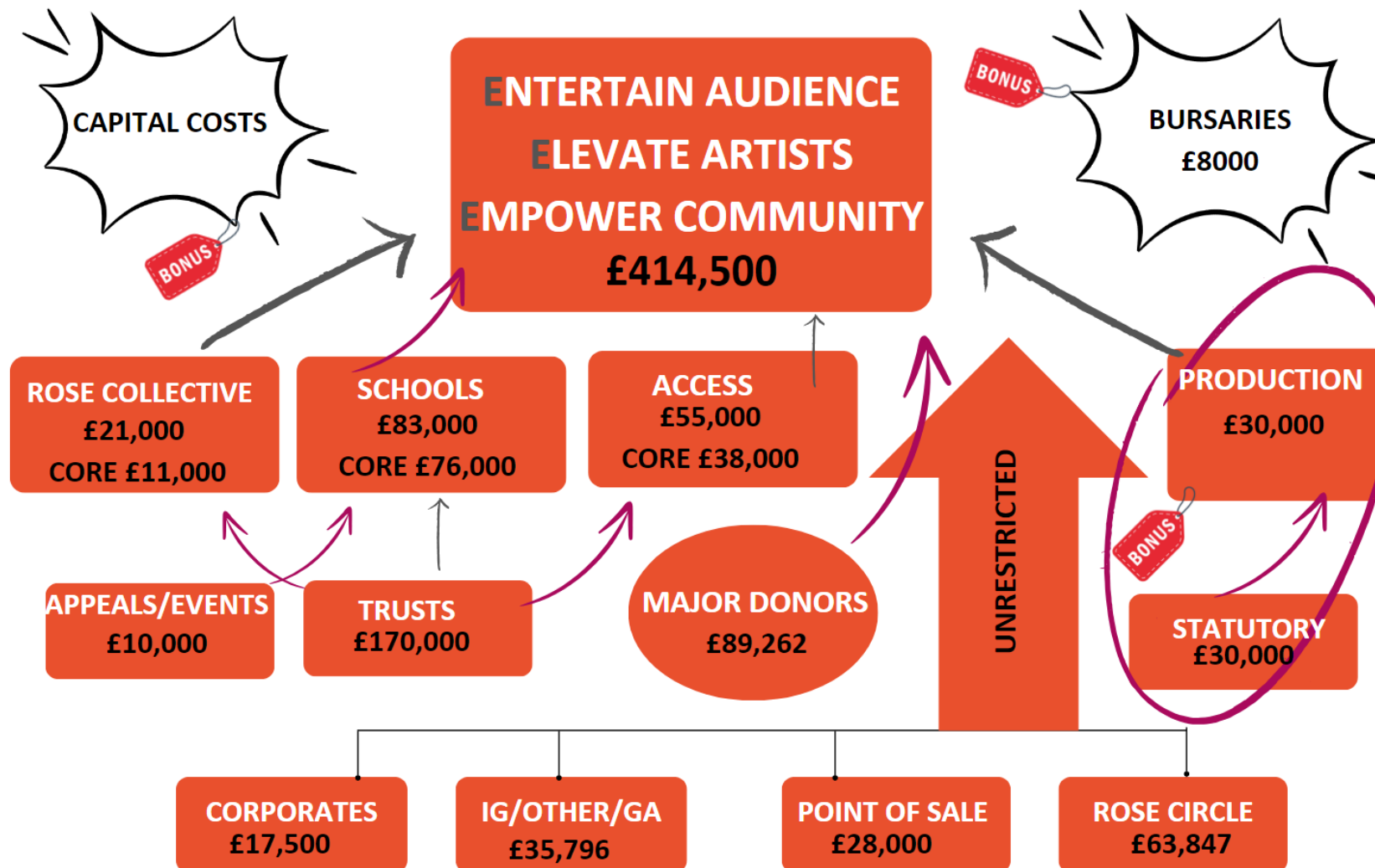
Staff / Resources

- Backstage Trust grant to invest in fundraising

Team:

- Director of Development and Individual Giving Manager (Kate Harland)
- Fundraising Consultancy Kirstin Peltonen and Nicky Jones
- Development Board (have added 3 new members)

