



## MacDougall of Dunollie Preservation Trust (DPT)

### Fundraising Strategy Brief

Location: Dunollie Museum, Castle & Grounds, Oban, Argyll

[www.dunollie.org](http://www.dunollie.org)

#### About Us

The MacDougall of Dunollie Preservation Trust (DPT) was set up in 1998 in order to provide specific charitable benefits. The Trust's charitable purposes are to advance the heritage of the historic castles and property historically belonging to the family of the MacDougalls of Dunollie, Oban, Argyll, hereditary chiefs of the Clan MacDougall, and to preserve and retain in Scotland the artefacts, paintings and others also historically belonging to the MacDougalls of Dunollie, and to advance education through public display and interpretation of these historic assets.

These charitable purposes are delivered in the main, via Dunollie Museum Castle & Grounds.

[www.dunollie.org](http://www.dunollie.org).

#### Overview

As Dunollie Museum, Castle & Grounds enters the first open season since the COVID-19 pandemic, DPT are looking for a Fundraising Consultant to assist in strategically targeting grant funding to help carry out development projects and essential conservation, as well as increasing individual giving. The Fundraising Consultant will be commissioned to develop a fundraising strategy to tackle DPT's list of priority projects, identifying key grant funds to target, as well as assisting in the development of legacy programmes and carrying out a review of our membership schemes.

The Fundraising Consultant will be key in helping DPT's long term resilience and broadening income streams by feeding into overall strategic planning. It is hoped that, through the work of the Consultant, and in conjunction with Dunollie Museum, Castle & Grounds trading activities, DPT will be better placed to reach target reserves annually and focus attention on conserving and sharing its heritage.

The consultancy has been funded by a Museums Galleries Scotland Recovery Grant.

**Fundraising Consultancy Brief:** To be employed on a freelance consultancy basis.

**Contract value:** £5,400 inc. VAT and to include all equipment, expenses, travel, etc.  
Equivalent to £300 per day.



**Timetable:** The commission is for 18 days spread over 3 months (ideally August - October).

**Location:** Dunollie Museum, Castle & Grounds, Oban or remote-working where applicable.

**Reporting to:** The commission will be managed by the General Manager and will ultimately report to the Board of Trustees.

**Responsible for:** The Consultant will work to help DPT become more resilient by developing a comprehensive Fundraising Strategy.

The Consultant will:

- Develop a fundraising strategy that considers a range of potential fundraising streams including, but not restricted to trusts and foundations, individual giving, events fundraising, online initiatives, and membership. The succinct strategy document will involve include a clear timeline and fundraising targets.
- Create a list of key grants that DPT should target for a list of key projects to be completed within 3 years. For each grant provide details of available size of grant, funding deadlines, award notice period and outline the key applicant requirements.
- Carry out a review of membership including looking at comparator organisations to understand the value placed on the offer by members, the barriers to non-members and suggestions about how to improve the offer.
- Carry out a review of legacy fundraising at DPT and identify improvements to be made in marketing legacy giving, as well as suggesting possible legacy campaigns linked to the list of key projects.

Through the work, the Fundraising Consultant will achieve the following outcomes:

- A more informed, better skilled Board able to contribute at all levels to the ongoing development of the organisation through the creation of an effective structure to develop the organisation, its people, its offers and its ability to raise additional funds.
- Creating a more resilient organisation which can demonstrate how the future activity could be supported by a greater number of more diverse income streams - both commercial and philanthropic - underpinned by a fundraising strategy that are able to secure the levels of income required to carry out a list of key projects to be completed within 3 years.
- Improving the organisation's strategic planning through the creation of a timetable for action which can be followed by all those involved (Board members, volunteers and stakeholders).



## Who are we looking for?

- An experienced consultant with an in-depth knowledge of charitable fundraising covering both grants and individual giving.
- A strategic thinker, not afraid to challenge the status quo.
- An organised individual with the ability to research an organisation using multiple sources, digest the information and present succinctly.
- Great communication skills, including the ability to disseminate information to a range of individuals.
- A background working for heritage organisations and within a Scottish context would be an advantage.

To apply, please send a proposal covering:

- Proposed methodology, programme and timescales
- CV of the Consultant(s)
- Fee proposal for undertaking this work, fully broken down into work stages and tasks including a cost breakdown giving the daily rate of the Consultant(s), expenses and VAT if applicable.

Please email completed proposal by Sunday 5 June 2022 to [info@dunollie.org](mailto:info@dunollie.org) or addressed to Recruitment, Dunollie Museum, Castle & Grounds, Oban, PA34 5TT.