



## Capital Campaign Manager for *The Dance Space* Appeal

- Brief** To manage an 18 month campaign with a target of £1million to secure dance studios and office space for South East Dance as part of a major Brighton regeneration project.
- Where:** National Appeal based in central Brighton.
- Who:** South East Dance, in partnership with Brighton & Hove City Council, University of Brighton and Cathedral Group.
- What:** Funding for the *The Dance Space*, completion due 2012.
- When:** from February 2008 – 2010
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### Invitation to tender

Appointment will be one lead consultant who may bring in other people subject to approval to undertake different areas of work. We are looking for an individual(s) with an exemplary record of capital fundraising, strong fundraising networks and an understanding of the context South East Dance works in, being well informed about the arts sector and wider contexts.

We need someone who can:

- Deliver a Campaign Strategy by March 24 2008 with defined goals against which all fundraising activity is planned and measured, including a clear conclusion to the appeal.
- Provide a strategic lead to ensure a strong start to the appeal and continuity and vigour throughout the 18 month fundraising period.
- Ensure robust systems of communication and relationship maintenance with all funders and stakeholders throughout appeal and beyond.
- Provide clear, succinct and trackable reporting through to completion, including clear statistics and cash figures.

If you have the skills, experience and network to work with our knowledgeable and enthusiastic team of staff and freelancers and rise to this challenge then **send us a bid** by 5pm, Wednesday 9 January 2008 to the address on page 5.

## Background

The capital build project *The Dance Space* provides an opportunity for South East Dance to realise its aspirations for dance for the first time, and to improve dance provision in the City of Brighton & Hove and beyond. This is an opportunity that may not come about again.

The impetus for South East Dance in undertaking this project stems from the simple concept that choreographers, dance artists and the wider dance communities should have the best possible environment in which to make and share their work.

*The Dance Space* will not only support the creation and development of dance as an art form but also the continued growth and enjoyment of dance audiences. The building will provide South East Dance with an appropriate professional working environment that can house the next stages of our future development. More than that, it will be a permanent and vital place dedicated to dance not just for the City and wider South East region, but nationally and internationally'. (Mairead Turner, Chief Executive South East Dance; *The Dance Space Feasibility Study May 2007*)

## Aims of the Appeal

1. To achieve funds to meet South East Dance's fundraising target for the full capital appeal of **£1million**.
2. To plan for an estimated end date for Capital Appeal fundraising activity of 2009/2010 based on a deadline for funds for fixtures, fittings and equipment.
3. With the Communications Department, working to the Communications Strategy, achieve a national, regional and local profile for *The Dance Space* capital appeal.
4. To build and maintain an infrastructure to support the appeal, comprising of an Appeal Board, staff, consultants and partners to ensure quality, consistency and transparency throughout.
5. To maximise on the potential South East Dance has created through recent uplift in staffing, successful Trust fundraising and support through statutory funds, for larger amounts, over a longer sustainable period, benefiting all areas of work and opening up further opportunities for funding from new sources such as corporate partners and major donors.
6. To secure significant lead funds from major trusts known to support capital projects to provide a compelling start to the campaign.

**Key components of the appeal strategy should include but are not limited to:**

1. Addressing the issues of timescale and funding streams to maintain project momentum, including a number of funding cash flow scenarios.
2. Suggestions whether it is appropriate for the campaign to be managed by a single consultant throughout and look at the case for making use of different skill sets at different points throughout the campaign.
3. Recommendations for branding of the appeal, to be lead and implemented by both Campaign Manager and Communications Manager by end April 2008.
4. Planning for active fundraising to begin April 2008 giving approximately 18 months for all fundraising to be undertaken.
5. Planning for a public call for support once 80% of target has been met, planned alongside the Communications Strategy and managed by Communications Manager and Capital Appeal Manager.
6. Targets by timetable - distinguished by pledges and cash – concentrating on an early need for ready money.
7. Targets by theme – who is likely to support which part of the project; mission and activities that will appeal to specific prospects and plan cultivation events around these interests.
8. Targets by source - segmentation of fundraising activities in according to source - eg trusts/corps / majors (as well as or instead of by theme).
9. Targets by sequence - clear beginning and end cutting across all of the above focusing on lead gifts and cultivating in order.
10. Identification of all spaces with naming opportunity. Sketch a naming opportunity table with prospects who are known to have funded spaces aligned with available spaces. Advice from cases studies is that an amount to name a space should be near to 50% of the overall campaign target. Larger gifts to contribute to building and operating costs.
11. Further research on sources of funding including the possibility of endowments.

**Further details and schedule:**

**Website:** [www.southeastdance.org.uk](http://www.southeastdance.org.uk)

**Contact:** Judith Matthews, South East Dance  
Direct Line: 01273 645261  
[judith.matthews@southeastdance.org.uk](mailto:judith.matthews@southeastdance.org.uk)

**Turnover:** £900,000 per annum (projected 07/08)  
**Establishment:** 11 staff (9.26 FTE) plus freelancers

**Bid Deadline:** 5pm, Wednesday 9 January 2008

**Interview date & location:** Thursday 24 January 2008  
South East Dance Offices, Brighton

**Start date:** 4 February 2008  
**Strategy Document deadline:** 24 March 2008  
*(pending panel confirmation)*

**Fee:** Negotiable

**Bid content (6 copies required):**

1. Outline of campaign strategy document – 4 sides A4 max.
2. Consultant Credentials against work outlined – previous experience
3. CV(s)
4. 3 references
5. Availability within timescale identified

**Address:**

28 Kensington Street  
Brighton  
BN1 4AJ

Main Line: 01273 69 68 44