

Right Brain Fundraising Activities

- ❖ Crowdfunding
- ❖ Blogathons
- ❖ Internet Competitions
- ❖ Websites
- ❖ Mobile Giving
- ❖ Adopt-An-Object
- ❖ Promotional Sponsorships
- ❖ Intimate Special Events



CONSERVATION CENTER
PA'S TOP 10 ENDANGERED ARTIFACTS

ARTIFACTS | STANDINGS | HOW IT WORKS | ABOUT CCAHA

Global Standings
Pennsylvania's Top 10 Endangered Artifacts

SORT BY RANK

1. Visitor's Book Preserves Support for Heroic Abolitionist Imprisoned in Philadelphia
2. One-of-a-kind Victorian Needlework Provides Glimpse into Changing Roles of Women
3. The Wig of Pennsylvania Congressman Thaddeus Stevens, Fierce Opponent of Slavery

patop10artifacts.org

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Yes, Kickstarter raises more money for artists than the NEA. Here's why that's not really surprising

By Katherine Boyle, Published: July 7 at 3:00 pm

During a session at the Aspen Ideas Festival, Aspen Institute president Walter Isaacson asked Perry Chen, founder of Kickstarter, whether it was true that Kickstarter now funds more arts-related projects than the National Endowment for the Arts.

The crowdfunding site has, Chen told Isaacson, funded over \$600 million in arts projects. "And," said Isaacson, "that might be now more than the federal government spent on the arts in a given year?" adding a bit later that "in some ways... you've invented something that does what the NEA used to do and can't quite do now."

The Atlantic

The F-35 Fighter Jet Program Has 719 Problems

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The Failures of Crowdfunding: No, Kickstarter Cannot Support an Opera Company

\$1 million experiment looks likely to fail.

ROBINSON MEYER | SEP 30 2013, 12:24 PM ET

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NEW YORK CITY OPERA

Kickstarter www.kickstarter.com
 Indiegogo www.indiegogo.com
 Crowdrise www.crowdrise.com
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 RocketHub www.rockethub.com
 Petridish www.petridish.org
 PA's Top 10 Endangered Artifacts

Yoga: The Art of Transformation



Get Involved with Yoga: The Art of Transformation

Thank you so much for your interest in Yoga: The Art of Transformation, the world's first exhibition of yogic art. We are honored that so many people in the community have contacted the FreeBackler, wanting to get involved.

We've outlined a number of ways in which individuals and organizations can participate, including sponsoring a program, promoting the exhibition online, and dedicating a yoga class to supporting the

Smithsonian's Freer|Sackler F S

Make yoga history with the world's first exhibition on yogic art. [More info](#)

DONATE NOW

☒ \$25 Serenity | Help create tranquil galleries

☐ \$65 Power | Bring yoga classes to the museum

☐ \$150 Bliss | Share concerts, workshops & festivals

☐ \$500 Transformation | Turn knowledge into books &...

☐ \$1000 Flight | Transport yogis across the world

☐ OR \$ type amount min \$10

DONATE NOW ▶

POWERED BY

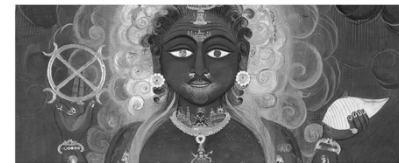
FREER|SACKLER

THE SMITHSONIAN'S MUSEUM OF ASIAN ART

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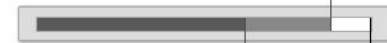
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Detail, bronze sculpture, India, Rajasthan, Jaipur, ca. 1800-80. Copper, wood, and gold on paper, 18 1/2 x 24 1/2. Victoria and Albert Museum, London, United Kingdom. David Clark, 10/20/2008.

\$176,415.00



\$125,000.00 | \$200,000.00

The main driver:

