

Fundraising Strategies

Catherine Carroll

June 2010

Annual Fund Background

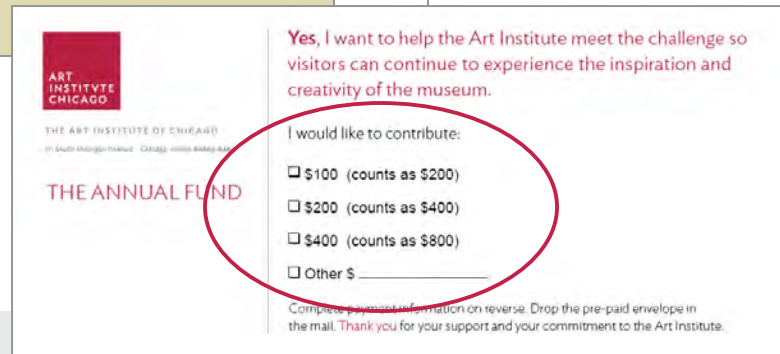
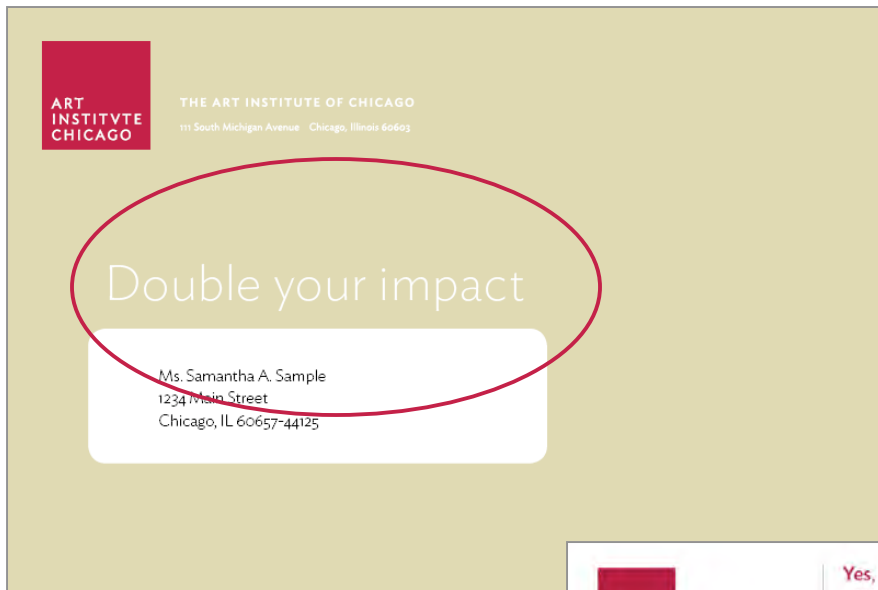
- Annual goal ranges from \$1,000,000 - \$850,000.
- Program focuses on gifts ranging from \$50 - \$1,000+.
- Execute 3 – 4 campaigns throughout the year.
 - Direct Mail
 - Telefund
 - Membership renewals (ongoing)

Annual Fund Challenge

- Second gift above and beyond membership dues – purely philanthropic.
- Lacking a direct mail control package and message.
- How do you drive urgency? What is the most convincing case?

Annual Fund: December 2009 Mail

- 40,000 donors mailed



Annual Fund: December 2009 Telefund

- 10,000 donors received a robo-call (pre-recorded message) from President Jim Cuno.
- 10,000 donors received personal phone call.

Like most major museums, we've tightened our belts in every area.

Ambitious goal to raise \$400,000 by January 15.

The good news is that the museum has been awarded a challenge grant that will match your Annual Fund gift dollar for dollar – doubling the impact of your contribution.

