



# Acquisition 101

## 2014 AMMC Conference

Presented October 20, 2014



- ✦ **Why?**
- ✦ **Who/Where?**
- ✦ **How?**
- ✦ **What?**
- ✦ **When?**

# WHY?

# Importance of acquisition

- ✦ Acquisition serves an important role in organization's revenue plan – is the organization's goal stability or growth? If growth, how much growth is desired?
- ✦ Depending on retention rate, need certain amount of new joins for stabilization, and more to grow.

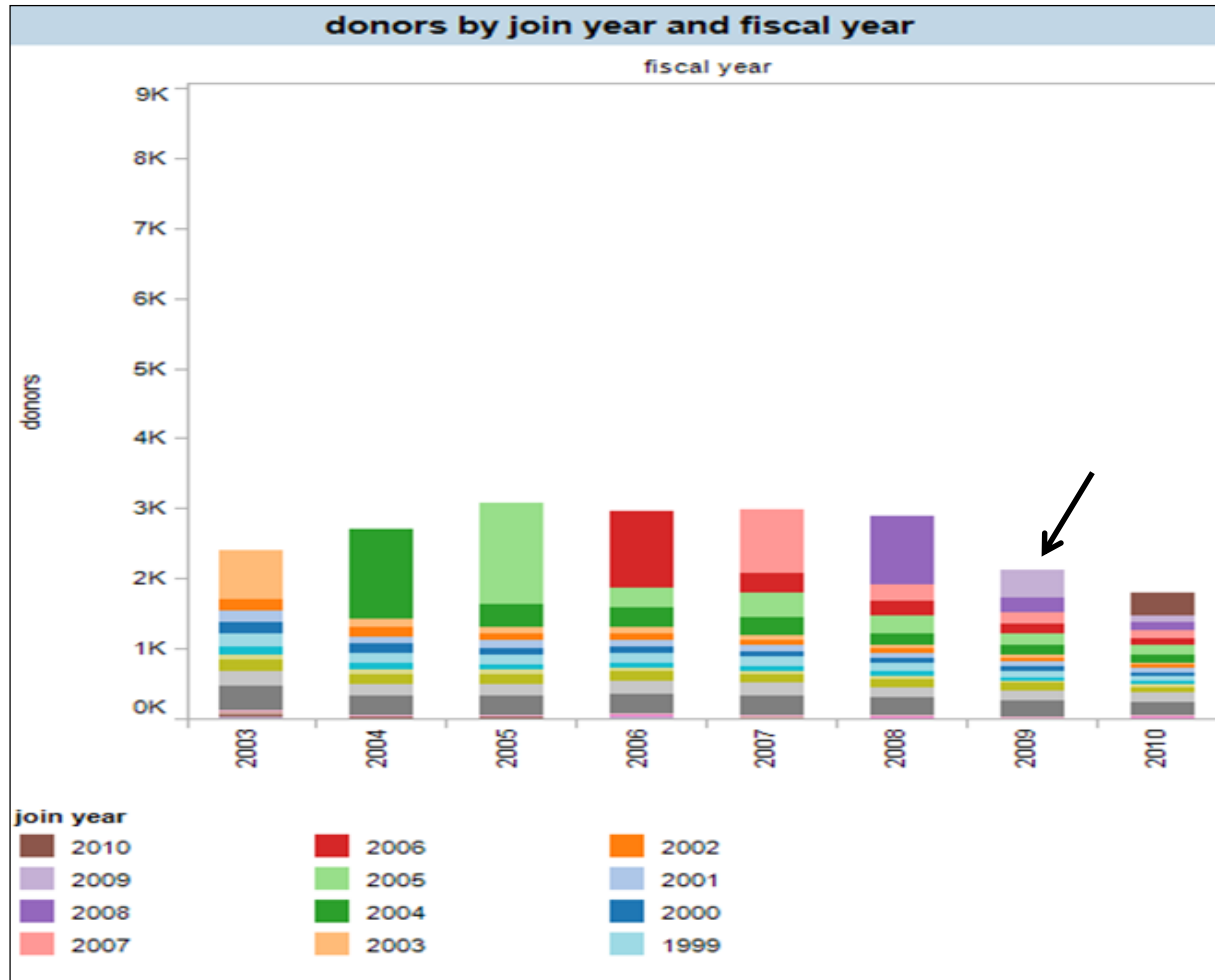
# What is your retention?

- ✦ To establish the necessary level of acquisition investment, need to understand file retention rate.
- ✦ File retention is never 100%
- ✦ Retention is a calculation of file stability over time -- essentially a file count at one point in time compared to the file count 12 months later (minus any new joins in that period).

# Simple Math

- ✧ 5,000 current members
- ✧ 75% retention rate
- ✧ Need 1,250 member/year to stabilize file

# Case Study: Cutting acquisition below stabilization levels



# A “Feeder” Program

Beyond just reinvigorating the membership program – it’s a great source of:

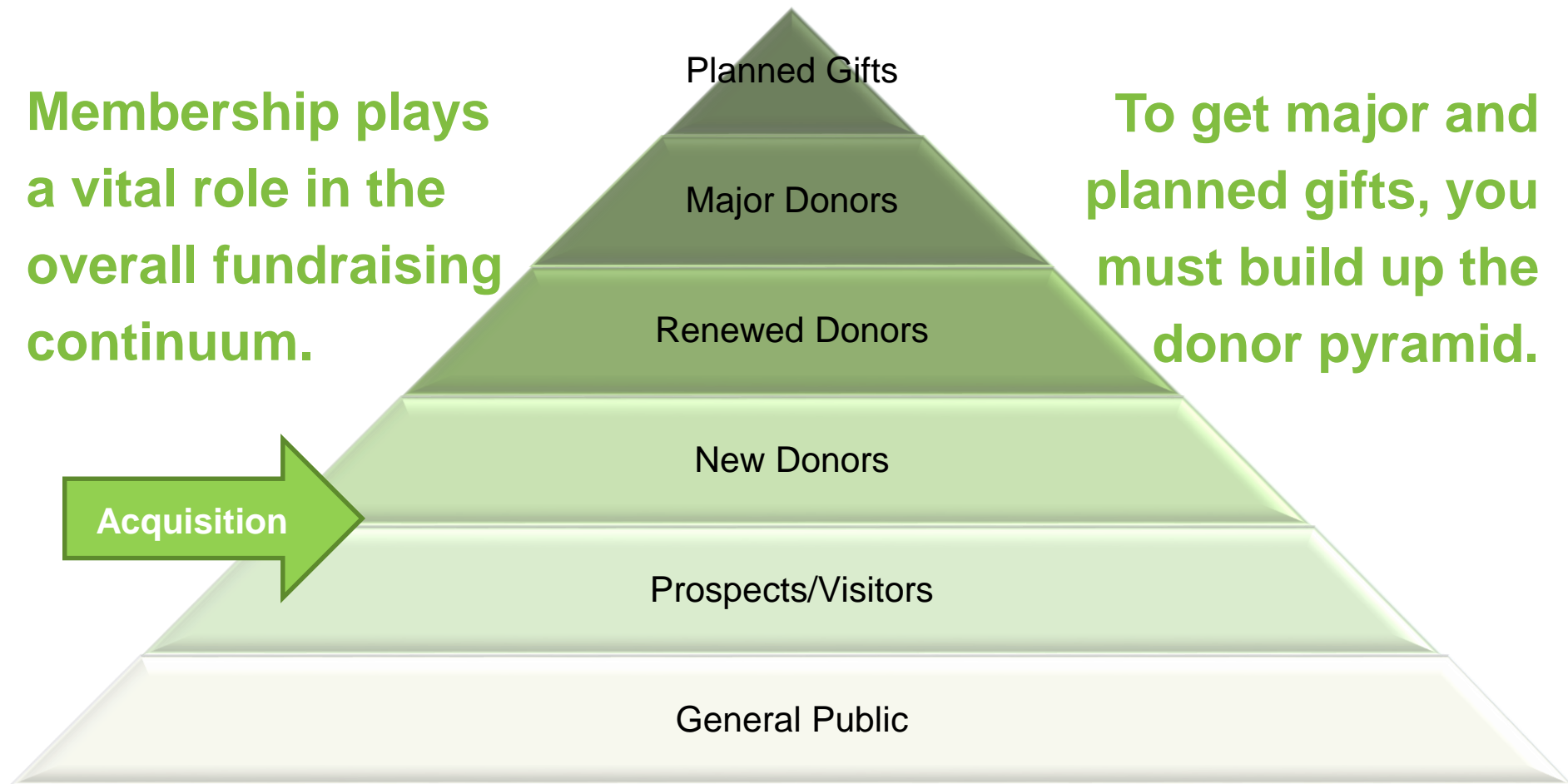
- ✦ \$1,000+ donors
- ✦ planned giving notifications
- ✦ marketing/PR exposure.



