



WON'T YOU BE MY NEIGHBOR?

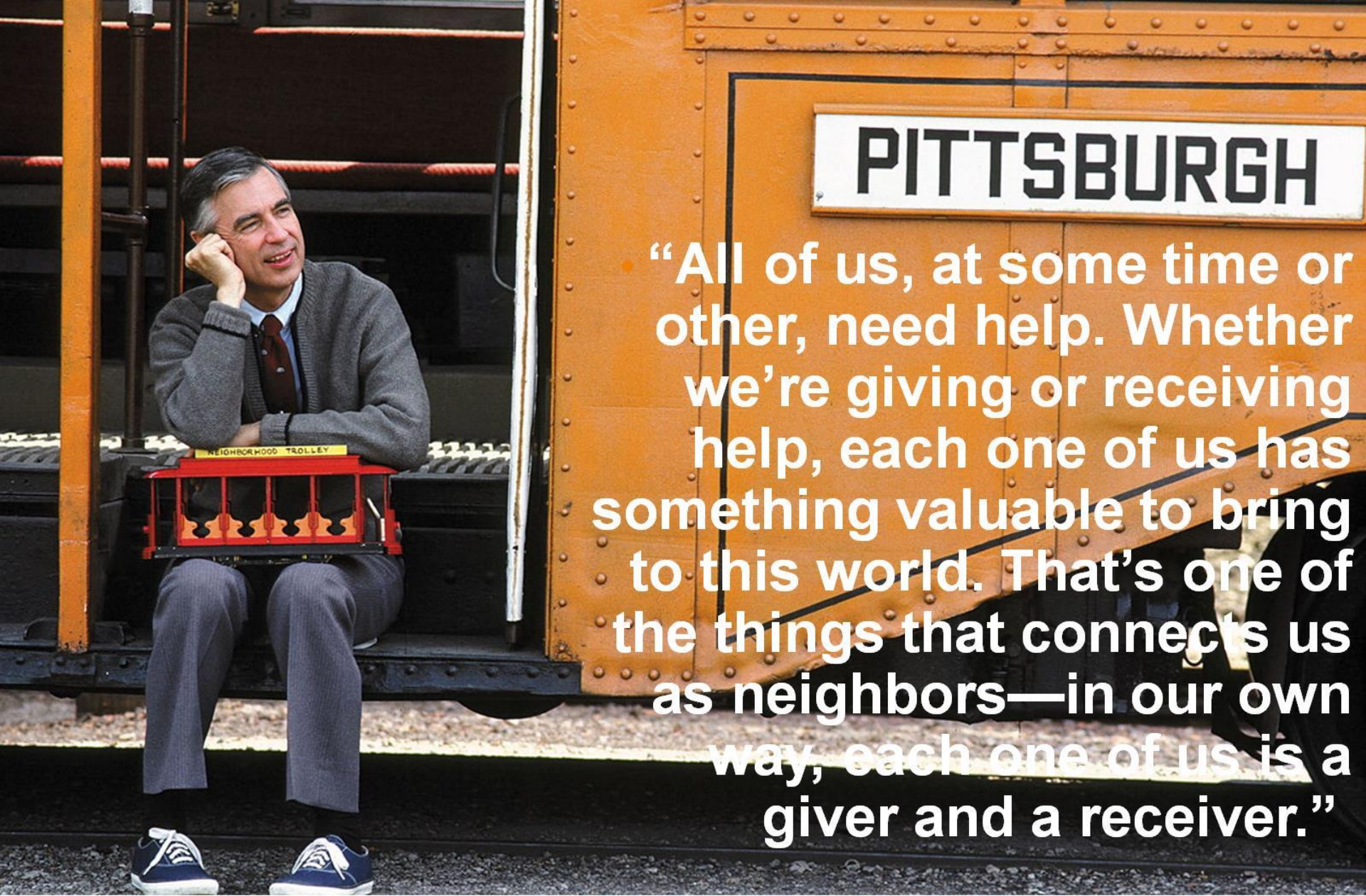
Collaboration Between Pittsburgh's Cultural Organizations

Kara Getkin, Carnegie Museums of Pittsburgh



Mary DeMars, Phipps Conservatory & Botanical Gardens





PITTSBURGH

“All of us, at some time or other, need help. Whether we’re giving or receiving help, each one of us has something valuable to bring to this world. That’s one of the things that connects us as neighbors—in our own way, each one of us is a giver and a receiver.”