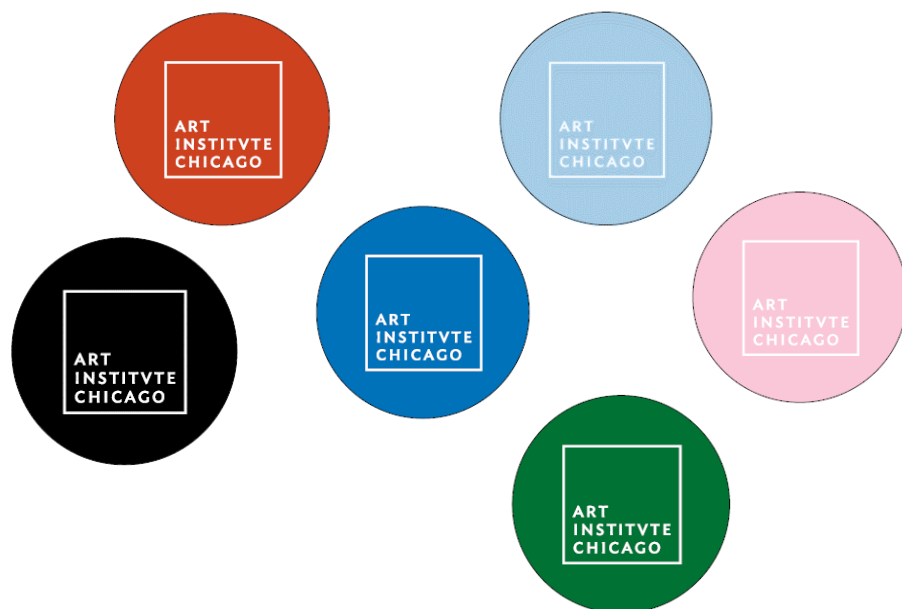
Your gift to the Annual Fund enables us to keep our doors open 362 days a year as well as conserve and protect the museum's collection of more than 260,000 works.

Adopt A Dot Campaign

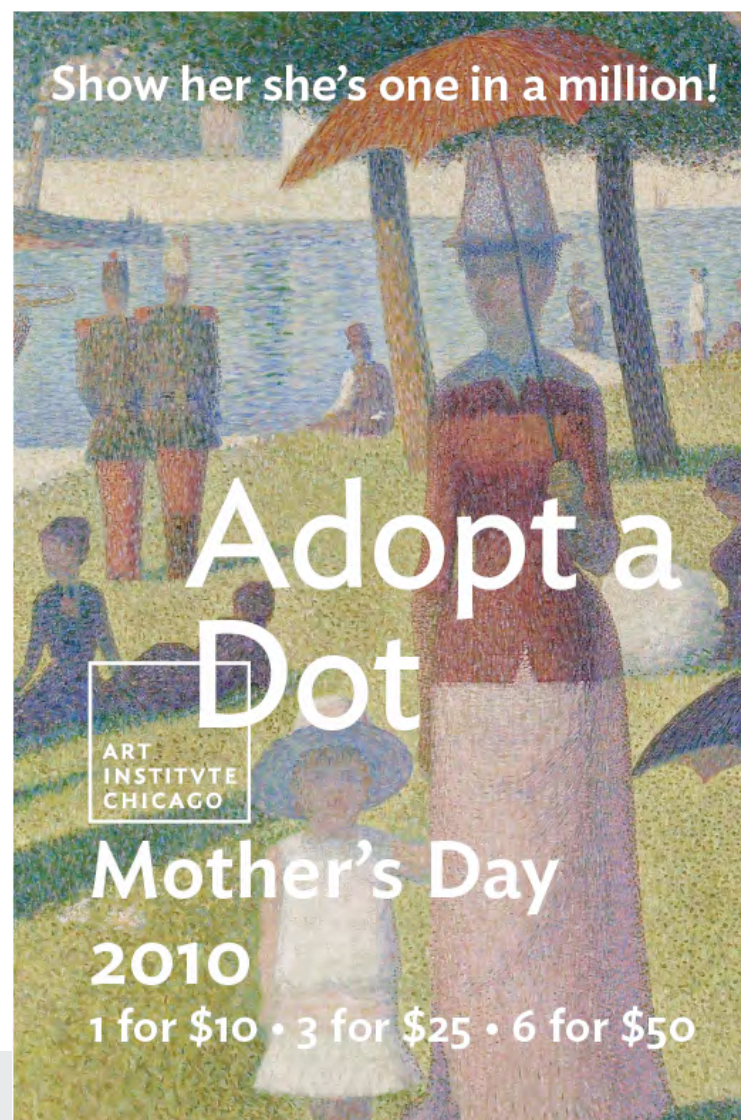


Celebrating 125 years of Seurat's *A Sunday on La Grande Jatte* -- 1884

Adopt A Dot Campaign



- Adopt a dot and receive a button in your color choice
- 6 color options available
- \$10 per dot; 3 for \$25



Adopt A Dot Campaign



About My Dot: Dark Blue

Elusive, I am in the shadows. See all of those people relaxing? I am their cool shade: their hats, their umbrellas, and their blanket. I am a moustache and an eyebrow. I am the mysterious background. I can do things the other colors would only dream of. I add texture and depth to *A Sunday on La Grande Jatte*, making you pause and question and study while you also appreciate the beauty of all my fellow colors.

ART
INSTITUTE
CHICAGO

THE ART INSTITUTE OF CHICAGO

111 South Michigan Avenue Chicago, Illinois 60603 www.artic.edu