

Association of Independent Museums AIM E-News 11 June 2019 – **EXTRACTS**

AIM Biffa Award – New Website Coming Soon!

As part of our funding from Biffa Award for our 'History Makers' programme, we are creating a brand new and stand-alone website that will showcase all funded projects and act as a useful resource for all young people studying STEAM subjects. The website will contain interactive elements such as games, quizzes and fun facts about all History Makers and will be launched in September 2019.

To help us plan the design of the website, [we are asking AIM members, museum educators and anyone else that works with or knows young people, to visit our fun and fast feedback website.](#) We want to be sure that we are providing useful resources in an engaging way for children, so if you work with young people – or are a parent yourself - please ask them to take part!

AMA Benchmarking Research Released

The Arts Marketing Association (AMA) [has published the results of its member benchmarking survey.](#) drawing on the experiences of communication professionals working in and across the arts, culture & heritage sector. The research looked at key benchmarking factors for members to use in their daily activity and planning including budget breakdown, email open rates, social media channel, and website trends. It also explored how members feel about their roles and organisations.

Fundraising Regulator: New Code Of Fundraising Practice

The Fundraising Regulator (the independent regulator of all fundraising carried out by or on behalf of charitable, philanthropic and benevolent organisations in England, Wales and Northern Ireland) [has launched a new and improved Code of Fundraising Practice](#) which will come into effect in October 2019.

Webinar: How To Understand Your Ideal Customer Profile

To deliver your marketing effectively online you need to know who your most important target customers are and where to find them. [This webinar will help you do just that.](#) Runs at 3pm on Monday 24 June.

Paul Hamlyn Foundation Youth Fund

Between £10,000 and £60,000 is available to organisations that support young people aged 14 – 25. The Fund supports organisations which work with young people experiencing disadvantage in a way that recognises and builds on their strengths and potential. [Further guidance and information can be found here.](#)

Foyle Foundation – Small Grants Scheme

The Small Grants Scheme is designed to support smaller charities registered and operating in the United Kingdom, especially those working at grass roots and local community level, in any field, across a wide range of activities. Applications are welcomed from charities that have an annual turnover of less than £150,000 per annum. [Grants of between £1,000 and £10,000 are available for core costs, equipment or project funding to charities which can show that such a grant will make a significant difference to their work.](#) No closing date for applications.