Original Participants

- Carnegie Museums of Pittsburgh
- Phipps Conservatory and Botanical Gardens
- The Children's Museum
- The Frick Art and Historical Center
- The Heinz History Center
- The Mattress Factory
- The National Aviary
- The Pittsburgh Zoo & PPG Aquarium
- The Westmoreland Museum of Art

Topics Discussed

- Renewal Asks
- Consulting Companies
- Conferences
- Direct Mail Acquisition
- On-Site sales
- Rejoin
- Membership Events
- Engagement
- Price Increases
- Membership Structure
- Collaborative Grants
- Library Pass Program
- Reciprocal Programs like ROAM, ASTC, etc.
- Annual fund programs and how they intersect
- Tax deductibility of membership levels
- Relationship to visitor services (same department or different)

Benefits of Collaboration

- More fun
- Someone to go over problems with
- Someone to collaborate with
- RAD Money
- List trades
- TRG Research



TRG Research

- Community engagement as a way to overcome barriers to arts participation (NEA)
- Greater Philadelphia Cultural Alliance
 - 7 years
 - Nearly 1 million arts audiences
 - 17 arts and cultural institutions

<http://www.trgarts.com/Blog/BlogPost/tabid/136/ArticleId/309/The-data-is-in-Loyalty-sustains-arts-communities.aspx>

