



# POLKA

Where Theatre Begins

## Development

KS3, KS4 & KS5

## What Does a Development Department Do?

Another name for Development is 'Fundraising'. Many theatres like Polka are charities, who need to raise money in order to deliver many of their programmes.

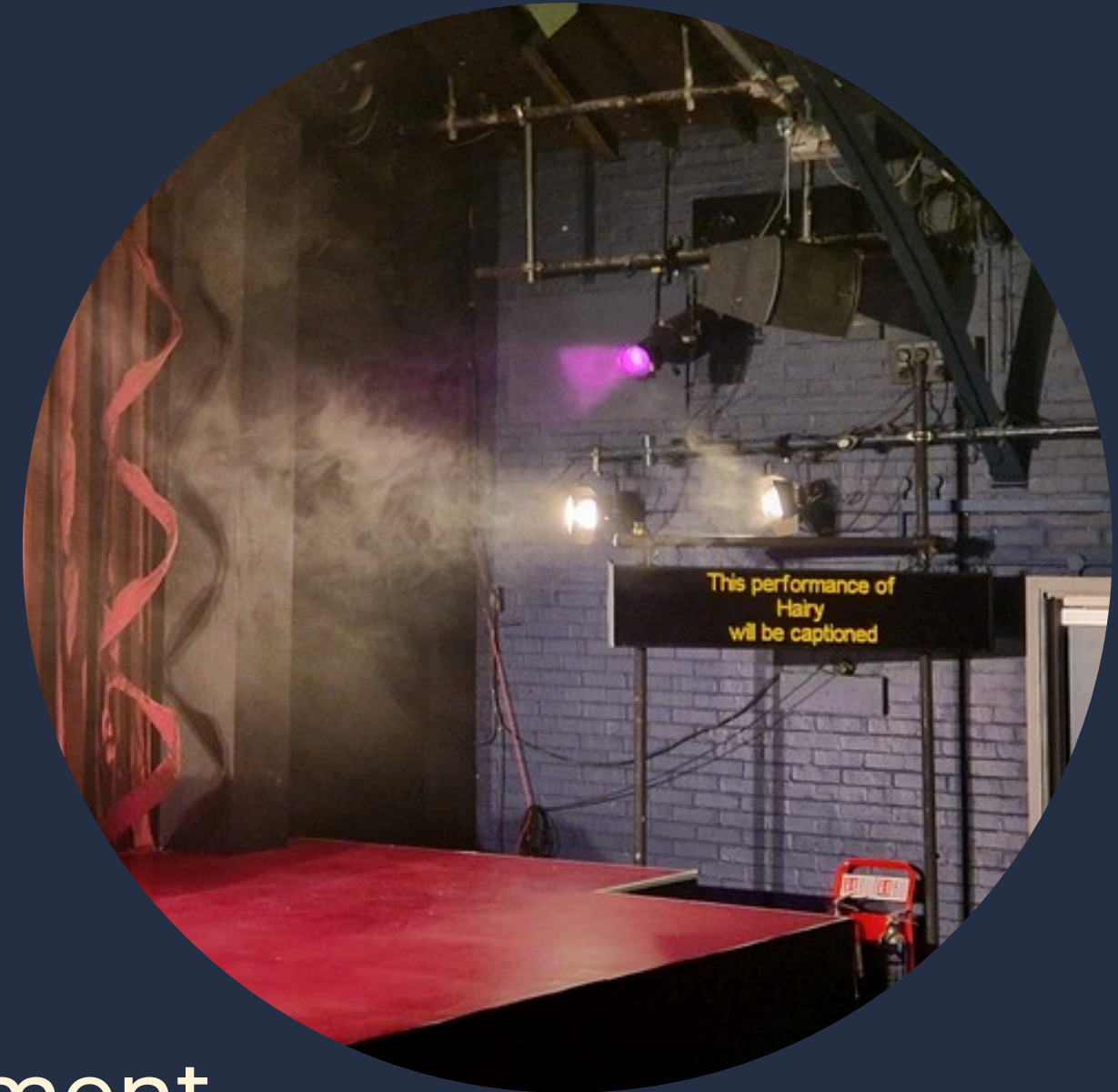


# What Does a Development Department Do?

These programmes include:

- Access Performances, e.g. BSL-interpreted/relaxed performances
- Free tickets for people who can't afford to visit the theatre
- Creative Learning opportunities

Can you think of any ways our Development Department might raise money for these?



