

AIM E-News 4 December 2018 – EXTRACTS

AIM And The Charity Finance Group: A Lot To look Forward To In 2019!

Since we launched our partnership with the Charity Finance Group in June, over 230 AIM members have signed up to take [advantage of free CFG membership](#). All members of staff, Trustees and volunteers within your organisation are eligible for this free membership, so if you want support with a range of finance issues – [please sign up today at no charge](#). We have been planning our programme of partnership activities with CFG for 2019, and you can expect more webinars, top tips from Finance sector experts, podcasts and new CFG regional events next year. To help us tailor the 2019 programme for our members across the UK, [please consider taking part in a quick survey](#) to help us identify what topics you would like to see covered. Find out more about the Charity Finance Group, and how they can support your museum [on their website](#).

Help From The AIM Energy Action Group: What Are The Benefits Of Smart Meters (AMR) For Your Museum?

Smart meters, or more precisely, Automatic Meter Readers, are rising in popularity and many museums are coming to understand what they can gain from installing an AMR meter. If you're still unsure however, [here is an article from the AIM Energy Action Group](#) covering three key reasons why you should consider a smart meter today. Not signed up to the free AIM Energy Action Group? [Click here to start saving your museum money today](#).

AIM Associate Supplier Article: How Can Museums Work With Web Design Agencies?

One of the challenges heritage sector organisations face when commissioning a new website is working with web design agencies. Building a great relationship and mutual understanding with your chosen website design agency can pay dividends and produce a website that will showcase your organisation in the best light.

But there can sometimes be creative conflict, so to help AIM members avoid this, Harry O'Connor from website design agency and AIM Associate Suppliers – Heritage Creative – [has written this article to help you avoid the pitfalls of working with web designers](#).

16 Excellent Digital Resources For Charities

[Charity Digital News](#) has collated a list of the best platforms and websites for charities to learn about digital, connect with others and find techy volunteers. Well worth a read.

Have Museum Apps Had Their Day?

The download rates of augmented reality apps by museum visitors can be surprisingly low. So before you invest, have a read of [‘Augmented reality promises to rescue dying museums – so why don't visitors want to use it?’](#) by Matthew Robert Bennett, Professor of Environmental and Geographical Sciences, Bournemouth University and Marcin Budka, Professor of Data Science, Bournemouth University on ‘The Conversation’ website.