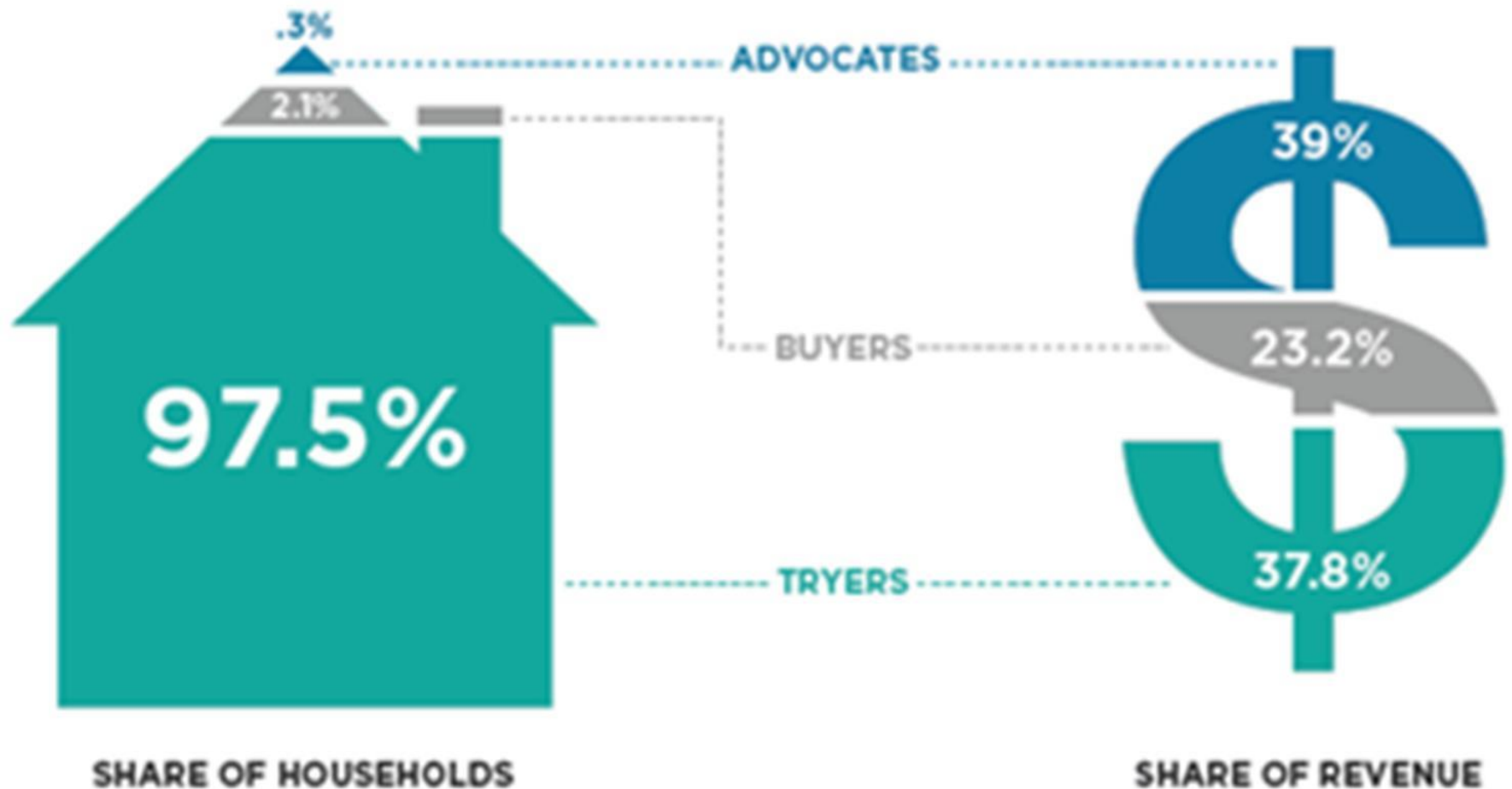
Advocates, Buyers, and Tryers



- Advocates – most loyal and most invested
- Buyers – the magic of “and”
- Tryers – least loyal and spending the least per capita

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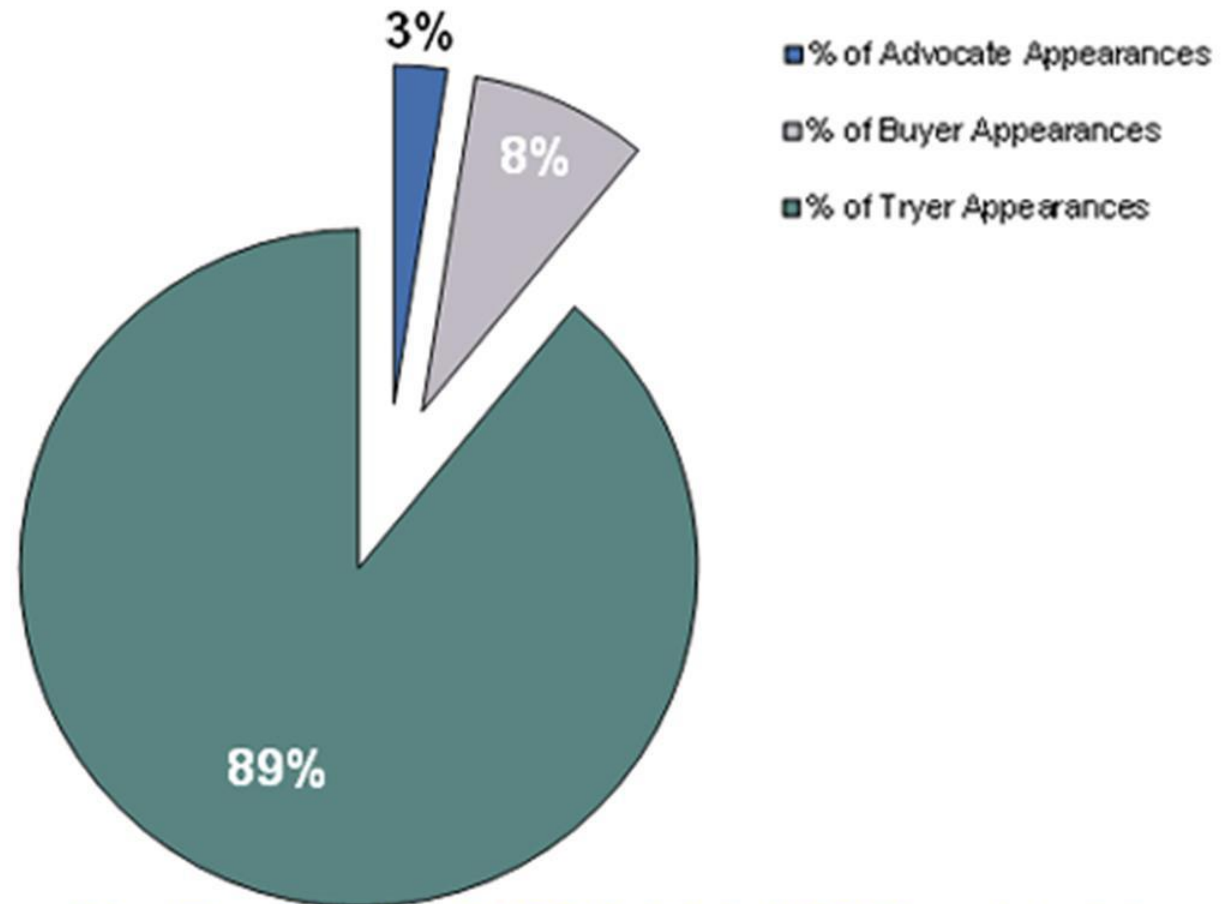
Philadelphia



