



## Transcript of Welcome Video

My name is Oonagh Murphy and I am the Director of the Cultural Philanthropy Foundation. It is my great pleasure to invite you to join us as a partner for our forthcoming *Culture Makes...* campaign. The campaign will go live on the 1st of May and at this moment we are signing up culture and heritage organisations from across the UK.

This video will take you through the initial steps, including some key dates for your diary, how to fill out our MOU, and where to find information.

We will be hosting an information session online on April 9 at 2 pm. This session will be an opportunity for you to ask questions and to hear a little bit more about how the plan about how the campaign will work practically. It is a great opportunity to bring members of your team up to speed with the campaign, and how different departments will work together on it.

So now I'm going to take you through our MOU.

By filling out the form on our website, you enter into an agreement with the Cultural Philanthropy Foundation which covers the period from now until the 31st December.

The MOU outlines a series of commitments, and in filling out the form we are asking you as campaign partner to identify which of these commitments you imagine that you will be able to undertake.

The first three commitments in the MOU relate to social media activity where the campaign will be most consistently active.

On the third Friday of every month from May to December, there will be a collective action. Each Collective Action will be a moment to highlight one of the '8 Types of Impact'.

If you haven't already had a look at our video outlining the eight types of impact, I'd recommend doing so now. Once you have identified the types of impact your organisation is creating, you will source or film a short video that illustrates the impact. This might be footage of a workshop or an event, for example. The clips do not need to be professionally shot.

You will then use the templates in our campaign toolbox, with your video inserted, to create a video to share on your social channel. So the first three points in the MOU ask you to identify if you will be able to do that.

There will be videos showing you how to do all this, but In the case that you do not have the resources to film a video and customise the templates in this way, there will be generic assets for you to post on social media which also identify the type of impact that you are creating. The Collective Actions happen each month, but by committing to the fourth point, we encourage you to use the Content Tools from the toolbox at any time, at your discretion, using the hashtag Culture Makes.

The fifth and sixth point on the MOU relates to our campaign ambassadors. We are inviting artists, creatives and academics working independently of our partner organisations, as well as members of the public, to add their names and create content to support Culture Makes. So this is simply committing to using tools in the campaign toolbox to invite ambassadors to join the campaign and then later, to share videos from campaign ambassadors.

The final four points on our MOU ask you where you intend to use the *Culture Makes...* tools. We ask you to identify if you might use the culture makes brand identity across your website, in any Foyer or front of house locations, such as on digital screens, or box office signage etc, or in promotions and fundraising mailings. Once again all of this activity is optional and we hope that the campaign is structured in such a way that you will be able to use the tools and figure out what works best for you across the year.

The information you give us here will enable us to tailor our information sessions to best support you and your teams to get the most from the campaign.

So that's our MOU. By signing up you will be added to our Campaign Partners listed on our website. On April 2nd you will receive our Campaign Toolbox, and we encourage you to take a look at this before our Information Session on April 9th.

At any time you can find resources - including explanatory videos like this one, and the one outlining the 8 Types of Impact on the *Culture Makes...* 'Join Us' page.

Thanks for your time, and we look forward to welcoming you to the Campaign.