



Lesbian & Gay Archives of New Zealand

Te Pūranga Takatāpui o Aotearoa

Digital Archive Project: Fundraising Ideas

laganz.org.nz

Online Workshop via Zoom, Sat 19 Mar 2022, 10am-Noon

Kia ora koutou! We'll start soon ... Feel free to introduce yourself in the chat.

Introduction

Our fundraising goal:

**Build income streams
separate from grants
that can sustain the
long term operating
costs of a Digital
Archive.**

- Meet the LAGANZ Trustees
- All: Introductions in person or in the chat
- Suggested format - borrow from de Bono's **'Six Thinking Hats'**:
 - **Blue**: The big picture
 - White: Information
 - **Green**: New ideas
 - **Blue**: Managing eg next steps
- Facilitators, note taking, using chat
- Break at 11am - 10 mins
- Close at Noon
- Email kevinhaunui@gmail.com to follow up



Chat conventions, prefixes

- **Prefixes:**
 - I: Idea
 - Q: Question for LAGANZ/the group
 - A: Action point for follow up

**We're not recording ... so
notes in the chat are a
really useful record**

Six Thinking Hats

Edward de Bono



Images sourced from Open Clipart: <https://www.pinterest.nz/pin/771030398676332016/>

- **White** - info gathering
- **Yellow** - optimism, positivism, benefits
- **Black** - negative consequences, risks to manage, challenges
- **Red** - action, plans that "feel" right
- **Green** - creativity, ideas, free of criticism/boundaries
- **Blue** - bigger picture goal, managing team thinking styles, rules, ensuring everyone can contribute

Lesbian and Gay Archives of New Zealand

Te Pūranga Takatāpui o Aotearoa

- The Archives are owned by a Trust and housed in the Alexander Turnbull Library of the National Library of New Zealand, Wellington.
- We collect, preserve and make available for research the **records and personal papers** of **LGBTTIFQ people and organisations** in New Zealand. **LGBTTIFQ** means **lesbian, gay, bisexual, transgender, takatāpui, fa'afafine, intersex or queer and includes any same-sex attracted, transgender or intersex members of any indigenous community of the Pacific.**

Our digital archive plans

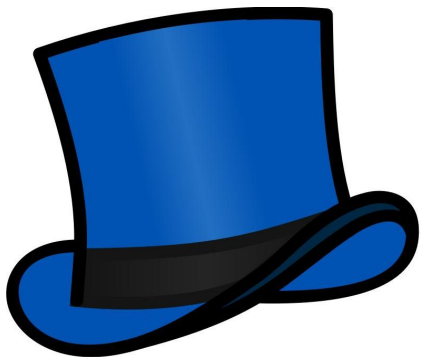
5 year timeline

**Need community
involvement to develop
our plans**

- Metadata describing all collection items
- Website redevelopment
- Online catalogue for research access
- Digital archivist expertise
- Storage & processes for collecting digital material
- Digitisation of collection items
- Digital archive platform for managing, preserving, providing access
- Linked data: connecting with other institutions' collections

Blue hat

The big picture



- **Need to fund the build AND ongoing operating costs**
 - A Digital Archive is technically complex
 - Specialist skills needed
- **Operating costs per annum TBC:**
 - Salaries \$100K
 - Platform, technology \$80K
- **Applying for grants is focus of another working group**

White hat Information



- **Involve new people to share workload**
 - 6 Trustees, 1 Curator
 - Volunteers
- **What has LAGANZ tried in the past?**
 - Friends membership subscriptions
 - Events focused on covering costs only eg history conferences
- **What has worked for other LGBTTIFQ+ groups?**
- **LAGANZ role: beneficiary vs organiser**

Green hat

New ideas



- **All ideas are welcome**
 - “Outside the box”
- **The details/logistics can be worked out later**
- **Starter suggestions:**
 - Sponsorship
 - Events that foster LGBTTIFQ community participation
 - Opportunities that appeal and reach beyond the LGBTTIFQ community
 - Merchandise
 - Payroll giving
 - Financial bequests
 - Givealittle

Green hat

New ideas



- **Capturing ideas:**
 - Give Friends reasons for being Friends, increase sub \$, at least 1 event year
 - Work with other institutions with synergies, eg exhibits, co-arrangements
 - Exhibitions - partnerships
 - Online classes offered by academics for koha eg 20 students, leverage international contacts
 - Residential scholar - attract international interest
 - Buying queer artifacts
 - Media
 - Targeted Māori funding to build Māori collection eg baseball women

Green hat

New ideas



- **Capturing ideas:**
 - Massey COCA programme, Maori visual arts, build relationships
 - Internship/training - 15 students - long term engagement
 - Sponsor an artist
 - University relationships fostered, engagement/funding/expertise eg MLIS programme at Victoria University, Rainbow networks
 - Youth stories important or eg Zines, good for corporates
 - Pride months, partnerships