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Philadelphia continued

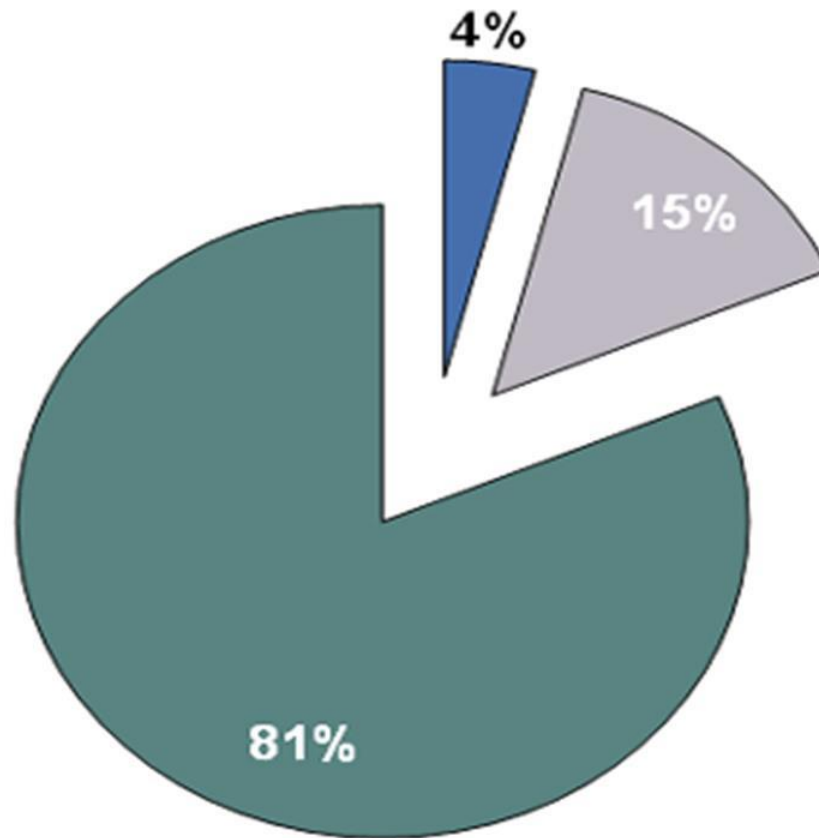
Patrons that engaged with 1-2 Organizations



