

The National Museum of the Royal Navy

A crowdfund project was launched to raise £19,150 towards the cost of restoring one of the last surviving Royal Navy vessels that served in the Gallipoli campaign in WW1.

Platform provider	Indiegogo	Equity, Loan or Donation	Donation
B2B or B2C	B2C	Business sector	Tourism & leisure
Funding duration	13 Feb-18 Mar 2015	Name of Organisation	National Museum of the Royal Navy

The Pitch

HMS M.33 is a unique survivor. Launched in May 1915 this vessel is the sole remaining British veteran of that year's bloody Gallipoli Campaign, and also of the Russian Civil War which followed. Only three British warships from the First World War still exist and HMS M.33 will be the only one open to the public on August 6th 2015, in time for the Gallipoli centenary.

In order to avoid such an important ship to be forgotten, a project dedicated in bringing M33 to life in under way. The main objectives are to conserve and repair, so that this amazing vessel can be appreciated and understood by future generations.

The ship will be made physically and intellectually accessible. New interpretation and activities will engage people of all ages and backgrounds with M33's history, the stories of the men who served on board, and the history of Gallipoli – one of the key campaigns of the Great War.

What We Need

We are planning to raise the symbolic amount of £19,150 - 1915 being the year HMS M.33 was built and launched. This represents just under 10% of the remaining amount, £250,000 to be raised by the Museum for the completion of the fundraising campaign.

The pledge will contribute to the restoration work and creating the amazing M33 interactive experience which will take you in time to the WW1 reality and connect you will the stories of the past.

What You Get

- £5 x 100 - E-Certificate acknowledging your donation
- £10 x 40 - Social media shout-out (specially designed graphic) plus an e-Certificate
- £25 x 110 - Entry tickets to M33 (single attraction tickets) plus an e-Certificate
- £100 x 50 - Unique limited-edition specially designed postcard of M33 by a Portsmouth-based photographer and entry tickets to M33 plus an e-Certificate
- £500 x 4 (each perk for two people) - Exclusive preview of the Gallipoli Exhibition with a curator talk and entry tickets to M33 (adult all attraction ticket)

- £1000 x 3 (each perk for two people) - Private tour of M33 with a curator after the ship has been opened to the public and exclusive preview of the Gallipoli Exhibition with a talk. Refreshments available.
- £3000 x 2 (each perk for two people) - VIP Private behind the scene tour of the M33 with a dedicated curator and exclusive preview of the Gallipoli Exhibition with a talk. Refreshments available.

Most importantly though, you have the unique opportunity to contribute to saving a fantastic piece of our naval heritage that will be open to visitors for many, many years. HMS M.33 is a *little ship with a big history* and the beauty of this campaign is that you don't need to contribute large amounts to ensure she is safe for the future.

The Impact

'Commemorating Gallipoli – the HMS M.33 Project'

HMS M.33 was designed as a 'Monitor' of 568 tons, a ship with a shallow draft allowing it to get close in to shore and fire at targets on land. The small ship carried two powerful and oversize 6" guns, but was a basic metal box lacking in comforts. The 72 officers and men who sailed for the Gallipoli Campaign were crammed inside and away from home for over 3 years.

The National Museum of the Royal Navy (NMRN) and Hampshire County Council (HCC) have worked as partners to develop the £2.4m project to conserve, restore and interpret M33 to the public in time for her centenary. With a grant of £1.8m from the Heritage Lottery Fund (HLF) the ship will be made physically and intellectually open to all for the first time. The warship sits in No.1 Dock alongside HMS Victory in Portsmouth Historic Dockyard, and uniquely visitors will start with a 6 metre descent into the bottom of the dock before stepping aboard. New interpretation and activities will bring alive HMS M.33's history, the stories of the men who served on board, and the bloody history of the Gallipoli Campaign. The Campaign claimed over 100,000 lives of personnel from all round the world, and the ship will be a focus for national commemorations when she opens in August this year.

