

Communications and Marketing Toolkit

Working with Art Fund

Congratulations on your Art Fund grant!

To help you make the most of your relationship with Art Fund, acknowledge our support and effectively share your news with relevant audiences, here are some useful next steps for your communications and marketing, including:

- Support with press releases and using our logo
- Letting people know about your grant/project
- Joining the National Art Pass network if you are a new partner
- Making the most of our free marketing support
- Taking advantage of professional resources available to you



Photography by David Levene, Ant Strack and Hugo Glendinning
Photography features designers Ukwanda Puppets and Designs
Art Collective and students of Wimbledon College of Arts, UAL
© The Walk Productions 2024

Next steps



- Share your communications plans
- Use our logos in communications & marketing assets
- Connect with your local policy makers
- Register for a Professional account
- Joining the National Art Pass network
- Confirming your National Art Pass offer
- Making the most of our free marketing support
- Reaching students, teachers and families
- Keep in touch with our Art Quarterly team
- Stay connected on social media
- Sign up to our Museum Bulletin
- Key Contacts

Share your communications plans

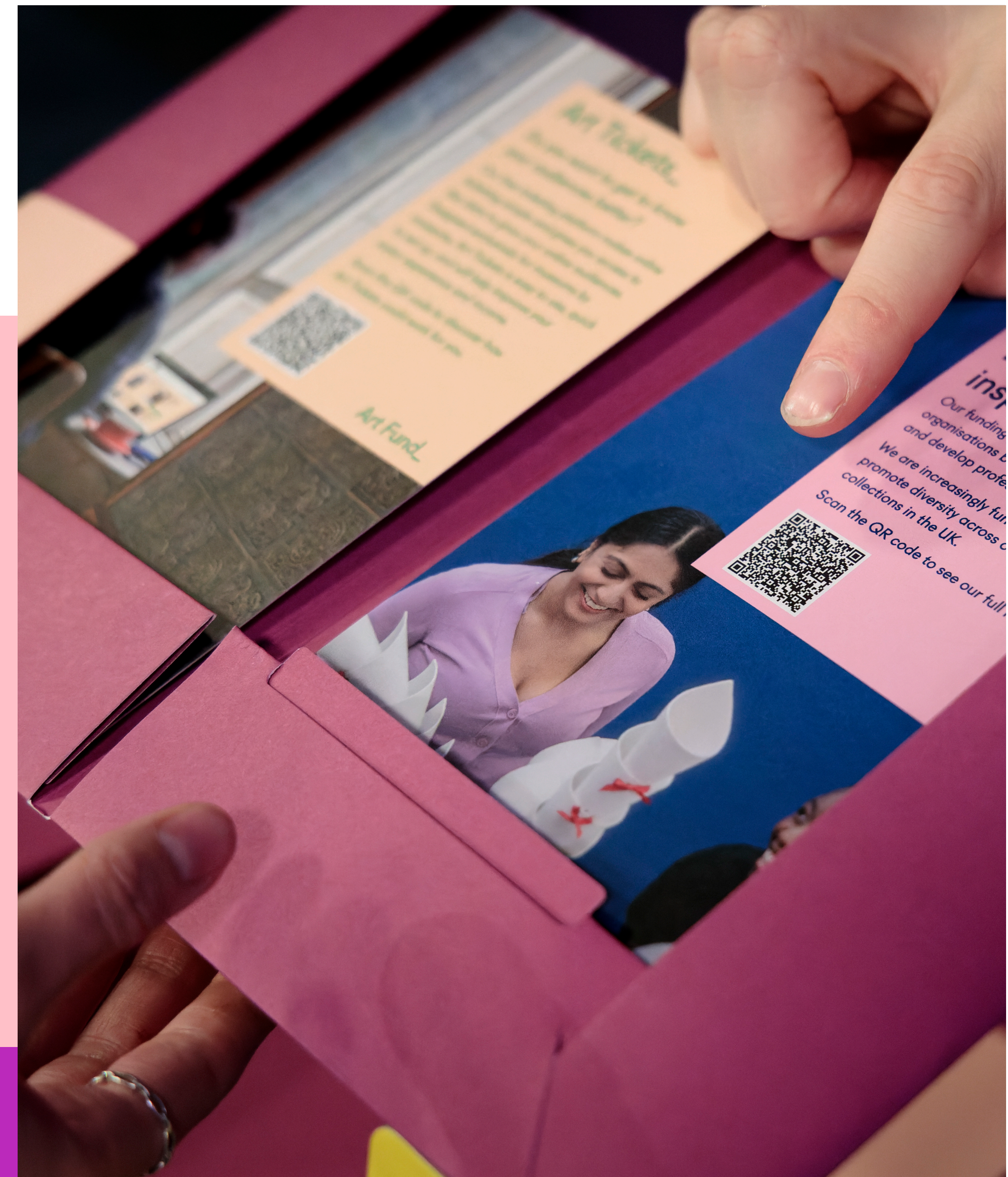
- If you plan to announce your acquisition, commission, or Art Fund-supported project publicly, please contact our press team in advance to discuss your plans and timings. We ask that you share draft press releases for approval and include our boilerplate in the Notes to Editors. We may also be able to provide a supportive quote.
- **General press queries:** Zosia Gamgee, Communications Manager, zgamgee@artfund.org
- **Weston Loan Programme queries:** Jenny Stewart, Communications Consultant, jenny@jstewartpr.com
- Please add media@artfund.org, museums@artfund.org and artquarterly@artfund.org to your distribution list for press releases, event invitations and other announcements