Mission Linked Targets

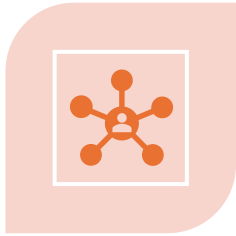


KPI's

- At least 80% retention on Rose Circle members plus 90 asks between now and Christmas 1/6 success rate
- BO training: hit top organisations' conversion rates (current conversion is 1% counter/phone & 13% online)
- Arts For Impact Campaign 20-40K
- 10 major donor prospects identified plus flagship projects 2/10 success rate



Prospect List



POINT OF SALE
£30 +



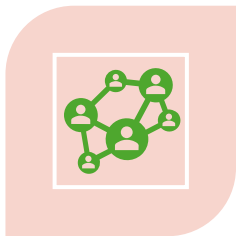
PANDEMIC APPEAL



PFG DATA



YOUTH THEATRE



DISCREET NETWORKS: KGS,
UNILEVER, OTHER
INDEPENDENT SCHOOLS



LOYAL HIGH VALUE
CUSTOMERS



ROSE CIRCLE UPGRADES
+NETWORKS



TRUSTEE AND
DEVELOPMENT COMMITTEE
NETWORKS

Rose Circle

- Five tiers (+ Friends)
- Sign up through the website/Spektrix form, there is no option for auto-renew or for monthly giving
- 45 members: (5 x platinum, 2 x Gold, 10 x Silver, 16 x Bronze, 12 X Associate)
- Feedback: supporters really enjoy the Director Insights/Supper Evenings
- Transactional, not huge focus on philanthropy
- Not really promoting the scheme anywhere



'The Rose Circle is central to everything we do. It's a stimulating and fun membership programme of theatrical, social and philanthropic events which will give you the most direct access to our work and our creative team.'

Thank you for considering becoming involved. I very much hope to have the pleasure of meeting you as a member of this friendly and wonderfully supportive group at the heart of our community.' - Christopher Haydon, Artistic Director

Please see the bottom of this page for details about payment options and other important information... and if you would like to talk about joining please don't hesitate to contact Kate in the Development Office on 020 8939 4523 or kate.harland@rosetheatre.org.

If you hold a membership and wish to renew it, please log in to your account before adding the item to your basket.

ASSOCIATE MEMBERSHIP £250

Enjoy the following great ways to engage with the Rose

MEMBERS HELP DESK

Speak to Kate in our development office for help with bookings and special requests

INSIGHT TALKS

Listen to the insights of our creative team before curtain up (we run at least three insight talks a year)

TABLE RESERVATIONS

Reserve a table in the Café Bar before the show and for interval drinks

Membership Period: 1 year
Price: £250.00

→ ADD TO BASKET

BRONZE MEMBERSHIP £500

Enjoy the benefits of Associate membership and more

ACKNOWLEDGING YOUR GENEROUS SUPPORT

We are proud to acknowledge your support online and in print
Membership Period: 1 year
Price: £500.00

→ ADD TO BASKET

SILVER MEMBERSHIP £1,200

Enjoy the benefits of Bronze membership and more

ROSE PRESS NIGHTS

Two tickets twice a year to these buzzy industry nights (you are welcome to buy additional tickets)

ACKNOWLEDGING YOUR GENEROUS SUPPORT

We are delighted to acknowledge your support on our digital foyer screens

Membership Period: 1 year
Price: £1,200.00

→ ADD TO BASKET

IMPORTANT INFORMATION

All Rose Circle memberships last for one year and whilst membership would be in your name, you are very welcome to include your spouse, partner, a family member, friend or colleague when attending events.

GOLD MEMBERSHIP £2,500

Enjoy the benefits of Silver membership and more

ACCESS HOUSE SEATS

Enjoy last minute access to house seats for sold out shows (ticket charges apply)

STUDIO SUPPER EVENINGS

Join us for an intimate studio supper before enjoying the show as our special guests (two supper seats with show tickets on one evening a year)

Membership Period: 1 year
Price: £2,500.00

→ ADD TO BASKET

PLATINUM MEMBERSHIP £5,000

Enjoy the benefits of Gold membership and more

PRIVATE BACKSTAGE PASS

Private backstage invitations to read-throughs and rehearsals and tea, wine and time with Artistic Director Chris Haydon and our whole creative team

ACKNOWLEDGING YOUR GENEROUS SUPPORT

We are honoured to acknowledge your support on our Rose Theatre Donor Wall
Membership Period: 1 year
Price: £5,000.00

→ ADD TO BASKET

IMPORTANT INFORMATION

All Rose Circle memberships last for one year and whilst membership would be in your name, you are very welcome to include your spouse, partner, a family member, friend or colleague when attending events.

