



# SYNOPSIS

Storytelling and Fundraising for  
Cultural Heritage professionals

## Target groups of the Great Absent project

<b>Prospect (donor) type</b>	<b>Level of engagement</b>	<b>Type of request</b>	<b>Channel of engagement</b>
<b>Citizens of Turin</b>	High	Money and campaign sharing	Social media and advertising
<b>Museum visitors</b>	High	Money and campaign sharing	Advertising inside the museum
<b>Subscribed to the circuit Abbonamento Musei</b>	High	Money and campaign sharing	Letter of the Director
<b>Foundations of Banking Origin</b>	Medium	Money	Applications
<b>Art lovers</b>	Medium	Money and campaign sharing	Social media, advertising and crowdfunding
<b>Small commercial realities of the territory</b>	Medium	Money, advertising and campaign sharing	Visit to the company/shop
<b>Big Companies</b>	Medium	Money, advertising, new prospect contacts and campaign sharing	Mail request
<b>Club Service (Rotary, Lions, etc.)</b>	Low	Money and major donors contacts	Direct request
<b>Generic donors</b>	Low	Money	Crowdfunding