



## **Low-value Individual Giving and Membership Consultant**

### **Art UK Capacity Building programme**

#### **About Art UK**

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK's national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit [artuk.org](https://artuk.org).

#### **Art UK's Capacity Building programme**

Art UK is looking to improve its financial resilience and sustainability by increasing regular funding and diversifying our income sources, supported by increased staffing capacity and external consultancy.

Our ambition is that this programme of activity will enable Art UK to become more resilient and adaptable, particularly to changes in funding, and be better able to provide a high-quality experience that meets our users' needs.

It is an exciting time for Art UK and a critical period of development, with two major initiatives (Museum Data Service and Superpower of Looking) being launched that will supercharge our audience growth. We are also planning to redevelop and relaunch the entire Art UK platform over the next two years to better meet the needs of our growing audience. These developments will provide a growing range of opportunities for public engagement and donor recruitment.

This project will take two years, with consultation and development work taking place in year one.

#### **Low-value giving and membership**

Art UK has a small pool of existing low-value donors (c.2,000) and has previously trialled a membership programme which ran for 3 years before being retired. With an audience of 5.3m users in 2023, the potential for low-value giving and subscription income through membership programmes is considerable but currently under-utilised.

We know that income from regular giving can provide a greater degree of financial sustainability than most other types of fundraising. We would like to build a giving offer for our general audience which is sustainable, capitalises on Art UK's varied offer and brings in significant returns over the next three years.

We are mindful that much of the content on the Art UK platform has been funded through public bodies, and that this content must remain free to access.

### **Low-value giving and membership consultancy**

Art UK is looking for a consultant to analyse its existing online giving offering, potential audiences for donor acquisition and comparable online offerings, leading to a recommendation of a new low-level giving or membership programme. Art UK is looking for a solution that will raise at least £50,000 unrestricted recurring income in its first year.

The consultant will be required to:

- Desk research into comparable online offers where there is a low-level giving or membership programme
- Mystery shopping research into comparable online offerings, analysing donor journeys and donor thank you materials
- Analysis of Art UK's existing and past low-level giving and membership offerings
- Analysis of Art UK's existing supporters and broader audience
- Research into competitor marketing programmes
- Create a recommendation for a new online giving offer and possibly a subscription offer, including potential member benefits, a well-designed supporter journey, thank you materials and marketing

The consultant must have:

- Experience in designing and evaluating low-level giving and membership programmes
- A successful track record of supporting clients implement such schemes and see a material improvement in low-level giving income generation
- Strong data analysis skills
- Strong general understanding of online giving mechanisms and the motivations of online givers
- Excellent IT skills
- First-class written and spoken communication skills and the confidence to engage effectively with a range of people
- Self-motivation and reliability

### **Proposal to Tender**

The consultant's proposal to tender for this work should be no longer than four pages of text (not including a CV, which can also be attached).

The tender should include details of:

- A methodology explaining how the brief requirements will be delivered
- The relevant experience and competency possessed by the consultant and other personnel who will work on the project

- Previous experience relevant to this contract – examples of at least two specific projects should be cited giving reasons why this experience is relevant. Demonstrating any experience of similar National Lottery-funded projects would be desirable.
- Two references from clients of similar work
- Information on the consultant's professional indemnity insurance

Please send your tender to [recruitment@artuk.org](mailto:recruitment@artuk.org) by 9am on Tuesday 26th March 2024. Interviews will be held via video call on 4th and 5th April 2024.

### **Payment terms**

The budget for this work is £6,000 (+ VAT), inclusive of expenses.

Payment dates will be agreed with the appointed consultant or agency.

### **Appointment Terms**

The consultant will be appointed for six months in the first year of the project.

### **About The National Lottery Heritage Fund**

As the largest dedicated funder of the UK's heritage, The National Lottery Heritage Fund's vision is for heritage to be valued, cared for and sustained for everyone, now and in the future as set out in the strategic plan, [Heritage 2033](#). Over the next ten years, the Heritage Fund aims to invest £3.6billion raised for good causes by National Lottery players to bring about benefits for people, places and the natural environment.

The Heritage Fund helps protect, transform and share the things from the past that people care about, from popular museums and historic places, our natural environment and fragile species, to the languages and cultural traditions that celebrate who we are.

The Heritage Fund is passionate about heritage and committed to driving innovation and collaboration to make a positive difference to people's lives today, while leaving a lasting legacy for future generations to enjoy.

Follow @HeritageFundUK on [Twitter](#), [Facebook](#) and [Instagram](#) and use #NationalLotteryHeritageFund [www.heritagefund.org.uk](http://www.heritagefund.org.uk)