# Membership as a pipeline to higher level giving

Membership plays a vital role in the overall fundraising continuum.

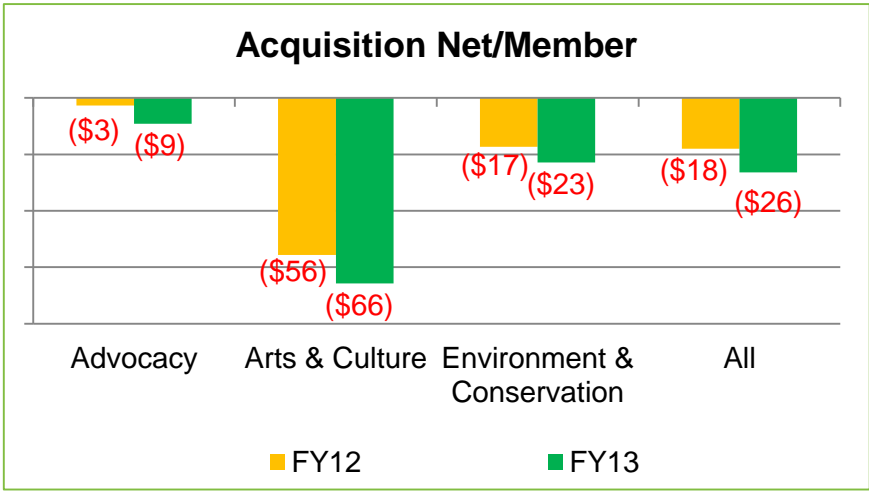
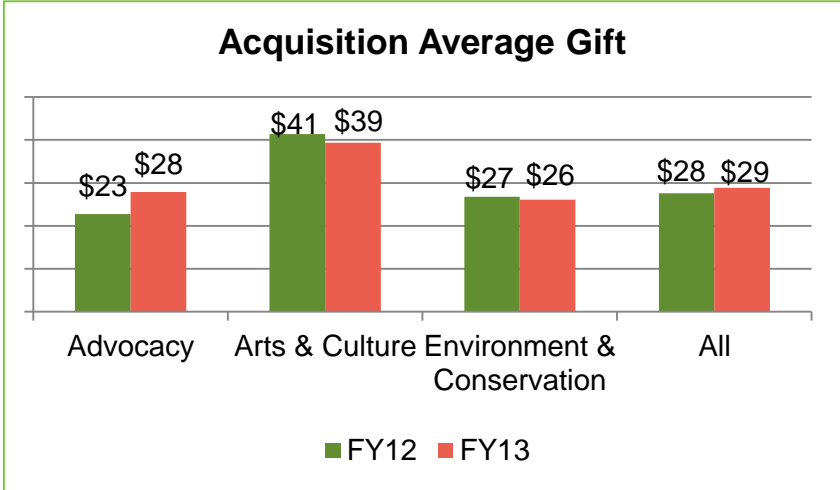
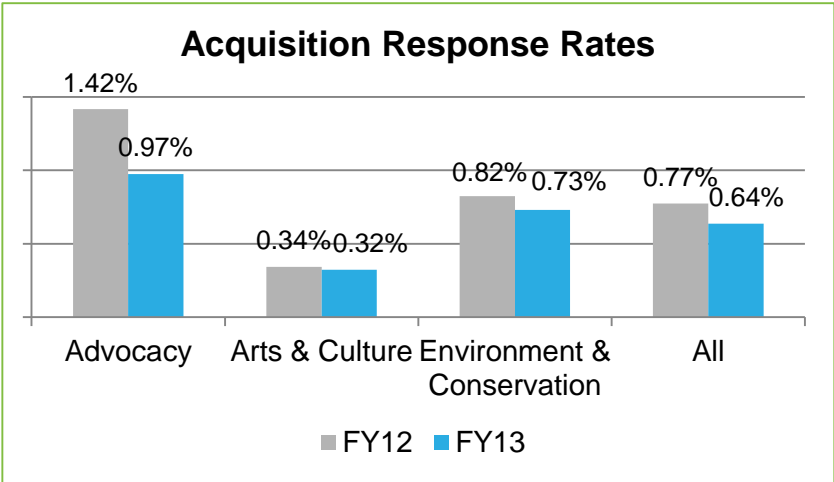
To get major and planned gifts, you must build up the donor pyramid.



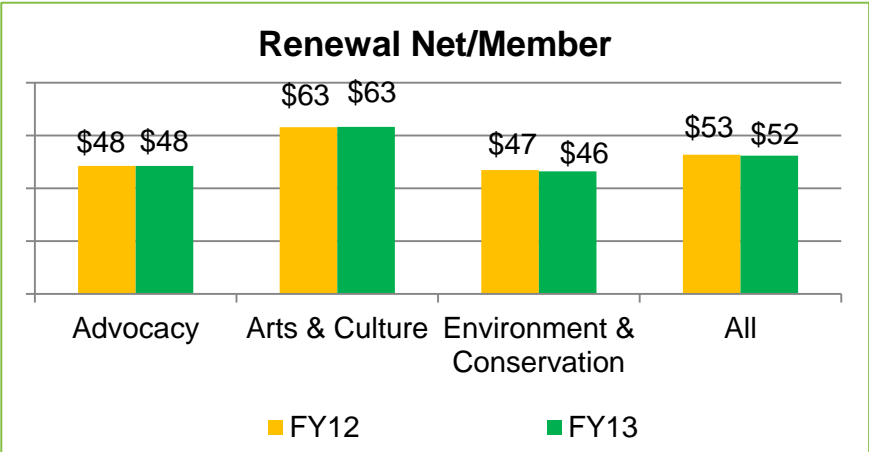
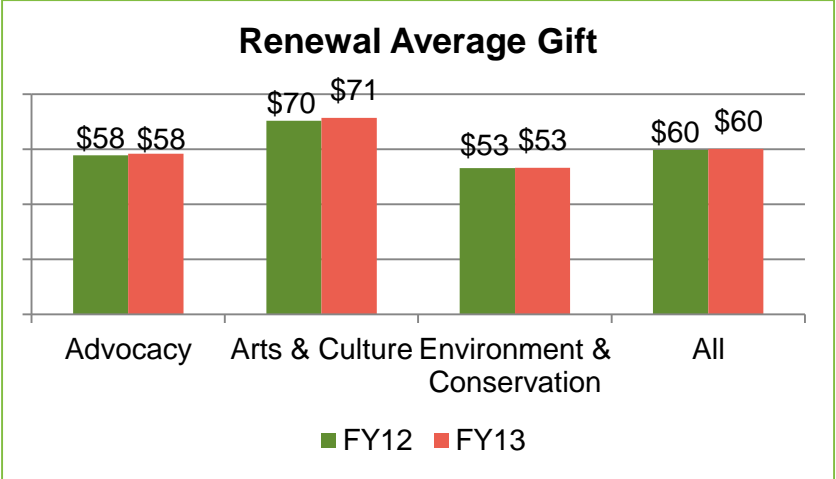
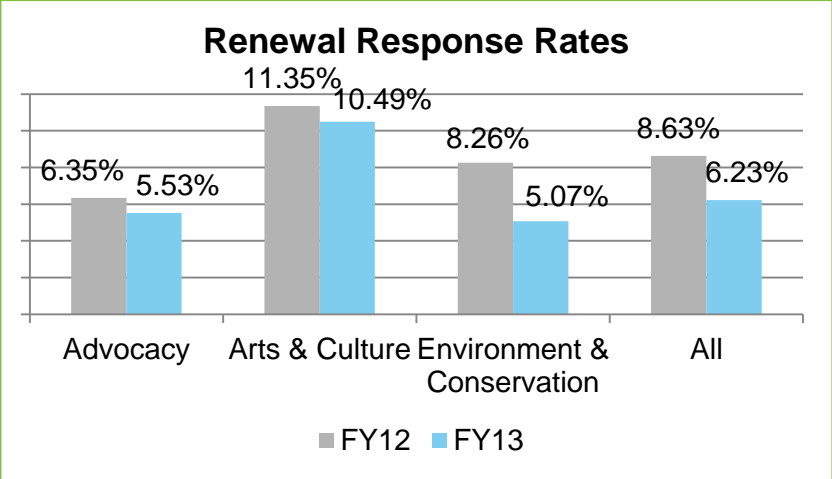
# Acquisition = Investment

*Most organizations invest in acquisition – which means they are losing money to acquire a new member with the expectation that the investment is returned in 3 to 5 years.*

# Benchmarking Acquisition: While arts groups get higher average gifts, the response rates are usually low – as a result, the net loss per member is the highest in the industry



# Benchmarking Renewals: Renewals are where we recoup the acquisition investment – average gifts & response is strong – as a result, the net per member is the highest in the industry.



