

Brief for Fundraising Support

Blast Theory has undertaken a strategic review of our fundraising in order to diversify our sources of income and develop our portfolio of funding. This work is supported by the Arts Council England Catalyst scheme and is being carried out in partnership with Fabrica with shared objectives in exploring ways to diversify our income streams.

We have established 3 key areas that we would like to engage a consultant to help us with. You will play an integral part in developing Blast Theory's fundraising expertise as well as contributing to a significant development in the organisation and its offering to our audience.

To do this, you will:

1. Develop a strategy to raise significant funds to deliver our residency programme

- a. Work closely with the Director and Business Director to fundraise for our residency programme
- b. Develop a strategy which will enable us to offer financial stipends to our residents to support their work – this may be part of an individual giving or Trust & Foundations strategy

2. Create an individual giving plan that is suited to Blast Theory and will deliver against an agreed target in year one

Work closely with the Director and Business Director to develop a suitable individual giving strategy for the company.

As part of this we would like you to:

- a. Appraise our current plans for a crowd funding campaign and gala event adapting them where necessary
- b. Appraise and inform our plans for regular donations from individuals
- c. Set realistic goals and targets for individual giving
- d. Appraise possible sponsorship opportunities and develop a sponsorship strategy

3. Create a written plan on how to create and manage a useful audience database

We would like help in understanding our audience further, to develop a more effective database in order to engage our audiences as well as developing a culture of individual giving. We want you to work with us to establish and put into action an audience database, which will allow us to talk to our audiences more effectively. We want you to devise systems to build donors and encourage them to support again. This should allow for marketing segmentation that is manageable for a small team.

Application Details

Please send a proposal of how you would work with us in the areas specified above giving examples and providing details of relevant experience you have had with other organisations in the past. If you feel that the brief is best fulfilled by more than one person, please could you provide information on who would work with you and their experience. We are looking to appoint a consultant to start working with us from April 2014 and the project ends in May 2015.

If you have any questions about the brief or alternative proposals, please do call Kirsty Jennings on the number below ahead of submitting your proposal.

The budget for this brief is £3,000 including expenses, plus VAT if applicable.

Application deadline is Friday 21st March 2014, 5pm

Successful candidates will be informed by Wednesday 26th March 2014

Interviews will be held Wednesday 2nd April 2014 in Brighton

Please email proposals to:

Kirsty Jennings - Business Director, Blast Theory

kirsty@blasttheory.co.uk

01273 413 455

About Blast Theory

Who we are

Blast Theory is renowned internationally as one of the most adventurous artists' groups using interactive media, creating groundbreaking new forms of performance and interactive art that mixes audiences across the internet, live performance and digital broadcasting. Led by Matt Adams (Director and Artist), Ju Row Farr (Artist) and Nick Tandavanitj (Artist), the group's work explores interactivity and the social and political aspects of technology.

Blast Theory was established in 1991 and is based in Portslade in a renovated Victorian icehouse overlooking Shoreham Harbour. Blast Theory's studio has been developed for use by artists, researchers, emerging businesses and small companies working in creative, digital and media industries.

Four times BAFTA Award nominated, Blast Theory has shown work at Tate Britain, ICC in Tokyo, Sundance Film Festival, the Venice Biennale and the Royal Opera House. The group has also won the Golden Nica for Interactive Art at Prix Ars Electronica and the Maverick Award at the Game Developers Choice Awards in the USA.

Blast Theory formed not to make works that use technology but to make works that in engage with audiences in interesting ways, outside of traditional settings. Our most recent work includes [My Neck Of The Woods](#), [I'd Hide You](#) and [The Thing I'll Be Doing For The Rest Of My Life](#)

Volunteer Programme

Blast Theory runs a volunteer programme that invites young people to work with Blast Theory for up to three months at a time; they are mentored throughout the post and are very much seen as an essential part of the team. An important aspect of the programme for the volunteers is developing networks and new contacts – something that Blast Theory team are always keen to assist with.

Residency Programme

Blast Theory also runs an annual residency programme. The residency programme is an opportunity for artists, researchers and/or designers to have their own studio in the Blast Theory building for up to 3 months to research and develop new work in a supportive and collaborative environment. Previous residents include [Invisible Flock](#), [Chroma Collective](#), [Me And The Machine](#) and [Andy Field](#).

Education and Industry Partnerships

The dialogue between scientific and artistic research forms a core thread of Blast Theory's practice. Blast Theory has collaborated with the University of Nottingham for over 13 years, developing technological platforms as well as ethnographic and academic research. This relationship has yielded four BAFTA nominations, a Prix Ars Electronica and academic papers of international significance. We also have a fantastic ongoing relationship with the University of Brighton.

Our education work takes many forms including teaching students at Central School of Speech and Drama; one-to-one mentoring sessions; leading talks and workshops nationally and internationally as well as providing opportunities for local practitioners to get involved in projects when touring.

Online

Our work encourages audience participation across different platforms and Blast Theory embraces the importance of social media and online presence. As a result of this, we have recently redeveloped our website and have employed a Marketing and Office Coordinator to help grow and develop this online audience.

Funding

Blast Theory is one of Arts Council England's National Portfolio Organisation's (NPO), through which we are typically funded over a three-year period. We receive commissions for new work from museums, galleries and art institutes. We also have a repertoire of touring works shown nationally and internationally, more often funded by festivals and arts organisations. We have recently had two projects funded by the EU Culture Fund and are looking to increase our number of proposals to trusts and foundations.