Raising Funds for the ESO Supernova

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It’s not about the money, money, money
It's not all about the money, money, money
A cooperation between ESO and the Heidelberg Institute for Theoretical Studies (HITS), the research institute of the Klaus Tschira Stiftung (KTS)
Traditional Routes

- Grants and foundations
  - Equipment
  - Teacher secondments
  - Projects

Challenges:
- Finding suitable funding streams takes time
- Writing applications takes time
- If successful, often come with substantial admin work
Traditional Routes

- Shop sales

Challenges:
- Space
- Identifying/producing suitable products takes time
Less Traditional Routes: Institutional Partnerships

- Different categories based on level of financial contribution
  - Planet
  - Star
  - Constellation
  - Galaxy
  - Galaxy Cluster
  - Universe
Less Traditional Routes: In-kind Partnerships

- Different categories based on type of contribution
  - Media Partner
  - Technology Partner
  - Reciprocity Partner
  - Education Partner
  - Exhibition Partner
Less Traditional Routes: Partnerships

What's in it for me?
Less Traditional Routes: Partnership Benefits

- **Visibility**
  - Visitor capacity: 50–150 000 per year.
  - The ESO website: Four million hits per year.
  - ESO’s Facebook page: 240 000 friends.
  - ESO’s Twitter account: 49 000 followers.
  - ESO’s electronic newsletters: 40 000+ subscribers distributed in 30+ languages.
  - Typical print run for flyers, etc: 100 000 copies.
Less Traditional Routes: Partnership Benefits

- Free use of rooms/building for x days
- Invitations to the Director General’s Annual Partnership Banquet
- Use of ESO’s top archive of images and videos
- Brand association with ESO
- Exclusive/off-hours behind-the-scenes tours
- Invitations to special events
- Discount in the ESOshop
- VIP visit to ESO’s observatories in Chile
- VIP plaque
- VIP mounted image, signed by the Director General
- ESO infopack
Less Traditional Routes: Individual Donations

- Online
- On-site

**Challenges**
- Training staff/volunteers
- Maintaining engagement
- Effort vs contribution
Less Traditional Routes: Sell yourself!

- Location, location, location
  - Filming fees
  - Venue hire

Challenges:
- Coordination effort
- Damage to organisation
Less Traditional Routes: Cultural Events

• Performers charge tickets – we keep small commission

Challenges:
• Coordination effort
• Damage to organisation
Getting the Balance Right

- No shortage of ideas
- Fundraising takes A LOT of time

TIME = MONEY

- Need to find balance between effort put in and money received...
Thank you