# What Does a Development Department Do?

- Fundraising Events
- Point of Sale (Donating £5 when you buy a ticket)
- Corporate Donors (Companies who give money to charity)
- Trusts & Foundations (Charitable organisations)
- Major Donors (Individuals who give significant donations)



## Appealing to Funders

Funders will usually have their own priorities: aims they hope to achieve with their donation. For example, they may have a particular interest in providing access to the theatre for children with disabilities.

Often, our Development Department will have to work out how our projects and shows can appeal to a potential funder.



# Over to You!

You're going to have a go at pitching a production to a funder.

Your aim is to convince them that, by giving you money to produce a show, you will help them achieve their own aims.

If you're currently working on your own devised piece, use that. If not, choose a play you have seen, read or studied recently.



# Your Task

On the next page, you'll see some information about your potential funder.

In groups, you should create a short presentation, trying to convince the funder to donate money to your production.

You should include:

- How your production will achieve the funder's aims.
- How much money you are asking for.
- Exactly how you will spend their donation.



# Your Potential Funder

## **Name:**

Delia Sloane

## **About Me:**

I have had a 40-year career in publishing, including a decade as director of a major publishing house. One of our biggest successes was our range of books for Young Adults. I live in London and have three grandchildren aged 8, 12, and 18.

## **My funding aims:**

I am an independent donor, hoping to give up to £5000 to projects that use the arts to teach young people about the importance of mental health and develop their communication skills.





## Presentation Time!

Present your pitch.

The rest of the class (or your teacher!) can take it in turns being Delia Sloane - will they give you the funding?

# Hear from the Professional

## Georgina Davey - Head of Development

### **Describe your job in one sentence.**

I'm Head of Development and lead on raising money towards Polka's work as a charity – from overseeing fundraising events to securing support from individuals, businesses and grant-making organisations.

### **What are the top three skills you need for your job?**

- a) building rapport and making connections with a wide range of people and organisations.
- b) writing and talking clearly about Polka and our positive impact as a charity
- c) forward planning and team management.

### **Are there any specific qualifications or experience you need to be able to do your job?**

You don't need a specific qualification but experience as a volunteer or in a paid role is important. You can build experience by getting involved in a fundraising event or challenge, or helping to secure donations or grants for a local

charity or project. You can also develop transferable skills if you have worked in sales or marketing or events organisation. Good communication, IT and planning skills and experience will help. Vitally, you want to show you care about a charity's mission and their work, so that you can convey this passion to supporters and potential supporters!

### **What is your favourite part of your job?**

Meeting our lovely supporters and showing them around Polka.

### **Do you have any advice or words of wisdom for a young person hoping to pursue a career in your field?**

Fundraising for a theatre, gallery or museum isn't often talked about as a career in the arts, but there are lots of opportunities — and it's really rewarding. If you enjoy writing, meeting people, and want to help a cause you care about, fundraising is a great career. And there are lots of career pathways, whether you want to focus on sponsorship from companies, organising fundraising and challenge events, or doing a bit of everything.

# Hear from the Professional

## Lizzie Lord - Trusts Relationships Manager

### Describe your job in one sentence.

Finding funding for Polka's charitable work from grant-giving organisations.

### What are the top three skills you need for your job?

- a) Communication skills (speaking and writing)
- b) Resilience (able to handle rejection and keep positive)
- c) Relationship building skills (good at getting along with people and building rapport, confident to initiate conversations with new people and maintain relationships)

### Are there any specific qualifications or experience you need to be able to do your job?

All skills can be learnt on the job and via online training courses. I have an English and Drama Degree, but lots of successful fundraisers do not have a University Degree. Due to the amount of writing required in Trusts and Foundations Fundraising, achieving English GCSE would be a minimum, and extremely helpful.

### What is your favourite part of your job?

Seeing projects happen thanks to receiving funding that I secured is very rewarding. I love that in my role I am involved in all areas of the charity – I can be nosy and find out what everyone is doing!

### Do you have any advice or words of wisdom for a young person hoping to pursue a career in your field?

It's a reliable, fulfilling and well-paid career, and while it can be challenging as you won't always succeed in getting the funding you want, it is a field in which you can bring your own personality, creativity and energy and see positive change directly resulting from your work!





**Want to learn more about careers in theatre?**

Head to [polkatheatre.com](http://polkatheatre.com) to find out about Work Experience.