# Who/Where?

# Defining your prospect audience

- ✦ Best prospects? Your recently lapsed members.
  
- ✦ How are you reaching out to them?
  - Mail, phone, email
  - Feedback is important – WHY did they lapsed? Anything need addressing on a global level?
  
- ✦ The longer a member is lapsed, the less likely it is they will come back.
  
- ✦ Best indicator of future gift is recency of the last gift.

# Once you have maximized outreach to lapsed members, time to look for new prospects

- ✦ Museums have an advantage – your best member prospects walk through your door every day!
- ✦ How are you capturing their information?

# On-site conversion

- ✦ Good is membership signage?
- ✦ Obvious you have a member program?
  - If not, consider “Membership Month” campaign
- ✦ Have a membership desk? Is it hidden? Well staffed?
- ✦ Facilitate training programs for museum staff and volunteers on how to make the most effective membership ask
  - Admission sales staff
  - Gift shop staff
  - Tour guides
  - Food services
  - Volunteers





# On-site conversion: Membership Brochure

- ✦ Good on-site brochure?
- ✦ Is it prominently displayed?
  - Ticket desk
  - Gift shops
  - Restaurants
  - Lounge areas
  - Bathrooms
- ✦ Critical Components:
  - Member-focused
  - Compelling images
  - Benefits clearly displayed
  - Reply form

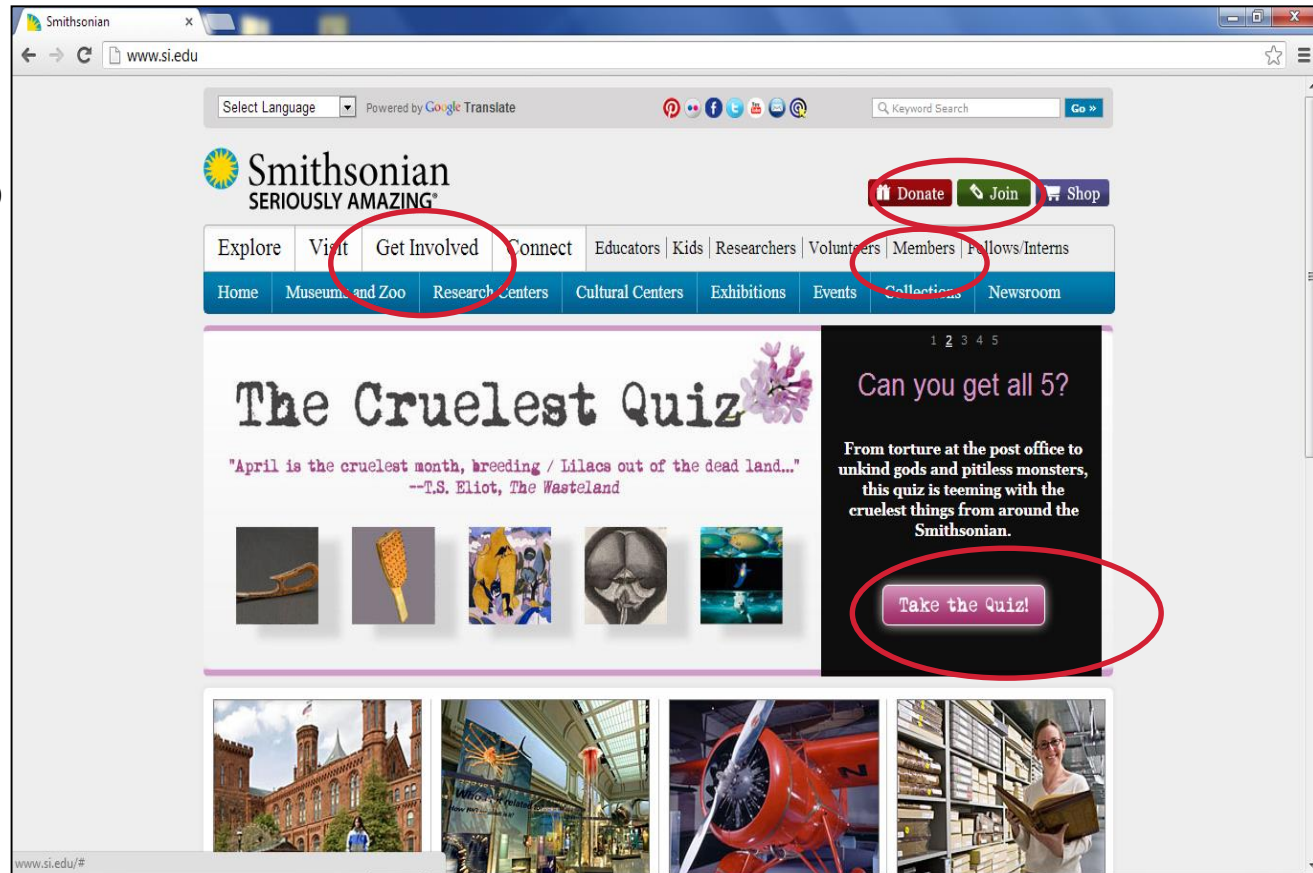


# On-site conversion: Additional Opportunities

- ✦ Advertise Member Discount in Gift Shop/Restaurant
- ✦ Member Shopping Days
- ✦ Program Stuffers
- ✦ Raffle Cards

# Converting Online Visitors

- ✪ Is Membership easy to find on homepage?
- ✪ Clear, direct way to capture visitor email addresses on home page
- ✪ Incentive to provide email address



# Converting Online Visitors

Consider creating a “Welcome Series” for prospects new to your e-list

Name and  
email  
captured  
online or  
onsite

Targeted  
welcome  
email

Engagement  
email (survey  
of recent  
experience  
and overall  
interests)

E-Newsletter  
or Educational  
Piece

Email  
Fundraising  
Ask

Direct Mail  
Fundraising  
Ask and/or  
telemarketing  
call

***DO NOT LOOK TO EXTERNAL  
LISTS UNTIL YOU HAVE  
MAXIMIZED OUTREACH TO  
YOUR INTERNAL LISTS!***

# External Lists

## Options:

- ✦ Exchange your list with a like-minded organization (usually only sharing names under \$200)
- ✦ Participate in a co-op
- ✦ Rent another organization's list