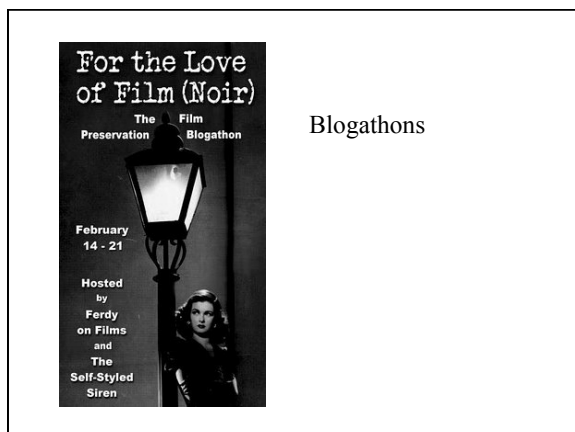
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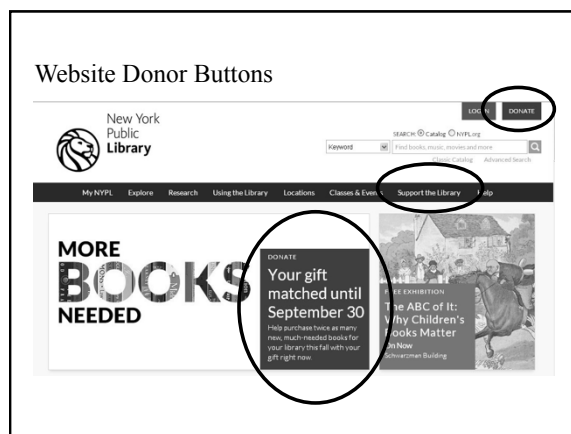
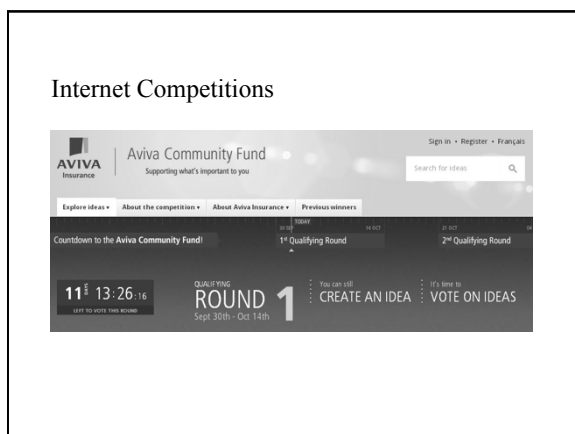
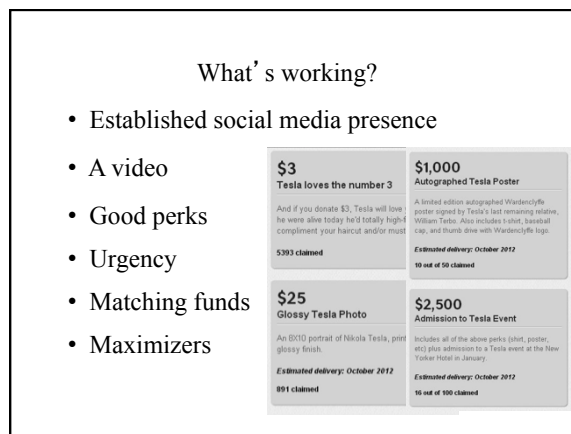
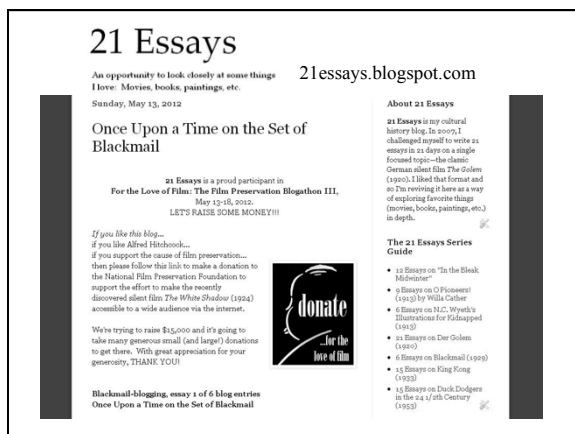
Other drivers: Twitter, Pinterest, LinkedIn, YouTube, Google Plus

"Maximizers go all out to support the causes they care about—online, offline, and everything in between."

Digital Persuasion
Georgetown University



Blogathons



Mobile Giving



Adopt-An-Item

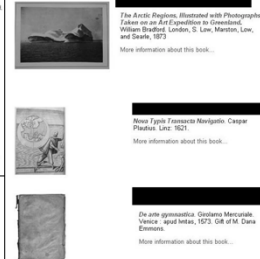


Sponsorship Opportunities

New books reading sponsors were identified during the production of the exhibition "The Invention of Antiquity" and "Mapping New Worlds." Bryn Mawr has a remarkable collection of contemporary books that recount how Europeans discovered both their classical past and the civilizations in the rest of the world during the sixteenth, seventeenth and eighteenth centuries. We also an important collection of women's history materials, many parts of which are in a fragile or damaged condition.



Thank you to our sponsors for their generous contributions!



Other Opportunities

- ❖ Promotional Sponsorships
- ❖ Intimate Special Events

Celebrate Anniversaries:

- ❖ Anniversary of creation
- ❖ Anniversary of birth date of author
- ❖ Anniversary of death date of author
- ❖ Anniversary uniquely associated with object

Follow the News:

- ❖ Book, film, and TV tie-ins
- ❖ Celebrity tie-ins
- ❖ Current event tie-ins



Whole Brain Strategic Planning:

- ❖ Left brain funding strategies
- ❖ Right brain funding strategies
- ❖ Include operating funds
- ❖ Social media investment
- ❖ New technology education

Outside the Box:
Creative Fundraising Approaches

Lee Price
Director of Development
Conservation Center for Art
and Historic Artifacts



October 2013