Our website is set up to pay for memberships by credit card and in full. However, you are very welcome to pay by bank transfer or Direct Debit whether in full or in monthly or quarterly instalments. Please contact Kate in the Development Office on 020 8939 4523 or kate.harland@rosetheatre.org if you would like to make this sort of arrangement.

Under the Gift Aid scheme, we can reclaim the tax paid on your donation and increase its value by 25%. If you are a higher rate taxpayer, you can also claim the difference between the basic and higher rates of tax in your annual tax return.

The benefits of each Rose Circle membership level (other than Associate membership) can be bought for the minimum payment set out below. You do not have to make an additional donation to support our charitable aims, although we very much hope that you are thinking about joining the Rose Circle because you want to do so! We have therefore added a suggested donation to the minimum payment in coming to the total amount that we advertise for each membership level. We can only claim Gift Aid on the donation element.

Membership	Cost	Minimum Payment	Suggested Donation
Bronze	£500	£24	£476

HAT'S ON [SUPPORT US](#) ▾ [ROSE PARTICIPATE](#) ▾ [ABOUT US](#) ▾ [YOUR VISIT](#) ▾ [MEMBERSHIPS](#) [SHOP](#)



Rose Theatre is registered with the [Fundraising Regulator](#) and is committed to the [Fundraising Promise](#).

#FOMO

Rose Circle Refreshed

- ✓ Create FOMO by promoting exclusive access
- ✓ Easy sell: streamline to three tiers
- ✓ Promote through in person events/meetings to target market (leaflets)
- ✓ Forefront children and young people
- ✓ Incentivise upgrades with great perks
- ✓ Encourage monthly/regular giving



YOUR SUPPORT

PLEASE SUPPORT ROSE THEATRE AND HELP US TO CHANGE LIVES.

Rose Theatre is a registered charity.

Our mission is to entertain audiences, elevate artists, and empower our community.

Please consider joining the Rose Circle and help create fiercely fresh productions. You'll join a community of like minded supporters, receive brilliant benefits, while making a positive difference to the lives of the people that we serve.

Your support could help pay for a Youth Theatre bursary for a young person whose family is struggling financially or support a school theatre trip to the Rose.



Photo: Manuel Harlan



photo: Charlie Lyne

'IT'S BEEN SUCH A BRILLIANT EXPERIENCE. IT TOLD ME I AM GOOD ENOUGH TO GET SOMEWHERE IN LIFE. YOU GUYS GAVE ME PURPOSE AND MUCH MORE OF A DRIVE.'

Learning participant

OUR IMPACT

PLAY A LEADING ROLE IN CREATING FIERCELY FRESH PRODUCTIONS. WE CONTINUE TO HAVE A COLOSSAL IMPACT EACH YEAR:

OVER
140,000
VISITORS

REACH
145
SCHOOLS

OVER
120
VOLUNTEERS

CONTRIBUTES
£7M
TO THE LOCAL
ECONOMY

CREATE
7+
ROSE ORIGINAL
PRODUCTIONS

3000
SUBSIDISED/FREE
TICKETS FOR
SCHOOLS

OVER
1000
LOCAL YOUNG
PEOPLE BENEFIT
FROM TAKING
PART

Rose Theatre is a space where people from all backgrounds can come together to learn new skills, make friends and have fun.

We work closely with the local council, schools and charities to ensure we are reaching those most in need: including those from migrant backgrounds, young carers, individuals who are neurodivergent or have a disability as well as families affected by homelessness and those struggling with mental health issues.

Our work supports wellbeing, skills development and social inclusion, ultimately improving the lives of our beneficiaries.

'THEATRE IS A WONDERFUL ESCAPE INTO DREAMS AND UNTOLD STORIES, MAGICAL LANDS AND LAUGHTER. ROSE THEATRE CAN OPEN DOORS, ALLOW OPPORTUNITIES AND CHANGE LIVES.'