# HOW?

# Direct marketing acquisition can be executed through multiple channels

- ✦ Direct mail
- ✦ Telemarketing
- ✦ Email
- ✦ Web
- ✦ On-site

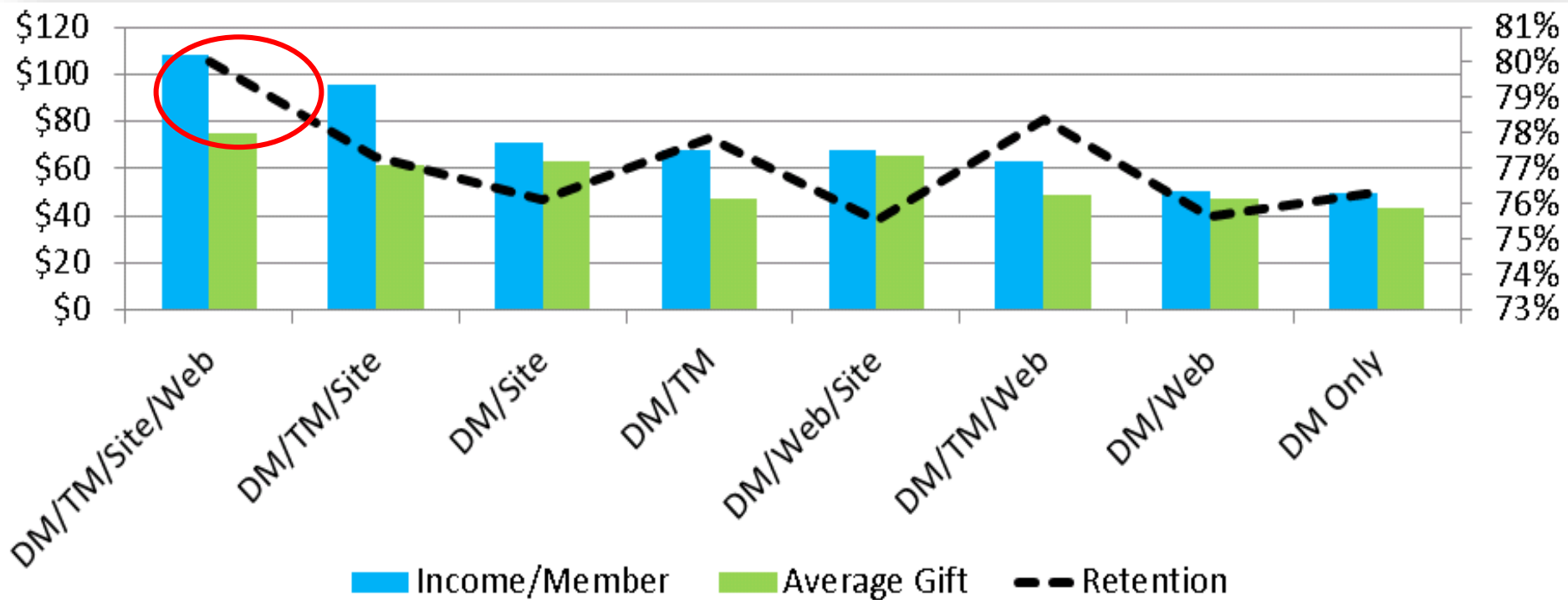
**→ VALUE OF INTEGRATION**



# Multi-channel is best approach

- ✦ Meet your member prospects where THEY are, allowing them to respond how THEY wish, rather than how YOU wish.
- ✦ Channels reinforce each other
- ✦ Results in a higher value member

# Case Study: Members who give through all available channels are the most valuable



# Benefits of using direct mail for acquisition

- ✦ Most cost-effective way to reach largest prospect audience possible
- ✦ List market allows access to names otherwise inaccessible
- ✦ Can be personalized
- ✦ Data segmentation allows results to be tracked in great detail so that each successive mailing is more effective than the last
- ✦ Volumes are larger, so statistically valid overall results (and test results) are possible
- ✦ Still the largest source of individual giving revenue
- ✦ Collateral PR benefit and marketing/sales outreach

# Challenges of using direct mail for acquisition

- \* High initial investment, especially for acquisition
- \* Postage and printing costs go up each year
- \* Once it's in the mail, there's nothing you can do about it – no way to adjust strategy until the next mailing

## ***Isn't Direct Mail junk mail?***

*Only if the cause does not interest you. Otherwise, it's an invitation to learn more and make an impact on an issue that's important to you.*

# Benefits of using telemarketing for acquisition

- ✦ A real conversation
- ✦ Real-time results – strategy can be changed from day to day
- ✦ Higher response rate and average gift compared to DM and email
- ✦ Most effective way to reinstate recently lapsed members (up to 5 years lapsed)
- ✦ Able to respond to members' objection responses directly – provides critical feedback
- ✦ Members who are contacted by phone and say “no” have a higher member value than members who are never contacted by phone

# Challenges of using telemarketing for acquisition

- ✦ Expensive if done out-of-house
- ✦ Give up some degree of control
- ✦ Even productive campaigns only ever reach about 60% of the file

## ***Doesn't everyone hate telemarketing?***

*For organizations with large member programs, telemarketing can produce 10-30% of the organization's overall revenue. You would be surprised by how much people like to talk!*

# Benefits of using email for acquisition?

- ✦ Results are immediate and can inform DM and TM strategy
- ✦ Higher average gift than DM
- ✦ Lower cost than DM and TM – allows for more frequent contacts
- ✦ Provides convenience to members (“click here and join today!”)
- ✦ Reaches a younger member base
- ✦ Provides collateral lift in results when used in conjunction with DM and TM

# Challenges of using email for acquisition

- ✦ Hard to capture email addresses, so universes are small
- ✦ Response rates are still weak compared to DM and TM
- ✦ Data segmentation can be challenging due to the small universe, so statistically valid results are often not possible
- ✦ Perception that it is free – and it's not!
- ✦ Online-only members can have lower retention rates
- ✦ Can get caught in spam filters and never reach recipients

*Isn't online the next big thing in fundraising? Not yet. Industry studies have shown that while online revenues are growing, they still represent only 5-20% of overall organizational revenue.*

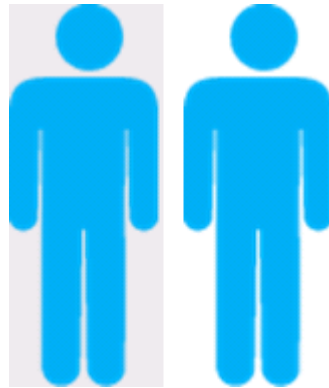


# WHAT?

# The Arts Donor – a different breed

## Arts Donors ...

- ✦ Put 90% emphasis on benefits, 10% on philanthropy
- ✦ View supporting the arts as important, but not the most critical issue in their lives
- ✦ Base the decision to join on “What’s in it for me?” and “How will this strengthen my relationship with the organization?”
- ✦ Give locally; they want direct and immediate benefit from gift
- ✦ Want a quality product and direct access to it



## Non-Arts Donors ...

- ✦ Put less emphasis on benefits, with majority on mission
- ✦ View the issues they support as critical in their lives (e.g., humanitarian aid, health, environment, etc.)
- ✦ Give to be part of a higher cause – e.g., uniting resources to make a difference
- ✦ Give nationally/internationally; they want to help someone or improve society as a whole, but do not expect personal benefit
- ✦ Want results and to impact positive social change

# Acquisition Messaging: *Finding the right balance between a benefits-based and mission-based case for support*

## Benefits-Based Membership Model

Where is your organization on this spectrum?

## Mission-Based Membership Model



- ✦ Messaging is based on benefits and “what’s in it for me?”
- ✦ To be successful, benefits must offer real value
- ✦ More dependent on key events and insider access
- ✦ Results in a more transactional relationship, especially at lower giving levels
- ✦ Tends to result in more marginal commitment and lower retention rates

- ✦ Institutional messaging focuses on mission
- ✦ Tangible need drives the philanthropic case for support
- ✦ More investment in educational materials required to inform members on need
- ✦ Benefits still support—but don’t drive—retention
- ✦ Results in a stronger member relationship with the organization and higher retention

# Messaging Options: A Benefits-Based Ask

The most successful benefits-based membership programs offer benefits with the right balance of:

- ✦ Access
- ✦ Events
- ✦ Recognition
- ✦ Insider Knowledge/Education
- ✦ Gifts/Discounts

While all levels of membership should offer a mix of benefits that address each of these areas, the level of exclusivity, access, and public recognition should increase as the Membership levels increase.

# Messaging Options: A Mission-Based Ask

Compelling case for support is critical with mission-based asks:

- ✦ Humanize your mission: Tell stories
- ✦ Show impact of member support on museum's ability to execute its mission – e.g. 50% of our operating costs are covered by member contributions.
- ✦ Still include how the mission will help benefit YOU the member – e.g. great art in your city
- ✦ Use “you” and “your membership gifts” frequently
- ✦ Include quotes from other members on why they give
- ✦ Consider adding “mission-based benefits”

# Overall Messaging Strategy

## General Best Practices:

- ✱ Longer letters usually out-perform shorter letters
- ✱ Signer should be most senior person at organization – titles matter!
- ✱ Use of “Member” and “Membership” often drive a higher response
- ✱ Specific, exhibition-based acquisition message often results in high initial returns, but low long-term retention of those members.
  - Balance core exhibition and on-going programming messaging with special exhibition highlights
- ✱ Write at an eighth grade level
- ✱ Keep messaging consistent across channels
- ✱ Incorporate testing
- ✱ Use source codes

# 4 critical components of a direct mail acquisition package

**1. Outside Carrier**

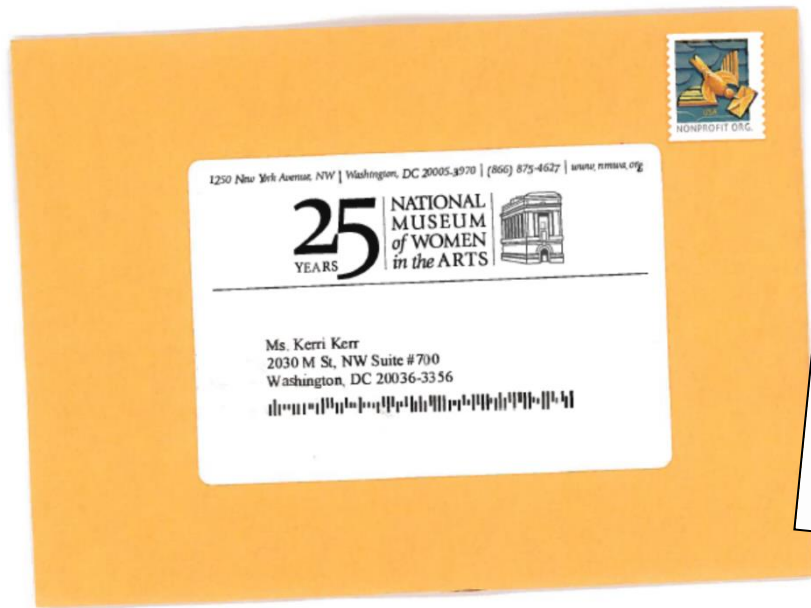
**2. Letter**

**3. Reply**

**4. Reply Envelope**

# Outside Carrier

- ✦ Include organization name and address
- ✦ Postage treatment?
- ✦ Teaser? Other art?
- ✦ Window or closed face?