Visitors to ICF's Diaspora Pavilion 2: Andrew Pierre Hart and Mohammad Barrangi, presented at Block 336, London, with Art Fund support © Amaal Said/ Art Fund 2022

Use our logos in communications & marketing assets

- Our brand toolkit provides guidance on using the Art Fund logo to acknowledge our support in your communications and marketing materials.
- Please send to museums@artfund.org for approval, allowing 2 working days wherever possible.
- You can also order a marketing pack from us including stickers, leaflets and posters for your venue to tell your audiences about our partnership – just email us at museums@artfund.org or download digital marketing assets [here](#) to share the news on socials or your website.



Art Fund conference info pack © Art Fund

Connect with your local policymakers

- Art Fund works with colleagues across the sector to advocate for the vital role of museums, galleries, historic places and archives with policymakers across the UK.
- We encourage grant recipients to write to your local policymakers including your MP/MSP/MS/MLA with positive messaging about your Art Fund grant, how your work is delivering for communities in your constituency, and offering policymakers a visit to your organisation.
- Through our biennial Museum Directors Research, Art Fund collates views from organisations across the UK about their challenges and opportunities, which informs our national, regional and local advocacy.
- For further information or enquires, contact Lucy Bird, Policy and Research Lead: lbird@artfund.org

Register for an Art Fund account

Individual

Art Professional

With an Art Fund account:

- ✓ Access your funding applications
- ✓ Publish events and exhibitions to the Art Fund website
- ✓ Access online ticking and crowdfunding tools

GET STARTED

Register for a Professional account

- If you haven't already, sign up for a Professional account to access your Professional Dashboard – your hub to apply for funding, access resources and manage details for your organisation.
- Once you are in the National Art Pass network, you can also upload unlimited listings for exhibitions and events – for free:
artfund.org/register
- Please ensure at least one person in your organisation checks your details and your venue page on our website regularly, and notifies us of any changes to contacts, admissions or opening hours.
- Find your venue page here artfund.org/explore

Joining the National Art Pass network

- If you're new to the National Art Pass network, or already in the network but would like a catch-up with us, sign up for one of our quarterly intro sessions to make sure you are getting the most out of your partnership with us
- [Sign up here](#) for the next NAP Intro session
- Don't forget, if you are in the National Art Pass network, you and your colleagues could be eligible for a Professional Art Pass at a subsidised rate – [read more here](#).
- You can also request marketing materials for your venue from museums@artfund.org

A graphic of a light blue rectangular card with rounded corners. The text 'National Art Pass' is written in a large, dark blue, sans-serif font. Below it, the word 'Individual' is written in a smaller, dark blue, sans-serif font. To the right of 'Individual', there is a small line of text: 'Please note this is an example card and not a reflection of the final product'.

National
Art Pass

Individual

Please note this is an example card and not a reflection of the final product

Get your pass

When your organisation joins the National Art Pass network, you can become an Art Fund member for just £35.

