

# **Introduction To Long-Term Funding**

By Kat Jarby, Kaja MANAGEMENT

# Introduction to Me

- **Who am I?**

Artist manager, cultural curator and coach

- **What is my experience with fundraising?**



# My Experience

- ✓ Hess Is More: Apollonian Circles (2019 – )
- ✓ xo cph: presenting Danish music in New York (2025 – )
- ✓ 40+ applications for work grants
- ✓ 30+ applications for ensemble support
- ✓ 30+ applications for production support
- ✓ 25+ applications for private funding
- ✓ Den Unge Kunstneriske Elite (“The Young Artistic Elite”)
- ✓ + various project, travel and production grants etc.

# Today's Topics

- Funding Types
- Conceptualizing Your Project
- Structuring Large Proposals
- Communicating Your Project

# Funding Types

# Funding in the Cultural Landscape

- Artistic support
  - Work grants
  - Commission grants
  - Production grants
- Project support
- Operational support

**Note:**

Ideas, projects and operations that can't survive on market terms

# Project Support

## What is project support?

- Defined projects with a start and end period
- The entire process from development to the final product
- End product in the form of concert(s), installations, film, workshops, etc.
- Contribute to something that does not exist already
- Influence an audience or user group

Good way to show your worth and skills as a project leader

= project manager

# Operational Support

## What is operational support?

- A long-term agreement
- An operation that can't survive on market terms
- A course that has been deemed essential
- Support to everyday costs
- Dependent on network

Hard to get by without a lot of demonstrated experience

= project team

# Funding Bodies

**Governmental** – e.g. The Danish Arts Council

—————> Supports artistic projects

**Regional and communal** – e.g. Københavns Kommune

—————> Supports locally rooted projects

**Private** – e.g. Tuborg Fondet

—————> Supports largescale projects

**International** – e.g. Creative Europe

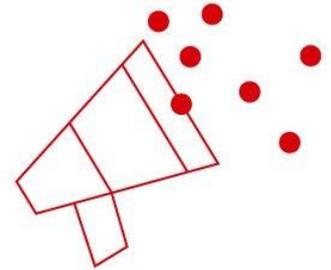
—————> Supports international projects with multiple organizations

# Tips to Long-Term Funding

- Research!
- Apply early
- Be specific
- Demonstrate need
- Prepare your budget
- Find collaborators
- Plan for the unforeseen

# Talk to a friend

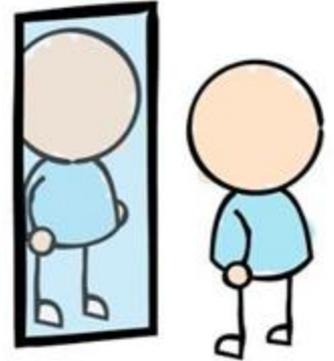
- What is your project?
- What category of funding does it fall into?
- Which funding bodies are you aiming for?



# Conceptualizing Your Project

# Reflecting

- Reflecting on yourself in your surroundings
- Reflecting on the times we're living in
  - What do you want to change?
  - How can you impact society?