# Letter

- ✿ If personalized, member name and address correct?
- ✿ Easy to read?
- ✿ Compelling intro?
- ✿ Ask on page 1? Special offer? (urgency helps!)
- ✿ Who signed it?
- ✿ Frequent use of the word “You” and “Your gift”?
- ✿ PS?
- ✿ **PROOFREAD!!!!!!**

# Letter

NATIONAL  
MUSEUM  
OF THE  
AMERICAN  
INDIAN

Dear Friend,

Blackhawk helicopters ... cigar store Indians ... Jeep Cherokees ... Red Man Chewing Tobacco ... the Kansas City Chiefs and Washington Redskins. It seems Indians are everywhere in America.

But what do we really know about Native peoples? How much have you been told about ~~Quannah Parker, Geronimo, Sitting Bull~~ or any of the other important figures featured on the set of free bookmarks I've enclosed for you today?

If the individual stories on your bookmarks are unfamiliar to you, you're not alone.

It's not because you're uninterested or don't care. Quite the contrary! I'm sure you're a thoughtful, curious person who would be fascinated to learn the many ways your world today has been influenced and shaped by our hemisphere's original inhabitants.

Unfortunately, for centuries, history books and popular culture have separated Native American history from "American history." Native people who helped shape our country are recognized today as little more than car model names and team mascots.

If this angers you, it should. After all, as Americans, the ongoing story of the people who first walked the lands we call "home" is part of a story that belongs to all of us — and you deserve to know it.

The good news is that today you can. *By taking just two actions right now, you can help go beyond the narrative you've been told about Native peoples, and ensure future generations benefit from this history that has helped make our country — and world — what it is today.* *60 percent of the world's food comes from crops first cultivated by Native Americans — potatoes, beans, corn, peanuts, pumpkins, tomatoes, squash, melons, and more!*

**FIRST:** Take just one minute to complete the enclosed survey. It's a great starting point toward confronting the cultural stereotypes and historical fiction we've been told for far too long. The questions are straightforward and to the point — and I hope they make you pause for a moment to think.

**SECOND:** Help us dispel the story — and be part of this ongoing tale of Native peoples — by joining the National Museum of the American Indian with a tax-deductible Membership contribution of \$25 or more.

We operate from the position that the truth is not only better than fiction ... it is far more interesting.

*Just \$22 if you respond with your survey within 10 days.*  
(over, please)



Smithsonian Institution

PO Box 96836 | Washington DC 20090-6836 | [www.AmericanIndian.si.edu](http://www.AmericanIndian.si.edu) | [NMAImember@si.edu](mailto:NMAImember@si.edu)

4

One of the most highly coveted benefits is a complimentary one-year subscription to *American Indian*, our full-color quarterly magazine. Issue after issue, *American Indian* magazine features enlightening stories about Native communities and their traditions, beautiful full-color photography, insights, and information you won't find anywhere else.

**If you're someone who is curious about this long-overlooked and misrepresented part of our history and culture, then you will love receiving *American Indian* at your door throughout the year.**

By joining the Museum, you'll also enjoy members-only discounts at all Smithsonian and NMAI Museum Stores, the Smithsonian Catalogue, online at [www.smithsonianstore.com](http://www.smithsonianstore.com), and at our Zagat-rated Mitsitam Native Foods Cafe. You will also receive free admission to the Cooper-Hewitt, National Design Museum, in New York City.

But most importantly, you'll benefit from knowing that you are putting an end to the old stereotypes and long-held prejudices that have contributed to an incomplete and inaccurate picture of Native traditions and accomplishments.

So please take just one minute to provide your answers on the enclosed survey ... and return it with a generous Membership gift to the Museum. Remember, if you respond with your survey within 10 days, you can join the Museum for just ~~\$25~~ *\$22*.

Thank you in advance for your support. I look forward to welcoming you as the newest Member of the National Museum of the American Indian. Your membership will help us share an amazing (and true!) history and culture with the world, and remind people everywhere that we all share in this enduring tale.

Sincerely,

Kevin Gover (Pawnee)  
Director

**P.S.** I love sharing Native history — so **please accept the enclosed bookmarks as my special gift to you.** Each one features a unique historical figure whose actions shaped the world we know today. I hope you will enjoy them and will support the National Museum of the American Indian.

*P.P.S. Join today and enjoy your FREE gifts and Membership benefits!*



# Reply

- ☀ Member name and address correct?
- ☀ Easy to complete?
- ☀ Source Code?
- ☀ Payment information?
- ☀ All Membership levels listed?

*Yes, I will join the National Constitution Center!*

To help the Center lead a civic renaissance and encourage Americans of all ages to become better citizens and better stewards of the Constitution and our democracy, I'm enclosing a membership donation in the amount of:

*\* Ms. Prospect, this special 20% discount is a limited-time offer. Please join us today.*

~~\$50~~ **\$40**

\$50 Individual Patriot       \$95 Freedom Family

\$125 Constitution Framer       \$250 Constitution Founder

\$500 Constitution Guardian       \$1,000 Constitution Circle

Other \$ \_\_\_\_\_

If you would like to waive your benefits, please check here.

Please make your check payable to the National Constitution Center and return it with this form in the enclosed envelope. To donate by credit card, please see the reverse. Your contribution is tax deductible to the fullest extent allowed by law. You also can purchase a membership online.

Name Lastname  
123 Main Street, apt 2C  
Address #2  
Anytown, US 12345

Source Code: 110

NATIONAL CONSTITUTION CENTER 525 Arch 215.409

### Membership Benefits

**Individual Patriot \$50 ~~\$50~~ \$40**

- Free, unlimited admission to the Center for member and guest with each visit for one year
- Free, unlimited admission for member and one guest to exhibitions with each visit for one year
- Invitations to members-only programs, tours and events including exhibition previews
- Discounted tickets to the Center's acclaimed public programs
- Invitations and pre-sale ticketing opportunities to special events at the Center
- Free audio tours
- 10% discount at Delegates' Cafe & Museum Shop (excluding books, tapes and discounted merchandise)
- Pocket Constitution
- Subscription to NCC's monthly e-newsletter

**Freedom Family \$95**

Benefits of the Individual Patriot level, plus ...

- Free, unlimited admission to the Center for one year for a family of up to two adults and four children or grandchildren

Benefits subject to change and availability. For a complete list of benefits and for more information, and a list of the 500 plus museums that participate.

My check to the National Constitution Center is enclosed.

