

DUTCH  
NATIONAL  
OPERA &  
BALLET

# Trends in corporate and individual giving

**Ide Mens - Fundraising and  
Relationship Management**

**Dutch National Opera & Ballet**



# Case study: crowdfunding @ Dutch National Opera & Ballet

1. Crowdfunding is increasing in Europe
2. Two successful campaigns for Dutch National Ballet
3. Why crowdfunding? More than just funding!
4. Challenges
5. Crowdfunding and Dutch National Opera

# 1. Crowdfunding has witnessed a significant increase in Europe in recent years

- The crowdfunding landscape across Europe is developing rapidly and is highly dynamic
- Serial crowdfunding: sustainable, long term strategy
- People want to connect more meaningfully

## Campaign 1

2016: Crowdfunding for scholarships

Junior Company

Two dancers: Giovanni & Melissa

€ 21.000

180 funders

1 month



## Campaign 2

2017: The first ballet by the Junior  
Company and YOU!

€ 34.000

250 funders

Participation: a ballet by the crowd



### 3. More than just funding

- By motivating the crowd to participate in cultural creation, crowdfunding is not only (co-)financing a specific project, it also opens new doors for audience development and engagement
- Impact on community building
- Changes the way funders look at the cultural product after they participate in a campaign

→ Crowdfunders are more than a group of donors. The audience is more than a group of spectators.

## 4. Challenges

- Crowdfunding is no 'easy money'. To set up a strong and successful crowdfunding campaign you need to have a very sharp view on the vision/mission of the project, strong communication skills, invest time and money to manage the campaign, etc.
- Creative process. Is it really accessible to others? How far can you go?
- Financing mix: not a substitution for government support

## 5. Crowdfunding for the opera