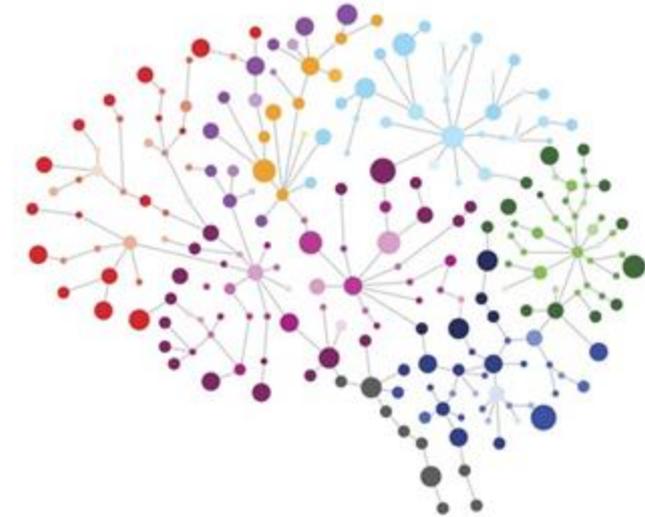


# Mindmapping

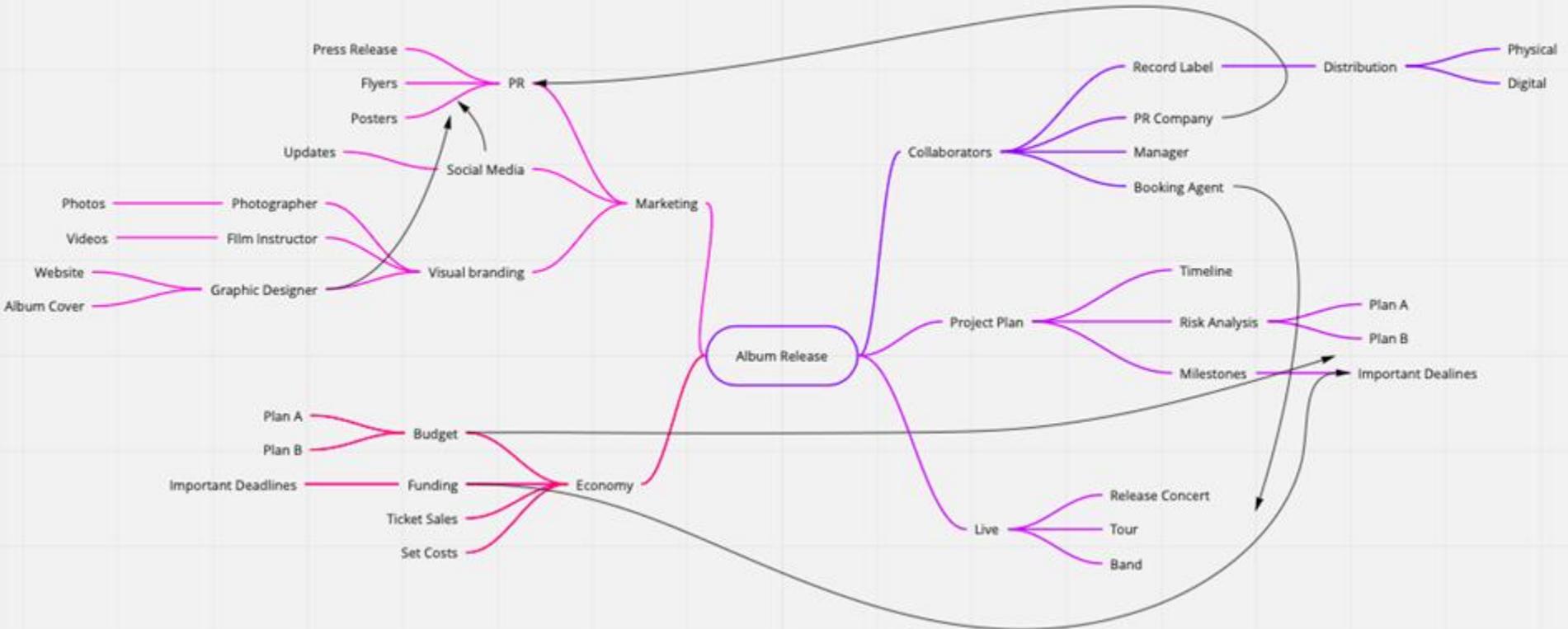
- A fun and easy tool
- Brainstorm of ideas
- Organizing your thoughts
- “Mapping” your project

## How to use a Mindmap:

1. Main idea
2. Overall themes
3. Detailed branches
4. Colours, symbols or pictures



# Example of a Mindmap



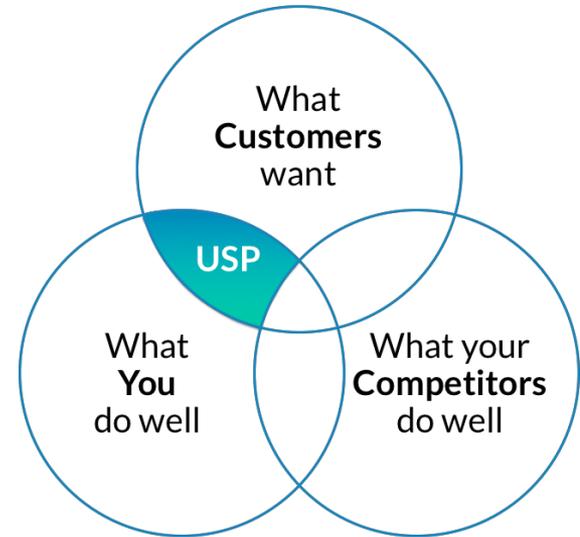
# Structuring a Large Proposal

# Master Application

- What? → **MAIN IDEA**
- Why? → **MOTIVATION/PERSPECTIVE**
- How? → **GOALS/ACTIVITIES**
- When? → **TIMELINE/MILESTONES**
- Who? → **ABOUT YOU (+ collaborators)**