Please charge my:

MasterCard     Visa     AmEx

Cardholder Name \_\_\_\_\_

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Spouse Name \_\_\_\_\_  
(For Freedom Family level and above)

QUESTION? Call us at 215.409.6767 or email [membership@constitutioncenter.org](mailto:membership@constitutioncenter.org)

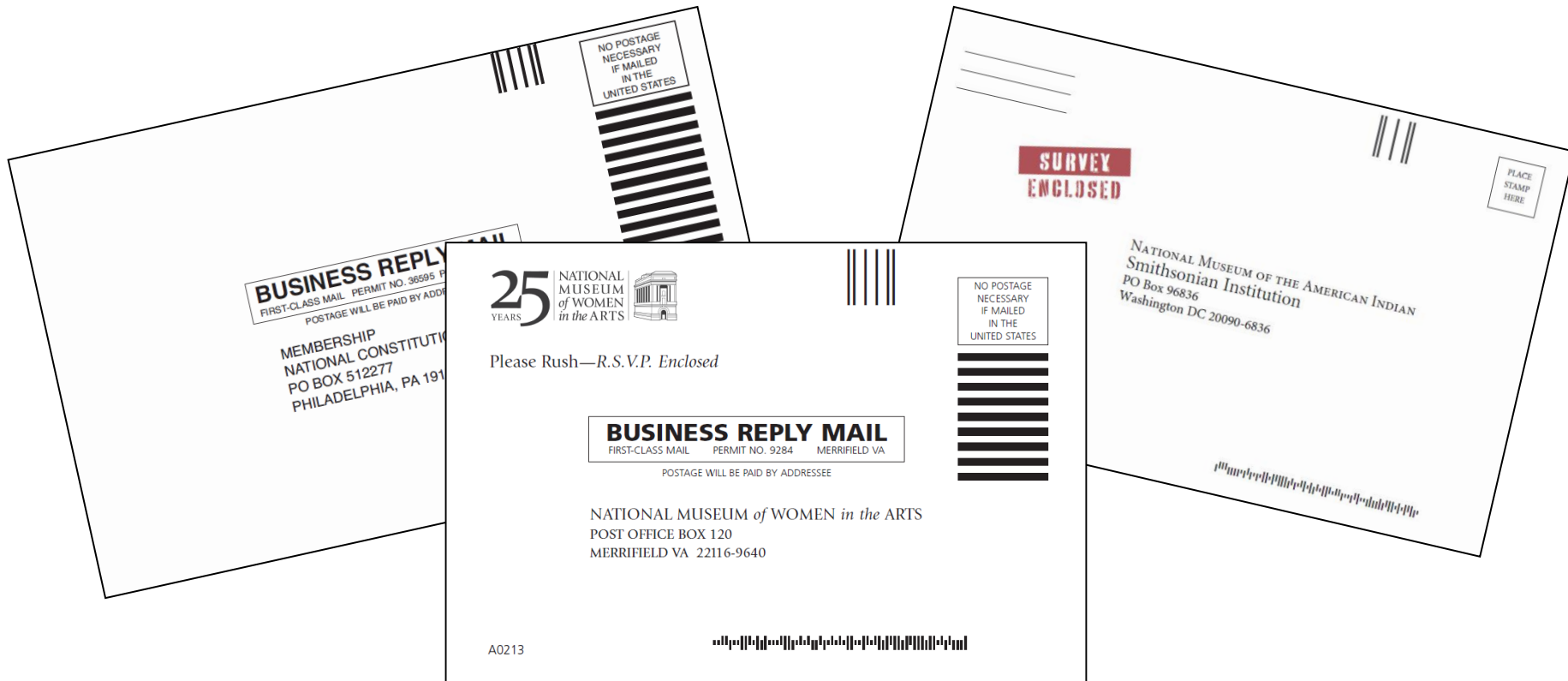
### Five Facts About Your Constitution

1. The U.S. Constitution is the oldest and shortest written government charter in the world. There are 4,543 words in the original, un-amended document, including the signatures.
2. Six delegates to the Constitutional Convention signed the Declaration of Independence and the Constitution. They were Roger Sherman of Connecticut, George Read of Delaware, and Robert Morris, Benjamin Franklin, George Clymer and James Wilson of Pennsylvania.
3. Twelve of the 13 states were represented at the Constitutional Convention. Rhode Island boycotted because it opposed the creation of a stronger central government.
4. George Washington established the first national Thanksgiving Day in 1789 to "give thanks" for the Constitution.
5. Over 11,000 constitutional amendments have been introduced in Congress, but only 33 have gone to the states to be ratified. Of these, only 27 have been approved by the states.

National Constitution Center ■ 525 Arch Street, Independence Mall ■ Philadelphia, PA 19106 ■ 215.409.6767 ■ [constitutioncenter.org](http://constitutioncenter.org)

# Reply Envelope

- ✦ Correct return address?
- ✦ BRE (Business Reply Envelope) or RAE (Return Address Envelope)?



# Optional Extras

✨ Inserts – Brochures, Testimonials, Survey, Lift Note, etc.

✨ Premium?

**NATIONAL MUSEUM OF THE AMERICAN INDIAN**

**MEMBERSHIP FORM**

YES! There is a bigger, more accurate, and far more interesting story to tell about Native American history and culture. To help dispel the myths and share the deeply meaningful truths, I will join the National Museum of the American Indian. Enclosed is my tax-deductible membership contribution in the amount of:

\$25  \$35  \$45  \$50  \$100  Other \_\_\_\_\_

*Ms. Elizabeth O. Sampleson*  
 Sampleson Company Name  
 1234 I Longstanding Road  
 Anytown, US 12345-6789

*Special rate for survey participants who respond within 30 days!*

Please return this entire form with your check made payable to NMAI. To donate by credit card, see the reverse, visit <http://go.si.edu/nmai-bookmark>, or call us toll free at 1-800-242-5841 (6GDI).

SMITHSONIAN INSTITUTION  
 PO Box 9636 • Washington DC 20009-6836 • [www.AmericanIndian.si.edu](http://www.AmericanIndian.si.edu)

**XENONOR CODEX**

**Take Our Survey...**  
*because dispelling the myths means confronting them head-on!*

1. Do you agree or disagree that Native Americans have been portrayed inaccurately in history and popular culture?

Somewhat disagree  Disagree

American names and imagery by college and university students

Not sure

represented in history and popular culture as mystic, whooping warrior, or noble savage?

Almost never

Native history and culture beyond the textbooks?

Nothing

policy makers discussing issues, communities?

most never

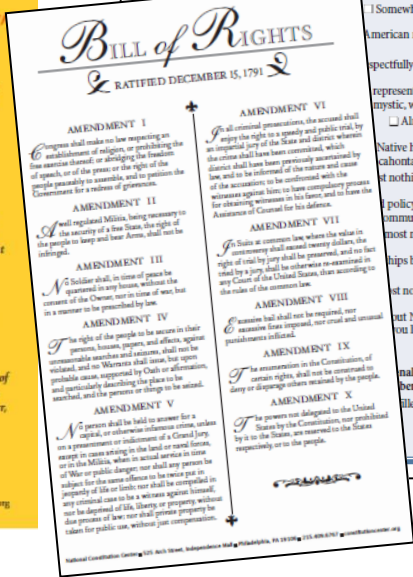
relationships between the U.S. government and Native Americans?

Nothing

Native history and culture and how it affects you live in today?

National Museum of the American Indian?

I filled out the membership form above.



**"Thank You"**

*I live in a small, rural community in Northern California. Your magazine brings a connection to art and your activities I value highly. I vicariously attend your exhibitions and film showings and concerts. When I visit the D.C. area, I make it a point to stop in at NMWA. Thank you for being there.*

Carol Cicker  
 Member Since 2010

**"Inspirational"**

*As an avid museum goer and art lover, the National Museum of Women in the Arts remains one of my favorite destinations in Washington, DC. The building itself is a masterpiece, and together with the collection, NMWA is an empowering example of what women can achieve when they work together.*

Dani Iperstein  
 Member Since 2007

**"Proud"**

*I was studying and painting in New York when I first read about the National Museum of Women in the Arts. I remember being so proud and satisfied and couldn't wait to be a part of something that would have so much meaning for me. I became a Charter Member, and follow the exhibitions and visit the museum whenever possible.*

Ulma Norcillo  
 Member Since 1988

NATIONAL MUSEUM of WOMEN in the ARTS  
 1250 New York Avenue, NW, Washington, DC 20005-3970 • (866) 875-4427 • [www.nmwa.org](http://www.nmwa.org) • [members@nmwa.org](mailto:members@nmwa.org)

# Successful Arts Membership Formula for Direct Mail Member Acquisition

- ✦ Consistent **introductory discount offer** on base level of membership (list all levels up to \$3,000 on reply form)
- ✦ **Personalized closed face carrier**
- ✦ **4-page letter** with expanded information on benefits balanced with a mission-based case for support
- ✦ **Benefits insert** highlighting the membership experience, not just featuring what the benefits are
- ✦ Upcoming **program insert/philanthropic mission insert**

# *Direct Mail Acquisition* **SAMPLE PACKAGES**





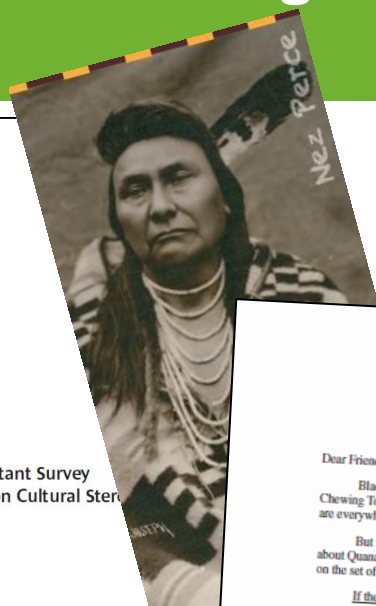
# Acquisition Program – Sample Packages

**NATIONAL MUSEUM OF THE AMERICAN INDIAN**  
SMITHSONIAN INSTITUTION  
P. O. Box 96836  
Washington, DC 20090-6836  
www.AmericanIndian.si.edu

**Ms. Elizabeth Q. Sampleperson**  
Sampleperson Company Name  
1234 Longandwinding Road  
Anytown, US 12345-6789

**Important Survey on Cultural Stereotypes**

Barcode: 



**Chief Joseph**  
(Heinmot Tooyalakekt)  
1841-1904  
Nez Perce Leader

A powerful orator and advocate for his people's right to remain on their homelands in Oregon's Willowa Valley. Chief Joseph is best known for leading his people on an epic four-month-long flight toward freedom.

