

Association of Independent Museums AIM E-News 28 June 2018 – **EXTRACTS**

Sign Up For Free Financial Support From The Charity Finance Group

AIM and the Charity Finance Group launched a new three-year partnership during the recent AIM National Conference and all AIM members can now sign up to receive this fantastic (and free) membership benefit.

Thanks to funding from Arts Council England, AIM has bought bulk membership of the Charity Finance Group for all AIM members across the UK to support you and your teams to develop better financial management for your organisation. All you need to do is visit the [AIM members form on the Charity Finance Group website and enter a few details.](#)

So, if you are puzzled by Gift Aid, confused by tax or perplexed by pensions, make sure your museum takes advantage of this FREE membership benefit! [Find out the full list of benefits and other information about this new partnership here.](#)

Prospering Boards – New Opportunity To Apply

Could your board benefit from expert support? Prospering Boards works with boards to help them strengthen their leadership, work more strategically or deal more effectively with emerging challenges.

If you are a trustee of an Accredited Museum (or one working towards Accreditation) in England and would like to discuss what support might be available for your board, please contact AIM's Assistant Director, Helen Wilkinson, at helenw@aim-museums.co.uk.

[Find out how to apply and further information about Prospering Boards here.](#)

AIM National Conference 2019 will be held 20-22 June 2019 at [The National Civil War Centre](#) - Newark Museum and we will be releasing further information in the late Autumn.

Teen Twitter Takeover On 3 August 2018 - It's Fast Approaching So Sign Up Now To Take Part!

Teen Twitter Takeover empowers teenagers and gives them a platform to engage with museums, heritage sites, archives, libraries and art and science centres across the UK. The day provides an opportunity for young people to talk to their peers across the country and gain experience with museums and their collections. It helps museums to see their collections in a new light and better understand their younger audiences. [For more information, click here.](#)

Google Research Finds Customer Online Research Is Now Part Of Overall Customer Experience

Recent findings by Google have shown that people are proactively planning and researching events on smart phones such as trips or restaurant visits in real time and that this online research is now part of the overall customer experience, helping to build excitement and confidence and enabling people to seek out more personalised information to curate their own experiences. In one example, Google found that mobile searches for "wait times" is up 120% in the last two years and that connected customers are educating themselves to ensure they get the best experience possible to avoid a negative encounter. [Some useful tips to help your museum become part of your visitor's online research from ClickZ here.](#)

The Dulverton Trust

The Dulverton Trust is an independent grant-making charity supporting UK charities and CIOs (charitable incorporated organisations) to tackle a range of social issues, protect the natural world, and preserve heritage crafts. Single year grants are typically between £25,000 and £35,000 and grants for revenue and capital are available. [Check eligibility and apply online here.](#)