

	FUNDRAISING			INCOME GENERATION <i>Commercial activities which generate income</i>
	FROM FUNDERS <i>Submitting written applications to funding bodies</i>	FROM INDIVIDUALS <i>Running activities and events to raise money from individuals</i>	FROM BUSINESS <i>Securing funding from businesses</i>	
STRENGTHS	<ul style="list-style-type: none"> • Can be good fit with projects • Can offer large scale funds 	<ul style="list-style-type: none"> • Funding is not time limited • Process can engage trustees, staff, volunteers, audiences • Unrestricted funds 	<ul style="list-style-type: none"> • Can raise significant amounts • Unrestricted funds • Funding is not usually time limited 	
WEAKNESSES	<ul style="list-style-type: none"> • Very competitive • Need to meet funder criteria • Time limited • Restricted funds • Needs some specialist skill • No guarantees of success 	<ul style="list-style-type: none"> • Usually small scale funding • No guarantees of success • Very resource intensive 	<ul style="list-style-type: none"> • Funds can come with strings • Funds can be 'in kind' • No guarantees of success • Very resource intensive 	
CONSIDERATIONS	<ul style="list-style-type: none"> • Legal status of museum • Revenue or capital funding 			
REQUIRES	<ul style="list-style-type: none"> • Clear project ideas • Good evidence of need • Some specialist skill • Time, effort & persistence 	<ul style="list-style-type: none"> • Good case to be made • Resource intensive • Time, effort & persistence 	<ul style="list-style-type: none"> • Good case to be made • Some specialist skill • Resources • Time, effort & persistence 	
SOURCES	<ul style="list-style-type: none"> • Charities & Trusts • Central government • Local authorities • Arts Council • Heritage Lottery • SITA, Biffa 	<ul style="list-style-type: none"> • Donations, Legacies • Sponsored activities • Events, Campaigns • Collections • Crowd funding • Social bonds • Friend, Members, Alumni • Mailshots • Social media 	<ul style="list-style-type: none"> • Corporate sponsorship • CSR activities (e.g. free expertise) • Payroll giving 	