**NATIONAL MUSEUM OF THE AMERICAN INDIAN**

YES! There is a bigger, more accurate, and far more interesting story to tell about Native American history and culture. To help dispel the myths and share the deeply meaningful truths, I will join the National Museum of the American Indian. Enclosed is my tax-deductible membership contribution in the amount of:

\$25  \$35  \$50  \$100  \$250  Other \$ \_\_\_\_\_

Special rate for those participating who respond within 10 days!

Please return this entire form with your check made payable to the NMAI. To donate by credit card, use the reverse, visit <http://nmai.si.edu/online/donations>, or call us toll free at 1-800-242-NMAI (6264).

**KIDDERER CODEX**

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PO Box 96836 • Washington DC 20090-6836 • www.AmericanIndian.si.edu

Smithsonian Institution

*Discount offer & FREE GIFT enclosed!*

**NATIONAL MUSEUM OF THE AMERICAN INDIAN**

Dear Friend,

Blackhawk helicopters ... cigar store Indians ... Jeep Cherokees ... Red Man Chewing Tobacco ... the Kansas City Chiefs and Washington Redskins. It seems Indians are everywhere in America.

But what do we really know about Native peoples? How much have you been told about Quasah Parker, Geronimo, Sitting Bull or any of the other important figures featured on the set of free bookmarks I've enclosed for you today?

*If the individual stories on your bookmarks are unfamiliar to you, you're not alone. It's not because you're uninterested or don't care. Quite the contrary! I'm sure you're a thoughtful, curious person who would be fascinated to learn the many ways your world today has been influenced and shaped by our hemisphere's original inhabitants.*

Unfortunately, for centuries, history books and popular culture have separated Native American history from "American history." Native people who helped shape our country are recognized today as little more than car model names and team mascots.

If this angers you, it should. After all, as Americans, the ongoing story of the people who first walked the lands we call "home" is part of a story that belongs to all of us — and you deserve to know it.

The good news is that today you can. *By taking just two actions right now, you can help go beyond the narrative you've been told about Native peoples, and ensure future generations benefit from this history that has helped make our country — and world — what it is today.*

**FIRST:** Take just one minute to complete the enclosed survey. *It's a great starting point toward confronting the cultural stereotypes and historical fiction we've been told for far too long. The questions are straightforward and to the point — and I hope they make you pause for a moment to think.*

**SECOND:** Help us dispel the story — and be part of this ongoing tale of Native peoples — by joining the National Museum of the American Indian with a tax-deductible Membership contribution of \$25 or more.

We operate from the position that the truth is not only better than fiction ... it is far more interesting.

*60 percent of the world's food crops come from crops first cultivated by Native Americans — potatoes, beans, corn, peanuts, pumpkins, tomatoes, squash, melons, and more!*

*Just \$22 if you respond with your survey within 10 days.*

(over, please)

Smithsonian Institution  
PO Box 96836 | Washington DC 20090-6836 | www.AmericanIndian.si.edu | NMAImember@si.edu

**To Pay by Credit Card...**  
Please complete only if you are charging your contribution.

Please charge my contribution of \$ \_\_\_\_\_ to my:

VISA  MasterCard  American Express  Discover

Account number: \_\_\_\_\_ Signature: \_\_\_\_\_

Home phone number: (\_\_\_\_\_) \_\_\_\_\_ Expiration date (MM/YYYY): \_\_\_\_\_

Yes, I would like to receive the Museum's e-newsletter, which includes information on upcoming events, programs, and new exhibitions. Work phone number: (\_\_\_\_\_) \_\_\_\_\_

My e-mail address is: \_\_\_\_\_

\*These telephone numbers and e-mail address will not be shared.

**Start enjoying all the benefits of Membership in the NMAI, including:**

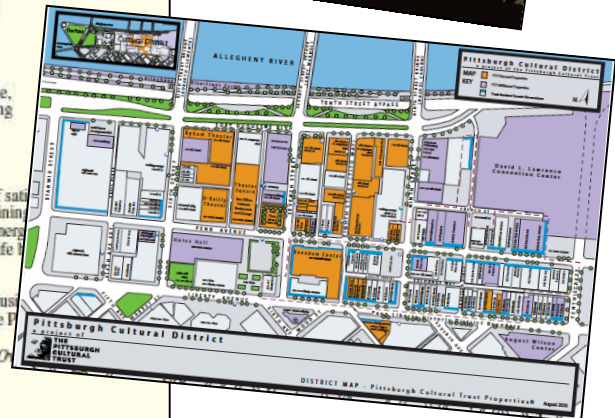
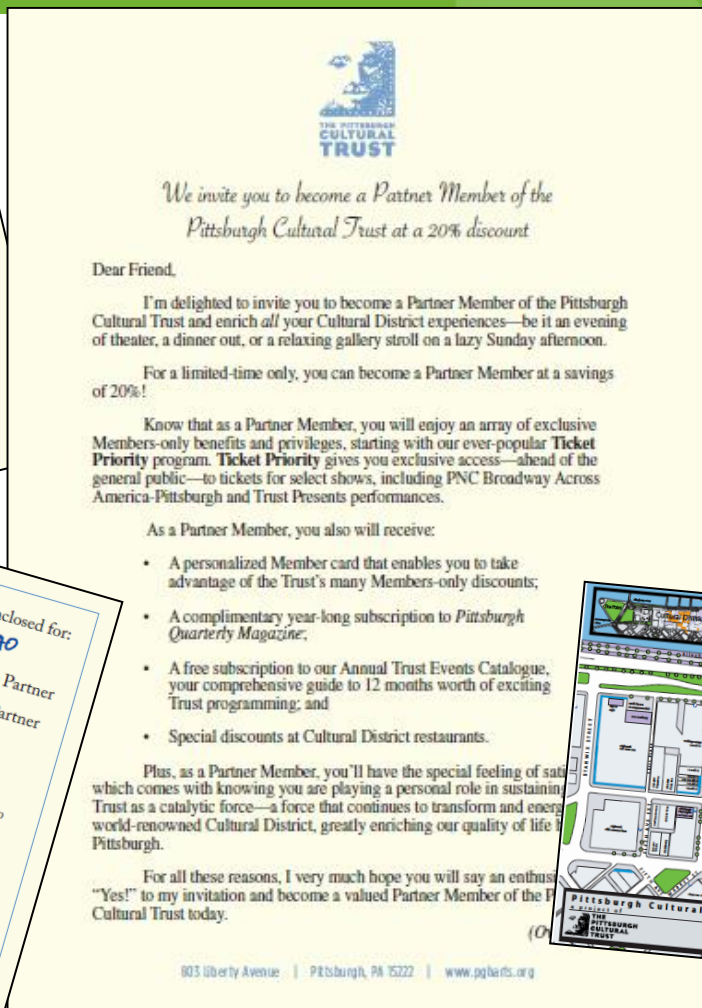
**NMAI MEMBER Benefits**  
these benefits when you enroll

\$1,000 or more make you a member of the Director's Council of the NMAI.