Confirming your National Art Pass offer

MUSEUM

Barbican Art Gallery

London
Greater London

A 50% off exhibitions

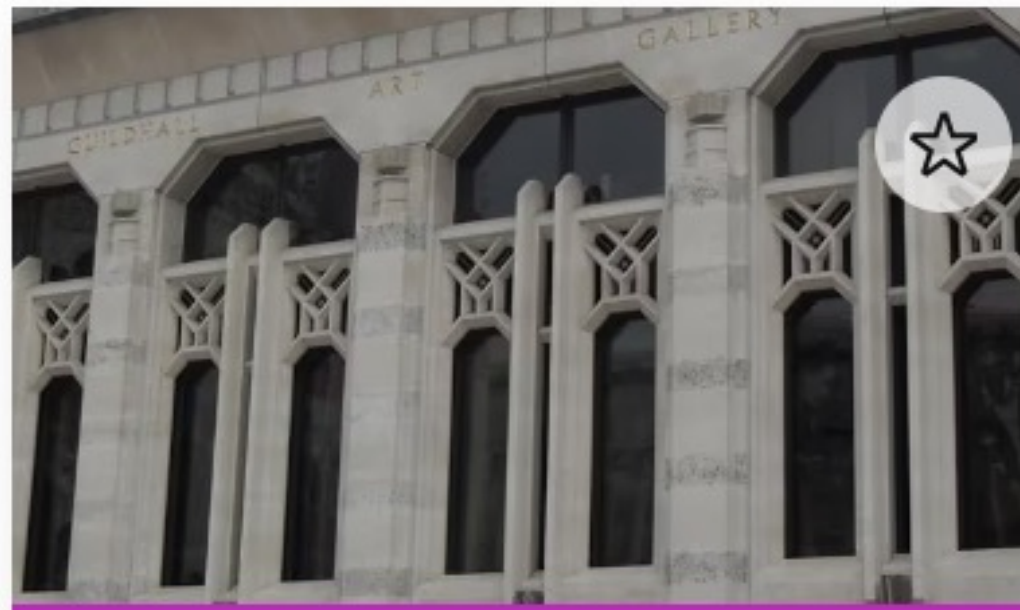


MUSEUM

British Museum

London
Greater London

A 50% off exhibitions



MUSEUM

Florence Nightingale Museum

London
Greater London

A 50% off entry

MUSEUM

Guildhall Art Gallery

London
Greater London

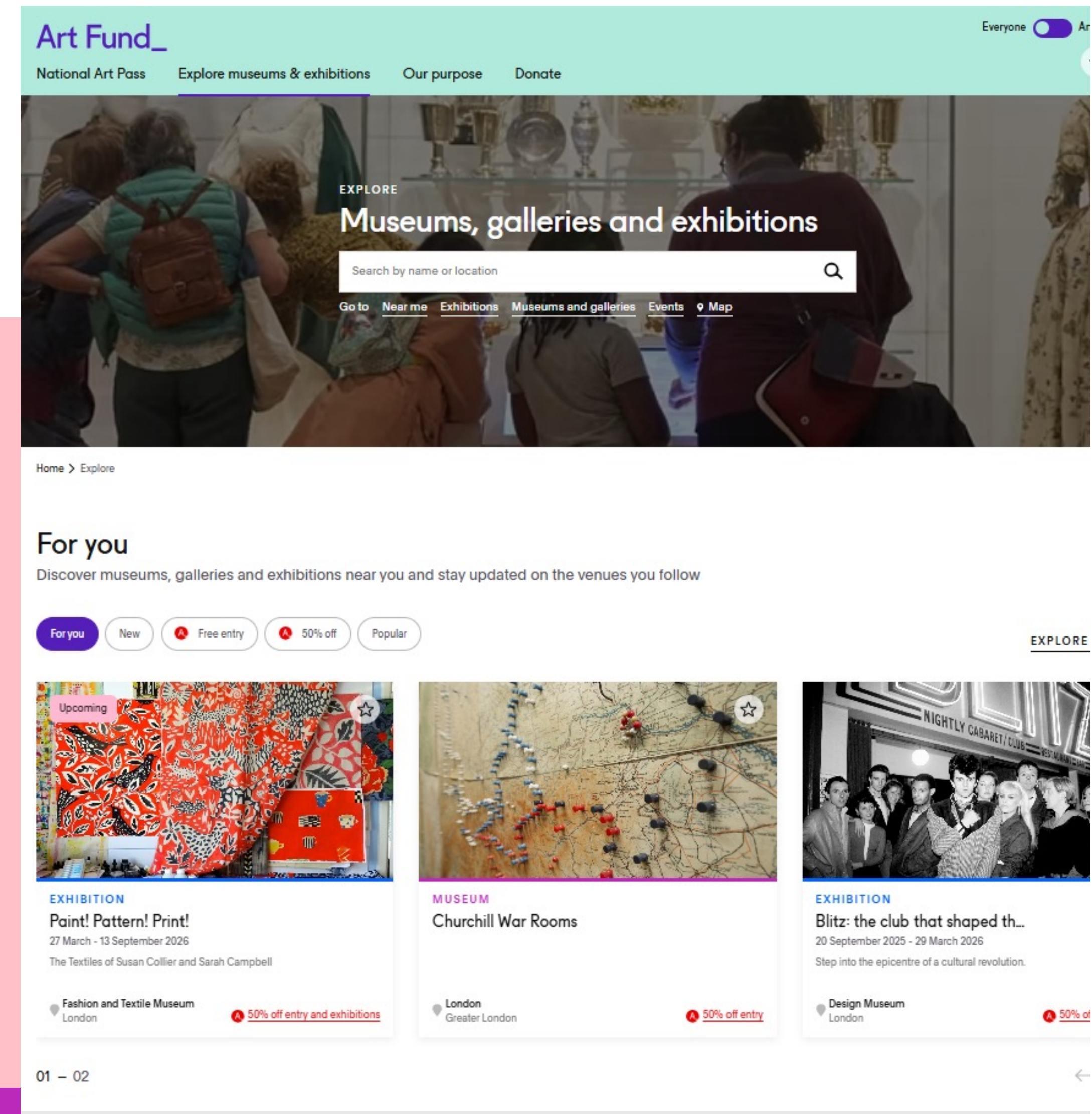
A 50% off exhibitions

- Please book a call with us to confirm your National Art Pass offer so we can get this set up on your venue page on our website, and promote your venue and the offer to our audiences.
- Please make sure all National Art Pass offers are clearly shown on your own website and at any ticketing points.
- If you would like print or digital assets to promote your National Art Pass offer, please email us at museums@artfund.org
- To discuss making changes to your National Art Pass benefits, please schedule a call with our team: artfund.org/jennie

Making the most of our free marketing support

As a National Art Pass network partner, you automatically receive:

- A free venue page on our website, which receives 4mn visits a year
- Unlimited, free uploads for exhibitions and events to your venue page
- Opportunities to have your venue and exhibitions featured in a range of print and digital marketing channels, including:
 - Art Map
 - Art in Your Inbox newsletter (fortnightly, 260k subscribers)
 - Art Quarterly magazine (quarterly, distribution to 140k members)



Reaching students, teachers and families

- We have over 23,000 Student Art Pass (SAP) members, and a growing audience of over 9k Teacher Art Pass (TAP) members.
- If you have events, collections or exhibitions that would be especially suitable for university students, teachers, or families please let us know so we can include them in upcoming newsletters or social media features
- Contact: TAP ofrancis@artfund.org SAP ljusaite@artfund.org
- Please also consider applying for a Student Opportunities programme to tap into our network of students keen to work with museums.



Student Art Pass holders at Leighton House, 26 June 2024, © Hydar Dewachi / Art Fund 2024

