

Association of Independent Museums

AIM E-News August Edition 2017 – Number 112 – **EXTRACTS**

Publication On Crowdfunding In The Cultural And Creative Sectors

[Crowdfunding - Reshaping the crowd's engagement in culture](#) is a response to the increasing role crowdfunding plays for the European cultural and creative sector (CCS). Digitisation, the financial crisis and a growing interest in engaging with the public have popularised crowdfunding as a method of fundraising and community building for the CCS. Please visit [The Network of European Museum Organisations website](#) for detailed information and further useful links.

Five Ways To Make Your Museum And Business More Instagram Friendly

With more than 700 million monthly active users, businesses are paying more attention to Instagram than ever before, and museum of all sizes can capitalise on this popular social media platform by following some useful tips published by [Clickz](#) this week.

GEM Announces New Courses At Foundation, Intermediate And Advanced Level

GEM has developed these courses to be enjoyable, flexible and instantly applicable to the workplace. Topics include Heritage Interpretation; Working with Artists in Heritage Settings; Health and Wellbeing; Essentials of Leadership; Fundraising and Income Generation and Managing Museum Educators and Their Activities. Visit the GEM website to find out more: [GEM CPD](#)

Survey: The Role Independent Museums Play in Contributing to the Heritage Industry of Great Britain

From John McDonagh: I'm studying for an MSc degree in Sustainable Heritage at UCL. For my dissertation, I'm looking at the role smaller museums and galleries play in contributing to our heritage industry. I'm particularly interested in the origins of these museums, the individual collectors like the Tradescants and the Walter Potters of this world who turned their personal interest into something much greater and how they survive in the current economic climate. I would greatly appreciate it if you could find the time to complete my on-line questionnaire [The Role Independent Museums Play in Contributing to the Heritage Industry of Great Britain](#)

Survey: Sustaining Small Local Heritage Attractions

SLR is undertaking a national survey of small heritage attractions to find out how they market themselves, how they are organised, managed and owned, their sources of revenues, operating cost structure and principal funding sources for new investments. All responses will be treated as commercially confidential and results reported in aggregate terms, with no individual attraction identified. The survey results will be circulated to everyone participating in the survey. Responses should be submitted by Friday, September 8th at the latest when the survey closes. Results will be sent to all respondents by the end of September. [Sustaining small local heritage attractions: A case study analysis](#)

The Esmee Fairbairn Collections Fund

Between 2017 and 2019 the Foundation is offering a total of £3.5 million in grants. Grants of between £20,000 and £120,000 are available to museums and galleries in the UK to enable them to focus on time-limited work on collections outside the scope of an organisation's core resources. A large number of collections activities are eligible for funding, for example research, digitisation, loans and conservation. The deadline for applications is 6 September 2017 (5pm). Further details are available from: [The Esmee Fairbairn Collections Fund](#) or contact 020 7566 7800.