

Panlogic

Digital build & consultancy

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Digital Philanthropy in the Arts

Looking at the motivation behind giving to the Arts and how digital media could enhance giving through audience engagement.

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Digital Philanthropy – how can digital media enhance charitable giving to the Arts?

As a result of the Government's 2010 Spending Review, Arts Council England announced details for the 'biggest change to arts funding in a generation'. Core national Arts institutions had their budgets cut by up to 15%, and many other organisations lost funding altogether.

There is debate that philanthropy – large and small sum charitable giving from individuals and corporations – could be the solution to plugging the funding gap. Many Arts organisations already generate a proportion of their income through fundraising, and are becoming increasingly active and innovative in this area.

The motivation behind giving to the Arts is different from those behind other charitable causes. Donors may give to disaster relief because of an emotional response triggered by the campaign, but the motivation behind giving to the Arts tends to be more complex. Engagement and interaction with potential donors play a key role in successful fundraising in the Arts.

In recent years, the biggest development in the interaction between cultural organisations and their audience has come from digital media. The landscape of fundraising in general has also been transformed in recent years, with online and mobile giving on the rise year on year.

Panlogic's research explores the motivation behind why people give to the Arts, and ways in which digital media can enhance giving through engagement. We also aim to recommend ways in which Arts organisations can integrate digital media into a sustainable fundraising strategy.