'Commemorating Gallipoli – the HMS M.33 Project' is part of the NMRN's wider 'Great War At Sea 1914 – 1918' programme to mark the Royal Navy's First World War. It will be accompanied by the special exhibition, 'Gallipoli: Myth and Memory' opening in March 2015.

Other Ways You Can Help

Spread the word!

Share our Indiegogo page on your social media, and tell your friends and family about our project.

There is a unique opportunity for volunteers to get involved in all areas of the project, from Conservation, Exhibition and Interpretation Research to Learning and Outreach.

To get involved or find out more about the opportunities we have available contact our Volunteer Coordinator, Alice Roberts or call 023 9272 7591.

Use this link to see the video that supported this appeal for donations to the project.

<https://www.youtube.com/watch?v=bo7NYoyMzY4>



Results

The crowdfund project ran from 13 February to 18 March 2015.

306 funders donated £9,236. This was 48% of the target figure of £19,150.

Under the rules applied by Indiegogo, projects are able to retain the money that was pledged despite falling short of the full target amount.

The Rewards that were claimed

200 of the 306 donors contributed £6,435 and claimed a Reward.

106 donors were responsible for remainder of £2,801 (30.3% of the total raised) and did not claim a Reward.

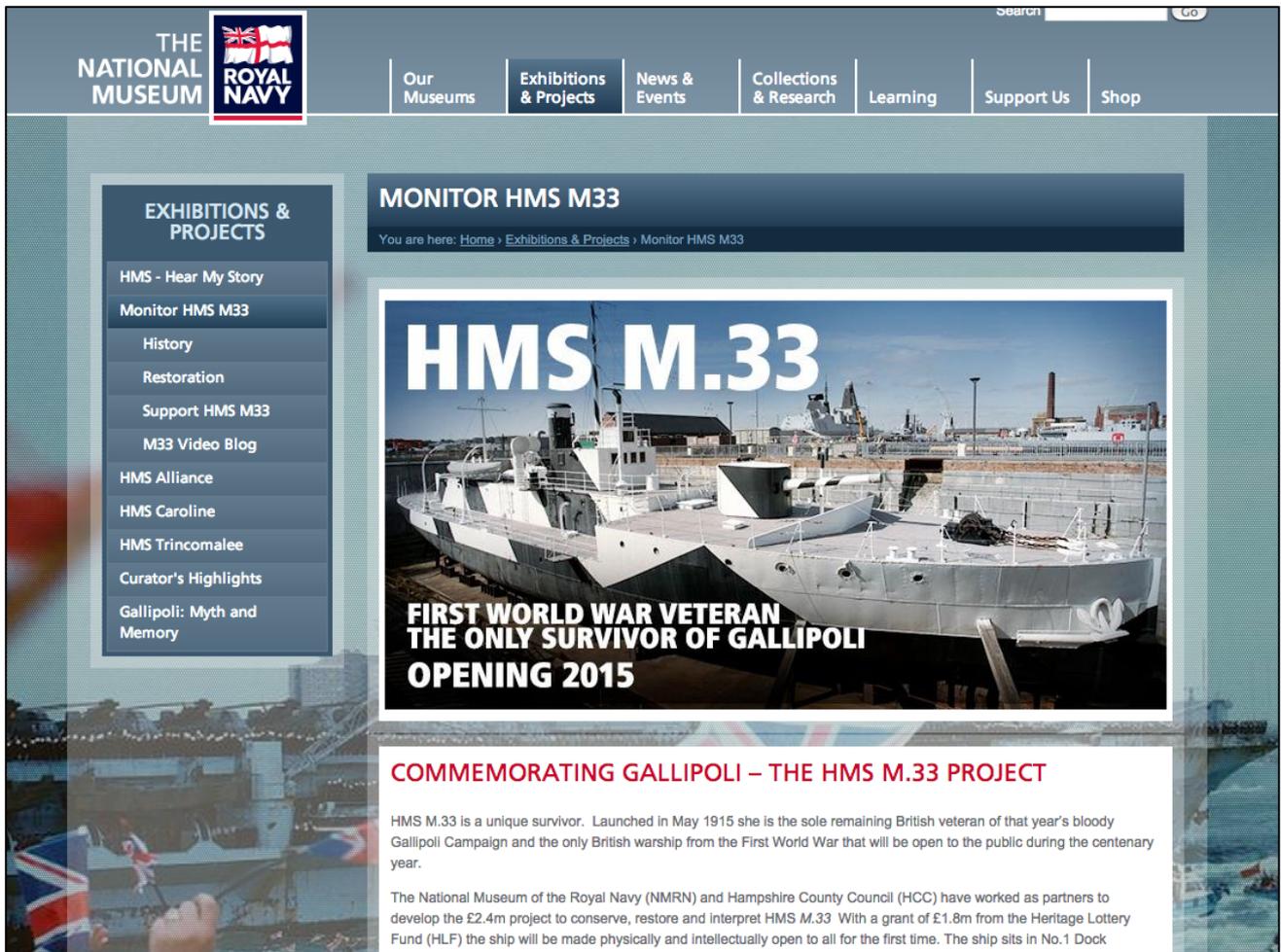
Contribution level	Total available	Total claimed	Value of contributions	
£5	100	37	£185	2.9%
£10	40	30	£300	4.7%
£25	110	110	£2,750	42.7%
£100	50	22	£2,200	34.2%
£500	4	0	0	0.0%
£1,000	3	1	£1,000	15.5%
£3,000	2	0	0	0
Total		200	£6,435	100.0%

