



We want to hear from you

We'd like to hear what you need and want from AIM during this Coronavirus crisis and looking ahead to reopening. What are the key issues we can help with? What knowledge and support do you need during the recovery phase? We'd really appreciate you taking a few minutes to [fill in this survey](#) to help with developing our Hallmarks at Home training and support plan (see below) over the coming weeks and months. And if there's any feedback you've got on what we've been doing so far, we'd love to hear that too. Survey closes 12noon on Friday 24 April.

Governance

A good board offering clear direction is always of vital importance to a successful heritage organisation, and now more than ever. If you want support in ensuring good governance while working remotely, or how to best use your trustees to plan ahead for reopening, book a place at our webinar at 11am on Friday 24 April. The session is being run by Prospering Boards consultants Hilary Barnard and Ruth Lesirge from HBRL Consulting, expert advisors on charity and museum governance.

[Find out more and book your place here](#)

AIM Hallmarks at Home

Over the coming weeks the AIM team will be looking at the AIM Hallmarks and how they can help members prepare for recovery and reopening. Hallmarks at Home will cover the existing topics that are still the relevant characteristics of successful heritage organisations. Look out

for webinars such as the forthcoming governance session, plus online resources to ensure your museum is ready to prosper and thrive post-Coronavirus crisis.

Fundraising Forum

Earlier this week Judy Niner led an interesting and insightful webinar for members on fundraising. Key advice covered the confident and helpful communications approach you can take during closure to prepare for future fundraising activity. See a [summary of Judy's advice here and book your place](#) for the next Fundraising Forum at 4pm on Wednesday 29 April.

Latest advocacy

AIM Director Emma Chaplin continues to have regular conversations with DCMS, ACE and NLHF to share feedback received from members. Please do continue to share your queries and concerns with us via info@aim-museums.co.uk.

Also this week, AIM's Chair Andrew Lovett highlighted the ongoing and considerable challenges faced by the sector in [this interview with BBC London](#)

Coronavirus resources

The Coronavirus resource pages of the website continue to be updated with the latest news. New this week includes the most recent Government updates to the Job Retention Scheme, plus you can still apply for a one to one online surgery with a Prospering Boards consultant and get free HR support from the HR Dept. [See all the support available on our website](#).

Free helplines for Charity Finance Group members

AIM members registered with CFG can access their free helplines run by specialist corporate supporters, topics include property, tax, legal and HR. Login to the [CFG website](#) to access.

Register with CFG for free

Financial knowledge and skills are so much more than making sure the numbers add up. Managing effectively, particularly when our sector faces the real risks of COVID-19, can be very difficult. CFG members' teams are at the heart of their organisations, and it's CFG's job to make sure you have the support of the friendly community, the insight to lead the way, and the recognition for the vital part you play. AIM members can [join CFG for free](#) through our partnership.

What Coronavirus measures means for your finances

Stay up to date with policy and financial impact for charities with [CFG's Coronavirus guide](#), updated daily.

AIM April Bulletin now online

The April issue of the AIM Bulletin has been made available on the website for the first time. It is anticipated that this temporary break with tradition will make the latest news, support and best practice more readily available to AIM members. [Read the April issue here](#).