School teacher

Benefits

JOIN THE ROSE CIRCLE

Every gift makes a positive difference, no matter how large or small. Those who want to make an even bigger impact can join our Rose Circle and create a lasting impact while enjoying special benefits just for you!

BRONZE £600*

(£50 per month)*

- ✓ Insight talks with our creative team before curtain up, two per year
- ✓ Rose press nights tickets, two tickets, twice per year
- ✓ Table reservations in the bar before the show and for interval drinks
- ✓ Acknowledging your generous support on the website and in programmes
- ✓ Biannual impact updates to learn more about the impact of your support
- ✓ Members help desk VIP line for bookings and special requests

[Click here to join via our website](#)

If you would like further information about joining the Rose Circle, please [click here](#) or contact:

Kate Harland,
Individual Giving Manager

0208 939 4522
kate.harland@rosetheatre.org



SILVER £1,200*

(£100 per month)*

All of Bronze membership benefits PLUS:

- ✓ Credit on a seat, upon subscription, with a personal message for ten years
- ✓ Exclusive backstage tour with a member of the Rose team
- ✓ Signed script by members of the creative team of a Rose Original production

[Click here to join via our website](#)



GOLD £4,800*

(£400 per month)*

All of Bronze and Silver membership benefits PLUS:

- ✓ Private studio supper evenings with members of the creative team
- ✓ Private backstage pass invitations to read-throughs, rehearsals and drinks with the Artistic Director and creative team
- ✓ Nominate your support towards a particular programme including projects for children in need or production support
- ✓ Access house seats at the last minute for sold out shows

[Click here to join via our website](#)



'The Rose Circle is central to everything we do. It's a stimulating and fun programme of theatrical, social and philanthropic events which will give you the most direct access to our work and our creative team. I very much hope to have the pleasure of meeting you as a member of this friendly and wonderfully supportive group at the heart of our community.'

Christopher Haydon, Artistic Director

'We think it's important that good theatre is accessible locally and embedded in the community. Joining the Rose Circle seemed like an obvious and worthwhile cause for us to support and added to our enjoyment. We love the pre-show talks and meeting the creative team at the theatre. The talks are informal and informative, and the passion of the Rose team is infectious!'

Katharine & Neill Penney, Rose Circle Members

Cover photo: Marc Brenner

Other photos: Csilla Horváth, Iona Firoozabadi, Ewa Ferdynus, Rachael Lowndes and Lesley Rowden

Cultivation

- Charitable messaging in speeches
- Impact boards
- Be able to sign up there and then
- Appropriate follow up – all attendees needs to be asked



ROSE ORIGINALS	PRESS / GUEST NIGHT	DIRECTOR'S INSIGHT / MEMBERS	SUPPER NIGHT	ON STAGE
NEVER LET ME GO	Wed 25th Sep Reception 6:30pm Curtain Up 7:30pm	Tues 1st Oct Reception 5pm Insight 5:30pm-6:15pm Curtain up 6:30pm	Thurs 10th Oct Drinks 6:15pm Supper 6:45pm Curtain up 8pm	Fri 20th Sep - Sat 12th Oct
ABIGAIL'S PARTY	Wed 6th Nov Reception 6:30pm Curtain Up 7:30pm	Thursday 14th Nov Directors Insight Jack Bradfield, Reception 6.30	Supper Evening Friday 8 November 6pm	Tues 5th Nov - Sat 16th Nov
ROBIN HOOD & THE CHRISTMAS HEIST	Fri 6th Dec Reception 6:30pm Curtain Up 7:30pm	TBC	TBC	Sat 30th Nov - Sun 5th Jan

Short Term Impact

- 9 new Rose Circle Members
- Several upgrades
- 1 Rose Circle member committed to a major gift of 30K
- High level prospect has offered to host a cultivation event with his contacts

Longer Term Goals

- Legacy Giving
- Syndicates
- Public campaign 'Arts For Impact' on an annual basis



Thank you for listening

Sarah Ruff

Director of Development

Rose Theatre, Kingston upon Thames

rosetheatre.org

Facebook, X and Instagram: @rosetheatre

Audience Q&A



Host and Chair

Gayle Bryans Interim Development Director, Theatres Trust

Speakers

David Burgess Consultant, Apollo Fundraising

Thea Partridge Marketing and Communications Director, Ethical Good

Sarah Ruff Director of Development, Rose Theatre