Keep in touch with our Art Quarterly team

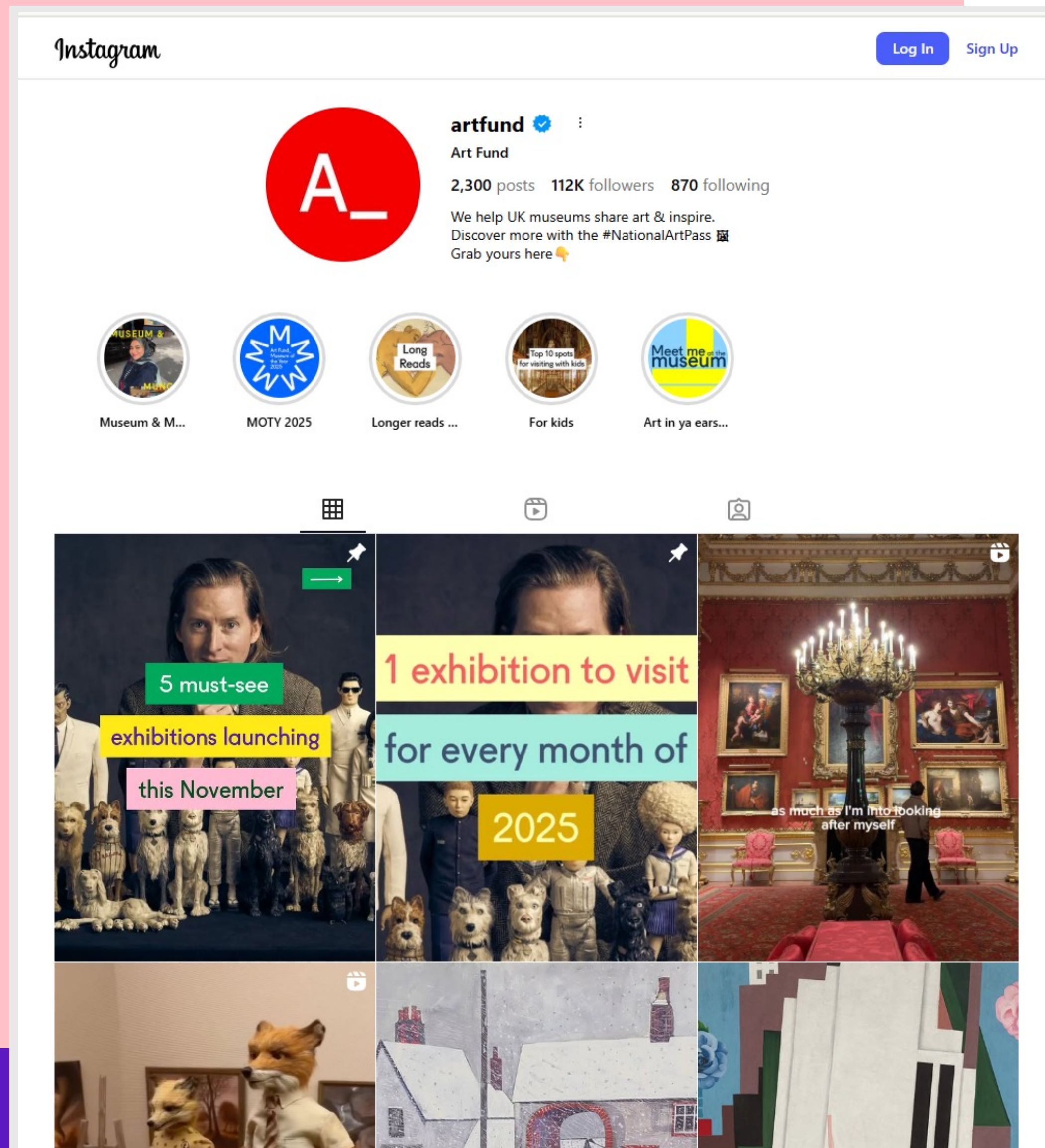
Our magazine Art Quarterly includes content highlighting exhibitions on or opening each quarter, plus stories about Art Fund-supported acquisitions, commissions and other grants.

It's published four times a year and is read by our 142,000 members.

To be considered for inclusion, please add us to your press distribution lists and contact us as early as possible due to long lead times

- **Contact:** Helen Sumpter, Editor hsumpter@artfund.org or Paul McQueen, Deputy Editor pmqueen@artfund.org
- [Download the media pack here](#) if you would like to advertise