Examples of how the crowdfund project was supported

1. Links to social media and the museum's website from the Indiegogo project listing.



2. Extensive coverage of the restoration plan on the museum's own website.



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HMS M.33

FIRST WORLD WAR VETERAN THE ONLY SURVIVOR OF GALLIPOLI OPENING 2015

COMMEMORATING GALLIPOLI – THE HMS M.33 PROJECT

HMS M.33 is a unique survivor. Launched in May 1915 she is the sole remaining British veteran of that year's bloody Gallipoli Campaign and the only British warship from the First World War that will be open to the public during the centenary year.

The National Museum of the Royal Navy (NMRN) and Hampshire County Council (HCC) have worked as partners to develop the £2.4m project to conserve, restore and interpret HMS M.33. With a grant of £1.8m from the Heritage Lottery Fund (HLF) the ship will be made physically and intellectually open to all for the first time. The ship sits in No.1 Dock

3. National media coverage at the time of the Indiegogo project launch in February 2015, and as far back as the previous October to build awareness before the appeal was formally launched.

(Source: Google search for 'M33 Gallipoli', 29.3.2015)

[HMS M33: last surviving British Gallipoli ship restored to ...](#)

www.theguardian.com > Arts > Heritage ▾

19 Feb 2015 - The restoration work allow the HMS M33 emerge from the shadows of its illustrious neighbours. Photograph: National Museum of the Royal ...

[Last WW1 Gallipoli ship HMS M33 crowdfunding appeal - BBC](#)

www.bbc.co.uk/news/uk-england-hampshire-31477372 ▾

15 Feb 2015 - The restoration of the only surviving ship from the World War One Gallipoli campaign is to be completed using crowdfunding.

[How the last Gallipoli gunboat was saved - Telegraph](#)

www.telegraph.co.uk > History > World War One

19 Oct 2014 - Gallipoli became the largest amphibious operation of the war, and its least ... The M33 was one of five monitors, or gunboats, commissioned by ...

It worth observing that despite this extensive national media coverage and use of social media, the campaign generated just 48% of a target of £19,150. Why? Was the restoration of a WW1 warship an uninspiring project? Did it appeal more to older people who are lighter users of social media and the internet generally? Was it because the campaign's target was only 10% of the M33 project's total cost? Or maybe getting a high level of media coverage led organisers to possibly not do enough to otherwise 'work the crowd' and drive sufficient traffic to the Indiegogo project listing.