

**Bloomberg  
Philanthropies**

**Digital  
Accelerator**  
for Arts & Culture

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*Image: Birmingham Royal Ballet filming for their Virtual Stage  
Courtesy of Birmingham Royal Ballet*

# Why We Created the Digital Accelerator Program

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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.



# Approach

## Program Components

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- **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

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- 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

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- 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.

## 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)

## Digital Archives

- **DAMS**
- **Digitization**

*Example: Jazz at Lincoln Center*

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

## 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

## Bloomberg Tech Fellow Selection

**The Bloomberg Tech Fellow is an individual designated by each organization to manage the project and ensure organizational alignment**

Requirement	Rationale
Existing <b>Full-time Staff Member</b>	Knows the organization's strategic objectives and can be an effective change agent
Senior staff member or rising <b>leader from any department</b>	Strong project management and relationship building skills
Able to make a <b>meaningful time commitment</b>	Successful projects require coordination and collaboration, to make the organization the optimal client internally and externally
<b>Report to the Executive Director</b> 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
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- In existence for at least 3 years
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- 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](mailto:arts@bloomberg.org)