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**FUNDRAISING AND COMMUNICATIONS STRATEGIES APPLIED TO THE
TRIANGLE ENCLOSED BY SCIENCE, ART AND RESTAURATION/CONSERVATION:
THE CASE OF SPECIAL COLLECTIONS’HERITAGE AT BODLEIAN LIBRARIES,
UNIVERSITY OF OXFORD. TITLE AND SUBTITLE**

ESTRATEGIAS DE COMUNICACIÓN Y CAPTACIÓN DE FONDOS APLICADOS AL TRIÁNGULO
CONFORMADO POR LA CIENCIA, EL ARTE Y LA RESTAURACIÓN/CONSERVACIÓN:
EL CASO DE LAS COLECCIONES PRIVADAS EN LA BODLEIAN LIBRARIES DE LA UNIVERSIDAD DE
OXFORD.

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Introduction

A research of actual quality interaction between Science, Art and Restauration/conservation from the perspective of a fundraising desirable sustainability, trough inside-outside PR communications tools to strength and ensure a better future for heritage world, exemplified in the economical and curating sustainability of special collections at Bodleian Libraries, University of Oxford.

Theoretical framework

The Fundraising and PR communications strategies are understood in this research as the pool of actions focused on raising funds and drive financial resources from public and private entities, enterprises and private individuals, with the purpose of sustainable contributing to top artistic and sociocultural projects. that reverts to development and benefits a broad sector of society. The use of multidisciplinary research and development (R&D) applied to techniques and methodologies, along with enabling legal frames

Should be able to encourage altruism, patronage, social corporate responsibility and sponsorship.

Private stakeholders become alternative sources of fundraising to decrease the level of dependence on local British and European grants, when a proactive and effective PR plan is strategically settled to nurture an engaged sustainable progress. Nevertheless, these strategic practices are not common in general terms at universities, public/private entities nor artistic legacies’ management.

Methodology

The current exploratory work is based on a qualitative and quantitative methodological combination through a deep half-structured designed interview constructed specifically with the aim of collecting relevant inputs that allow the subsequent analysis of consistent contents to support or deny the hypothesis formulated. A conceptual model based in a previous research leads high-quality indicators to test its consistency through deep interlocations with key actors involved in private collections economic maintainability at University OF Oxford through its Bodleian Libraries.

Results

The correlation between the Bodleian Libraries' special collection objectives, its fundraising tools and the main hardware and software communication support to strategic approach with stakeholders are key factors to sustainably acurating, exhibiting and developing private historic collections' lifetime within the University of Oxford framework and its worldwide extension.

Conclusions

PR and communication sciences are required to support art and restauration/conservation of private heritage by fundraising from public and private benefactors. Even if United Kingdom has been traditionally the cutting edge of fundraising for third sector in Europe, their professional model will need to give a new turn to raise funds from stakeholders because of the 2016 British exit of European Union.

The findings are applicable to many entities in charge of artistic heritage management within the new European horizon context, revealing the significance of new public relations and strategic communication approaches to assure present and future fundings based in local and global community. Supported by a forecast conceptual model, the research highlights with evidence that private sector and civil society stakeholders simultaneously become the real actors and benefactors of short, medium and long-term cultural heritage.