Green hat

New ideas



- **Ideas:**
 - RL: Selling art prints of collection items (with permissions - the hard part) at Zinefest alongside the queer zines.
 - RSm: Licensing
 - GH: Sponsor a collection
 - DR: Regional opportunities
 - NFTs
 - Assistance from Govt: DIA, MCH, others eg Sport, Te Puna Foundation (sponsored by Air NZ)
 - Shop partnerships eg Vic Books
 - Queer youth interest
 - Revamp logo, image incl stand at Pride: be focused on what we are about, trying to achieve
 - Moving images, visuals - but tidy

Green hat

New ideas



- **Ideas: Payroll giving:**
 - <https://www.ird.govt.nz/employing-staff/deductions-from-income/payroll-giving>

Green hat

New ideas



- **Ideas: Financial bequests**
 - <https://laganz.org.nz/bequests>
 - People relationships 1-1 work best, simple messaging tailored to individuals
 - Ask local groups eg Kapiti Rainbow - visit archives, pitch, sew seeds, newsletters
 - Newsletters, regular contributions - build profile
 - If leaving money to LAGANZ: operational fund vs investment trust, income funds LAGANZ, investment funds might do it exempt of fees, know is professionally managed , says “we’re serious”
 - Stories better prepared and told eg tackle Auckland, angles for regions/group/markets
 - Lawyers associations, Public Trust Office

Green hat

New ideas



- **Ideas: Events**
 - Regional events to harness regional resources and enthusiasm
 - Pride month visibility: aim seek sponsorship, community engagement, eg Akld focus group: local needs, buzz, connections with communities/sub-groups
 - Hosting dinner, items/speakers from collecting, invite donations/bequests
 - UniQ fundraisers at Massey

Green hat

New ideas



- **Ideas: Sponsorship**
 - Sponsor a collection:
<https://laganz.org.nz/mspapers>
 - Different levels, objectives eg preservation, access, digitisation
 - Sponsorship **in kind** as well as in cash
 - Seek advice from others who have been successful eg ASB Rainbow Youth, maintaining relationships
 - LBGTI+ interest in corporates
 - Rainbow Tick
 - Corporate charity employee groups
 - Good communications/offering/stories needed, what do they need from us
 - Community groups in Wgtn - ask to sponsor a collection

Green hat

New ideas

- Ideas: Givealittle

The screenshot shows a web browser window displaying a Givealittle campaign page. The browser's address bar shows the URL: givealittle.co.nz/cause/help-preserve-rainbow-history-2021-22. The Givealittle logo is in the top left, with navigation links for 'Explore', 'Raise funds', 'Login', and 'Learn more'. The main heading is 'Help Preserve Rainbow History 2021-22'. Below the heading, a paragraph explains the goal: 'We need your help to collect and preserve the archives and personal papers of LGBTQ people and organisations in Aotearoa New Zealand.' A location tag indicates the campaign is 'Nationwide'. A progress bar shows that \$976 of a \$6,351 goal has been reached, with a note that it was given by 22 generous donors in around 9 months. There are two buttons: an orange 'Donate' button with a heart icon and a white 'Share' button. The main image features a collage of historical newspaper clippings with headlines like 'KNOW HISTORY, KNOW SELF, NO HISTORY, NO SELF', 'I couldn't cope in the straight world like save my CALIFORNIA', and 'STREET SCENE' with a sub-headline 'Warning on upsurge of homosexuals'. Below the image, the text reads 'THE ARCHIVE IS ALIVE' and 'Exploring Aotearoa NZ's Queer History'.

Green hat

New ideas



- **Ideas: Licensing of re-use of collection items**
 - GALE > AQuA
 - Example: Canadian archives Pink Triangle
 - Any collection items digitised and offered via GALE?
 - Paywall issues: commercial vs personal vs academic use
 - Copyright agreements > LAGANZ beneficiary/transfer
 - Other community groups also eg Reel Queer

Green hat

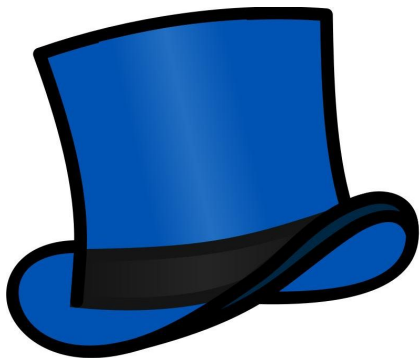
New ideas



- **Ideas: Merchandise**
 - Pencils - 2B - relate to archival practice and labelling own archives
 - Pins
 - Memory sticks

Blue hat

Managing Next steps



- Thoughts and notes to Kevin Haunui kevinhaunui@gmail.com
- Write up notes to share with Friends and volunteers, circulated quickly
- Next workshop: **Fundraising Ideas into Action**: Sat 14 May, 10am-Noon