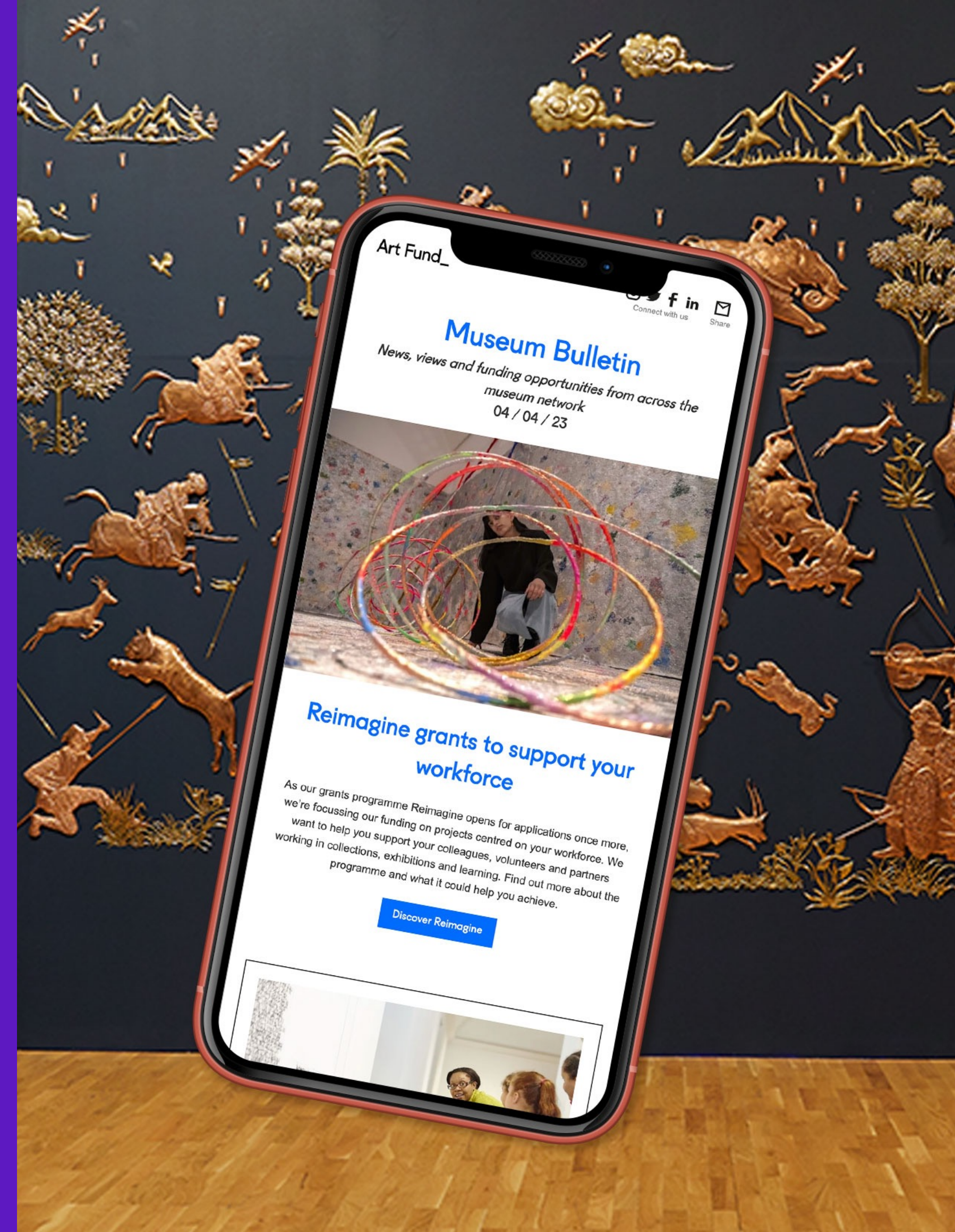


Stay connected on social media

- Follow us across our social media channels for the latest Art Fund updates.
- If you have recently joined the National Art Pass network and would like to let your audiences know, you can [download digital asset here](#)
- Let us know if you are open to influencer or Art Fund social media visits.
- Please tag @ArtFund and use #ArtFund in posts relating to your grant.
- Follow us @artfund on TikTok, Facebook, Instagram and LinkedIn.
- Contact: Khadija Said, Social Media Manager ksaid@artfund.org

Sign up to our Museum Bulletin

- Be the first to hear about our funding opportunities and stay informed with our monthly newsletter for museum professionals.
- The newsletter is issued monthly to over 5k subscribers.
- Sign up here: artfund.org/professional/museum-bulletin
- We are always interested in new opportunities for collaborations with partners in the sector. If you have relevant news or opportunities for Museum Bulletin, please contact Anja Quant-Epps, Campaign Coordinator, aquant-epps@artfund.org



Key contacts



Press releases/PR

- Zosia Gamgee, Communications Manager, zgamgee@artfund.org or media@artfund.org

Policy

- Lucy Bird, Policy and Research lead, lbird@artfund.org

Logo sign-off

- museums@artfund.org

Professional Dashboard access, the National Art Pass network and marketing support

- museums@artfund.org
- Jennie Jiricny, Senior Manager, National Art Pass Network, jjiricny@artfund.org

Teacher Art Pass

- Olivia Francis, Marketing Coordinator, Teachers ofrancis@artfund.org

Student Art Pass

- Liepa Jusaite, Marketing Coordinator, Young People ljusaite@artfund.org

Art Quarterly

- Helen Sumpter, Editor hsumpter@artfund.org
- Paul McQueen, Deputy Editor pmqueen@artfund.org
- artquarterly@artfund.org

Social media

- Khadija Said, Social Media Manager ksaid@artfund.org

Museum Bulletin or more info on funding

- Anja Quant-Epps, Campaign Coordinator, aquant-epps@artfund.org