**MEMBER BENEFITS:**

MEMBER BENEFIT	MEMBER BENEFIT	MEMBER BENEFIT	MEMBER BENEFIT	MEMBER BENEFIT
60% DISCOUNT ON ALL TICKETS TO THE NMAI	60% DISCOUNT ON ALL TICKETS TO THE NMAI	60% DISCOUNT ON ALL TICKETS TO THE NMAI	60% DISCOUNT ON ALL TICKETS TO THE NMAI	60% DISCOUNT ON ALL TICKETS TO THE NMAI
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# Acquisition Program – Sample Packages



# *Telemarketing Acquisition*

# Telemarketing Acquisition

## Multiple Ways to Implement:

### On-site

- Staff callers
- Volunteer callers
- Professional firm

### Off-site

- Partner with professional firm
- Ask for references and actually call them
- Go train callers in person – inspire partnership!
- Monitor frequently

# Acquisition Program – Sample TM Script

## SAMPLE TELEMARKETING ACQUISITION SCRIPT

**INTRODUCTION:** Hello, May I speak with Mr/Ms \_\_\_\_\_? Mr/Ms \_\_\_\_\_, my name is (your first and last name) and I am calling on behalf of ORGANIZATION from TELEMARKETING FIRM. This call may be monitored or recorded for my quality as a professional fundraiser. I am not calling to sell you tickets or subscriptions today/this evening.

**SINGLE TICKET BUYERS:** I wanted to first thank you for your patronage to the ORGANIZATION. (I see that you attended some of our \_\_\_\_\_ performances and I hope you've enjoyed your experiences with us.)

**SUBSCRIBERS:** I wanted to first thank you for your patronage to the ORGANIZATION. I see that you are a season-ticket subscriber and I hope you've enjoyed your experiences with us.

**WEB NAMES:** (please read verbatim): I wanted to first thank you for your patronage to the ORGANIZATION. I see that you created an e-patron account on our website.

This year, the ORGANIZATION has a spectacular season of performances including \_\_\_\_\_!

*(Highlight 2-3 performances based on prospect's area(s) of interest.)*

### 2010/2011 SEASON - UPCOMING PERFORMANCES HIGHLIGHTS

### SEASON PROGRAM LISTED HERE

#### CASE FOR MEMBERSHIP / FIRST ASK - \$120 LEVEL (\$80 tax-deductible):

As you may know, bringing the world's greatest artists and performances to the ORGANIZATION, as well as exposing millions of children each year to the performing arts requires substantial resources.

Because ticket sales and subscriptions only cover half of our current program needs, we are extending a special invitation for you to become a MEMBER of the ORGANIZATION.

When you become a Member, you receive benefits that make your evenings here more enjoyable, including the ability to purchase tickets for all ORGANIZATION presentations before they go on sale to the general public. And because our important artistic and education programs are dependent on support from the community, the \_\_\_\_\_ Foundation has agreed to match \$1 for every \$2 you contribute at this time!

Mr/Ms \_\_\_\_\_, our first suggested level of membership is the **\$120 \_\_\_\_\_ LEVEL**, which includes: access to our **Member Lounges** – which offer complimentary refreshments and a more private area to meet with your guests 45 minutes before curtain and during performance intermissions.

You would also receive **4 parking coupons**, each good for a one-time \$2 discount off the regular parking rate in our expanded garage! (We understand that many of our patrons are concerned about parking prices so we've added this special benefit as thank you for your support at this level.)

**SYMPHONY PATRONS:** You would also receive an invitation for two to attend one **Symphony working rehearsal**.

**THEATRE PATRONS:** You would also receive an invitation for two to attend an exclusive backstage theatre event.

Mr/Ms \_\_\_\_\_, the \_\_\_\_\_ level comes with a gift of **\$120** -- and \$80 of that is tax-deductible.


**Considering these wonderful benefits, as well as the importance of keeping the performing arts and arts education strong in our area, may we count on you to join us as a \_\_\_\_\_ with a gift of \$120?**

- ☀ Same offer as DM package.
- ☀ No cold calling – only warm prospects (ticket buyers, event attendees, lapsed members)
- ☀ Conversational tone – ask what they like about the organization
- ☀ THREE asks!
- ☀ Pleasant close to call

# *Email Acquisition*

# SAMPLE Email






We'd love to have you back with us!

Dear Barbara,

The National Museum of Women in the Arts – the institution you helped transform from one woman’s dream to an internationally renowned, one-of-a-kind museum – is now more than 25 years old.



It’s an exciting milestone that marks a new beginning for the museum. But one thing is missing – your support as a member. [Please consider rejoining the museum today.](#)

By rejoining today, you’ll receive free and unlimited admission to the museum all year long, a free subscription to *Women in the Arts* magazine, member discounts at our Museum Shop and online, exclusive invitations to our Member Exhibition Previews and other events, and more!

The museum would not be the incredible institution it is today without all you’ve helped us accomplish. [I hope you’ll rejoin the museum at rates up to 20% off, a discount available only to long-time friends like you.](#)


Even with over half of all visual artists today being women, only 5% of the art on display in U.S. museums is by female artists, signifying the need for our continued and increased presence and influence within the arts community worldwide.

It also reminds us why your membership support and engagement in the museum’s mission is so critical. Now, as we continue to expand our vision and set our sights even higher, I hope you’ll be by our side.

Over the past 25 years, our members have helped us become an established leader in the museum community. We’re still pioneers. We’re still visionaries. But today, the National Museum of Women in the Arts is also a success story – thanks to friends like you who stood by us throughout the years.

We’ve missed you, and are so pleased to extend our exclusive discount offer especially to friends like you. [Please rejoin us today!](#)

Sincerely,




Susan Fisher Sterling, Ph.D.  
Alice West Director

---

CONTACT      UNSUBSCRIBE  
 1250 New York Ave NW      This email was sent from National Museum of Women in the Arts.  
 Washington, DC 20005      Immediate removal with [Convio](#). [Secure Unsubscribe](#)  
 866-875-4627  
[member@nmwa.org](mailto:member@nmwa.org)

- ✨ Look and feel similar to DM package
- ✨ Same messaging and ask
- ✨ Sent to in-house prospect lists



Take a stand for truth and justice in Native Communities

Dear Dara,

Put aside everything you think about Native Americans, their traditions, their laws, and their ways of life.

Forget the stereotyped portrayals of Indian country that you see in movies, television, and popular culture.

And open your mind to a broader view of our history that recognizes that we must educate the public and build greater understanding of Native history, art, culture, and science.

Here at the National Museum of the American Indian, we work to correct stereotypes and misunderstandings like these that divide Native and non-Native peoples. We tell the truth about Native cultures so we can all share knowledge of – and appreciation for – such a varied cultural legacy.

And you can help by becoming a Member of the National Museum of the American Indian. For a limited time, you can join with a donation of just \$22 – more than 10% off of our regular membership rate!


With your support as a Member, the Museum, in partnership with tribes across the Americas, will educate people from around the world about the contributions Native cultures have made to contemporary life. By joining the National Museum of the American Indian today, you will:

- Sponsor **thought-provoking exhibitions** that tell the Native story (both past and present) from the Native perspective.
- Provide a venue for Native artists, dancers, musicians, scholars, and writers who **educate, entertain, and inspire** the 1,700,000 visitors who come to our facilities each year.
- Preserve and protect the **more than 800,000 priceless items and artifacts** in the Museum’s world-renowned collection.
- Take the Museum experience into classrooms nationwide by **developing educational materials** that provide students with a more accurate picture of Native involvement in American history and current events.


To make your experience as a Museum Member as rewarding as possible, you will receive a number of benefits reserved especially for our best supporters, such as our **full-color quarterly magazine *American Indian***, and **Members-only discounts** at all Smithsonian and NMAI Museum Stores, the Smithsonian Catalogue, and at our Zagat-rated Mistam Native Foods Cafe.

**We can move ahead to a better future of unity and understanding between Native and non-Native peoples. But we need the financial support of people like you. [Please join with us by making a generous Membership donation today.](#)**

Sincerely,



Kevin Gover (Pawnee)  
Director



P.S. As a thank-you for your membership gift, we will send you a selection of beautiful note cards, featuring images from the NMAI’s current exhibition ***Infection of Nations***. [Join today!](#)

# WHEN?



# When? Test and find out!

- ☀ Can be different for each channel
- ☀ Just prior to a big exhibition opening, or right after? Or both?
- ☀ New leadership just arrived? New programs about to start?
- ☀ Fundraising environment can fluctuate drastically – best to spread out campaigns to mitigate risk

# *Final Thoughts*

- ☀ Acquisition serves a valuable role in an organization's growth plan – as well as additional marketing/PR outreach
- ☀ Membership acquisition programs can be a direct source of major donors and planned gifts – don't forget to include these gifts when evaluating cost-effectiveness of the program
- ☀ Acquisition should be implemented across multiple channels in order to engage the most people

# *Final Thoughts*

- ☀ People give to people. Make sure solicitations sound like they're coming from a human being not an organization
- ☀ Be sure to say “THANK YOU” as soon as possible, and continue to keep members engaged.

Acquisition is only the first step in what should be a long relationship!

*Thank you!*

**David Saunders, Director of Membership**

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