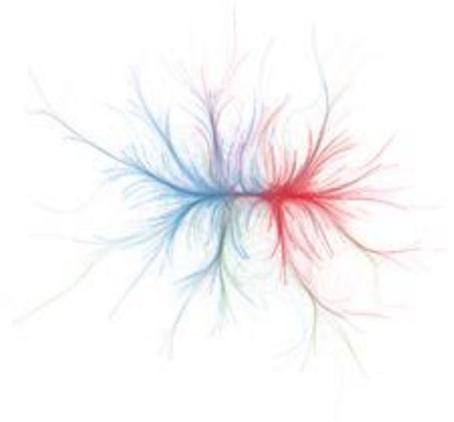
# Main Idea

- Describe the core of the project
- What are the strengths of the project?  
What makes the idea special?  
What do you want to investigate?  
What do you want to change?  
What impact do you want to make on the end user?
- USP – Unique Selling Proposition



# Motivation and Perspective

- Why is it important for you/the world around you?
- What makes you passionate about the project?
- How will it impact you, us, culture, society?
- What can change? What do you want to change?



# Goals and Activities

- **Goals**

- What is the end goal of the project?
- What does it look like when you reach it?

- **Success**

- What are the criteria for success?
- What do you need to implement?
- Are you investigating or testing something?

- **Activities**

- What exactly are you doing?
- How are you doing it?
- Who are helping you on your way?

# Timeline and Milestones

- **Timeline** = What will happen?  
When will it happen?  
Who does what?
- **Milestones** = Deadlines and goals



# Marketing

- Who is your target audience?
- How will you reach and engage this audience?
- What actions will you take to market your project?
- What media, partners, ambassadors, will be a part of disseminating your project?

# Budget and Financing

Create a realistic budget

Income → Ticket sales, funding, sponsors etc.

Expenses → Fees, production costs, PR, admin etc.

Buffer → Unforeseen expenses

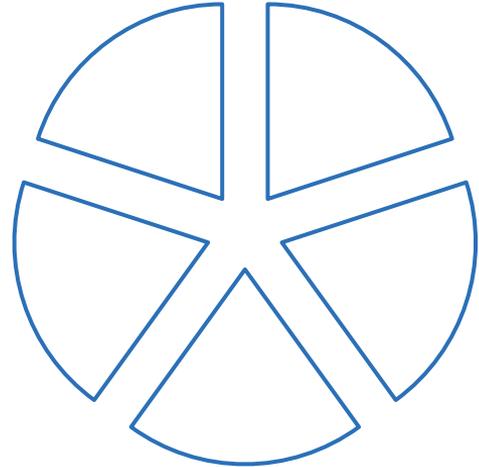
= zero

Financing = How will you cover the costs ?

# Collaborators

- Internal team members
- External partners
- Suppliers
- End users

How are these activated in your project?



# Who are you?

- Short profile text that describes your merits as the project leader/initiator/arranger
- Forget about the “Jantelov” and brag a little!
- Highlight previous projects you have realized that involved funding



# Master Application

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- Who? → **ABOUT YOU (+ collaborators)**

# Communicating Your Project

# Types of Receivers

- End users
- Collaborators
- Stakeholders
- Media
- Funding bodies

**Note:**

A different approach to each receiver

# Communication

## **Tone of voice**

verbal; language, slang and figures of speech

non-verbal; pictures, fonts, gif's, emojis etc.

**Voice:** constant, including style and positions (formal/relaxed/slang/technical terms)

**Tone:** the feeling behind (sarcastic, challenging, encouraging, personal, intimate)

## **Call to Action**

- What do I want the receiver to do with the text/message/campaign?

# Channels

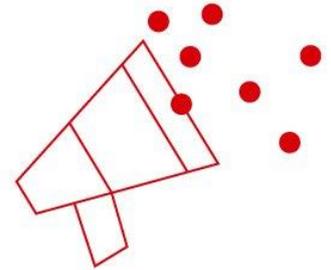
1. Traditional channels
2. Digital and social media
3. Alternative channels
4. The overlooked communication channels

# Think About

- ✓ Authenticity
- ✓ Interactivity
- ✓ Creativity
- ✓ Inclusivity
- ✓ Sustainability

# Talk to a friend

- What is your project?
- Who are you communicating your project to?
- How will you communicate your project?



# Homework

- Find 3 foundations suitable for your specific application
- Make a list of collaborators to include in your proposal

# Next time

## **Structuring and Financing Long-Term Projects**

- Budgeting and Resources
- Operational Planning
- Collaboration
- Pricing and Value of Work

THANK YOU 

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