

## Association of Independent Museums

AIM E-News Late October 2016 Edition – Number 94 – **EXTRACTS**

### **New Media Offers For AIM Members**

AIM members can now take advantage of two new media offers to help them with their marketing and promotion.

MailGlo is an email marketing platform that allows you to design and send high impact emails easily. There is a range of templates that you use to send invitations for exhibitions, to help support your fundraising campaigns or to simply to update your visitors and other stakeholders on your latest news. MailGlo is offering AIM members 3,000 free emails every month for 12 months. To sign up or see more please visit: [MailGlo](#) To take advantage of this offer please email [marki@mailglo.com](mailto:marki@mailglo.com)

[Get Carter Productions](#) are radio advertising specialists with over 80 years' collective experience. They have produced radio advertising for some of the UK's top brands, including many visitor attractions. AIM Members receive a 10% discount against rate card when quoting the reference AIM10-2017. Please email [simon@getcarterproductions.co.uk](mailto:simon@getcarterproductions.co.uk). Or call 0191 460 4082

### **New Small Charities Programme From The Charities Finance Group**

The Small Charities Programme aims to provide practical training and resources to smaller organisations across England and Wales, to support them with managing their finances. The purpose of the programme is to develop the knowledge and financial capabilities of small charities, helping them to inform their decision making, improving their resilience and increasing the difference they make in their communities. To view all training topics and dates plus the range of resources please visit: [Small Charities Programme](#)

### **Have Your Say: Governance Of Arts Organisations And Museums**

What are the priority issues for Boards/Trustees of arts organisations and museums? What is working well? How might governance be strengthened? These and other key questions are at the heart of the Independent Strategic Review of Governance commissioned by the Clore Leadership Programme together with a consortium of Trusts and Foundations and they are keen to hear your views. Please contribute to their survey which can be found here: [Independent Strategic Review of Governance Development Needs in the Arts & Museums](#)

### **Charity Commission: Improving Regulatory Compliance - Reporting Serious Incidents**

The Charity Commission is consulting on proposed updates to its guidance for charities 'What to do if something goes wrong: reporting serious incidents'. The guidance aims to help charities identify what to report and when. The Commission specifically welcomes comments on the draft guidance from trustees, charity staff and volunteers, professional advisers, and those with an interest in the charity sector. The consultation will run until 12 January [Improving regulatory compliance - reporting serious incidents](#)