For closed captions click the closed captions button at the bottom of your Zoom screen.
Why We Created the Digital Accelerator Program

The pandemic accelerated digital adoption and revealed weaknesses in nonprofit culture’s use of digital technology.

How can cultural organizations quickly strengthen their digital infrastructure to meet opportunities and challenges?
GOAL

Support nonprofit cultural organizations to advance strategic objectives through investment in technology infrastructure.

- Build Audiences
- Increase Fundraising
- Drive Revenue
- Deliver Dynamic Programming
- Improve Operations
Overview: Current and Past Participants

147 participating organizations across the U.S. and the U.K.
Program Components

- Funding
- **Expert technical guidance** from
  - The Lapine Group (US advisors)
  - Arts Council England’s Digital Culture Network (UK advisors)
- Learning program: webinars and workshops (5 required sessions)
- Network building including in-person convening
- Online resource center

Organizational Commitment

- Appoint a **Bloomberg Tech Fellow** to manage the project and ensure organizational alignment
- Appoint a **board subcommittee** provide project oversight
- **Develop and implement a project** that supports organizational objectives
- **Participate** in learning program and network
- **Track success metrics** and share learning with network
Program Timeline

**Months 1-3**
Project assessment and planning
- Have regular calls with tech advisors
- Develop/refine project plan and budget
- Attend webinars and workshops on relevant topics

**Months 4-5**
Project Approval Process
- Board subcommittee signs off on the project plans
- Submit project plans to Bloomberg Philanthropies
- All projects must identify success metrics and “early wins”

**Months 6-24**
Implementation
- Continue to work with advisor to implement approved project
- Continue attending webinars and workshops on relevant topics
- Participate in self-assessment and other evaluation activities

**Role of the board subcommittee**
- Review and sign off on the proposed project including mission alignment and budget
- Ensure learning is disseminated at the board level
- Note: Per UK charitable structure, UK organizations need only appoint a single board member
## Project Types

### Content Creation and Distribution
- **Digital Studios**
- **Distribution Channels**

*Example: The V&A Museum*

Created *Mused*, an educational platform for young people to engage with art, design, fashion, music, and gaming.

### Digital Archives
- **DAMS**
- **Digitization**

*Example: Jazz at Lincoln Center*

Implemented a DAMS providing infrastructure to enable JALC’s subscription-based video streaming app.

### CRM/Ticketing
- **Upgrade System**
- **Improve Integration**

*Example: Dance Umbrella*

Upgraded CRM and integrated with website to grow revenue and audiences for a dance festival (virtual and in-person).

### Websites
- **Redesign and Development**
- **Accessibility and E-commerce Improvements**

*Example: Woolly Mammoth Theater Company*

Redesigned website to improve accessibility and increase revenue through improved ticketing and donation functionality.
The Bloomberg Tech Fellow is an individual designated by each organization to manage the project and ensure organizational alignment.

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<tr>
<th>Requirement</th>
<th>Rationale</th>
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<tbody>
<tr>
<td><strong>Existing Full-time Staff Member</strong></td>
<td>Knows the organization’s strategic objectives and can be an effective change agent</td>
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<tr>
<td>Senior staff member or rising leader from any department</td>
<td>Strong project management and relationship building skills</td>
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<td>Able to make a <strong>meaningful time commitment</strong></td>
<td>Successful projects require coordination and collaboration, to make the organization the optimal client internally and externally</td>
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**Report to the Executive Director** for the purposes of this project

Access to leadership to ensure organizational alignment, and timely review and approvals.
Eligibility

• Nonprofit cultural organization based in the US or UK
  • US = 501c3
  • UK= Registered charity or CIC

• In existence for at least 3 years

• Fiscal Year 2023 budget of at least
  • US: $500K
  • UK: £500K
Questions? Please submit them via the Q&A

- Guidelines and Application (via Submittable) 
  https://digitalaccelerator.bloomberg.org/apply/

- Deadline to apply: 13 March 2024 by 11:59 ET

- Additional questions following this webinar? Please reach out to arts@bloomberg.org