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Philadelphia continued

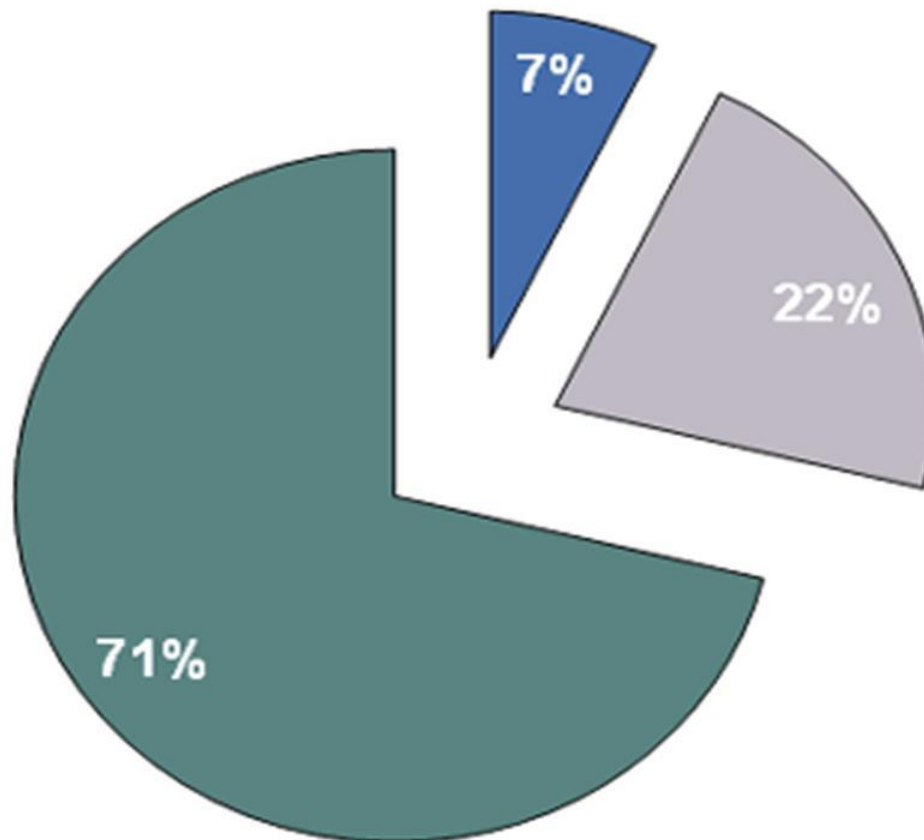
Patrons that engaged with 3 - 6 Organizations



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Philadelphia continued

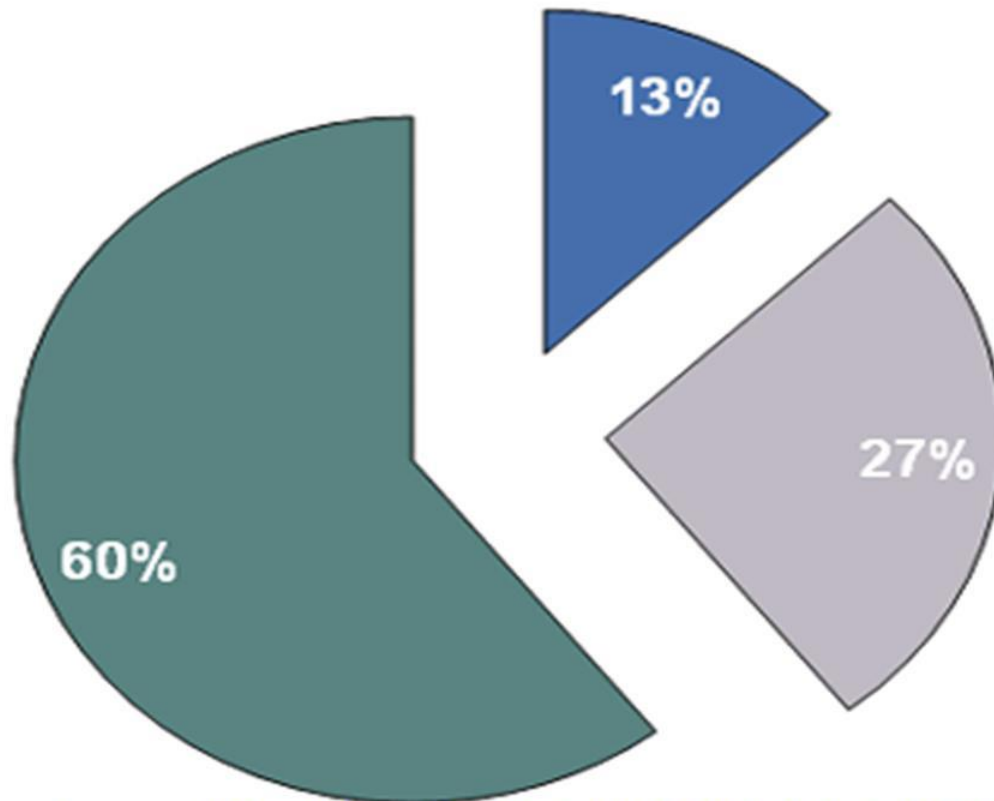
Patrons that engaged with 7-10 organizations



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Philadelphia continued

Patrons that engaged with 11 - 14 Organizations



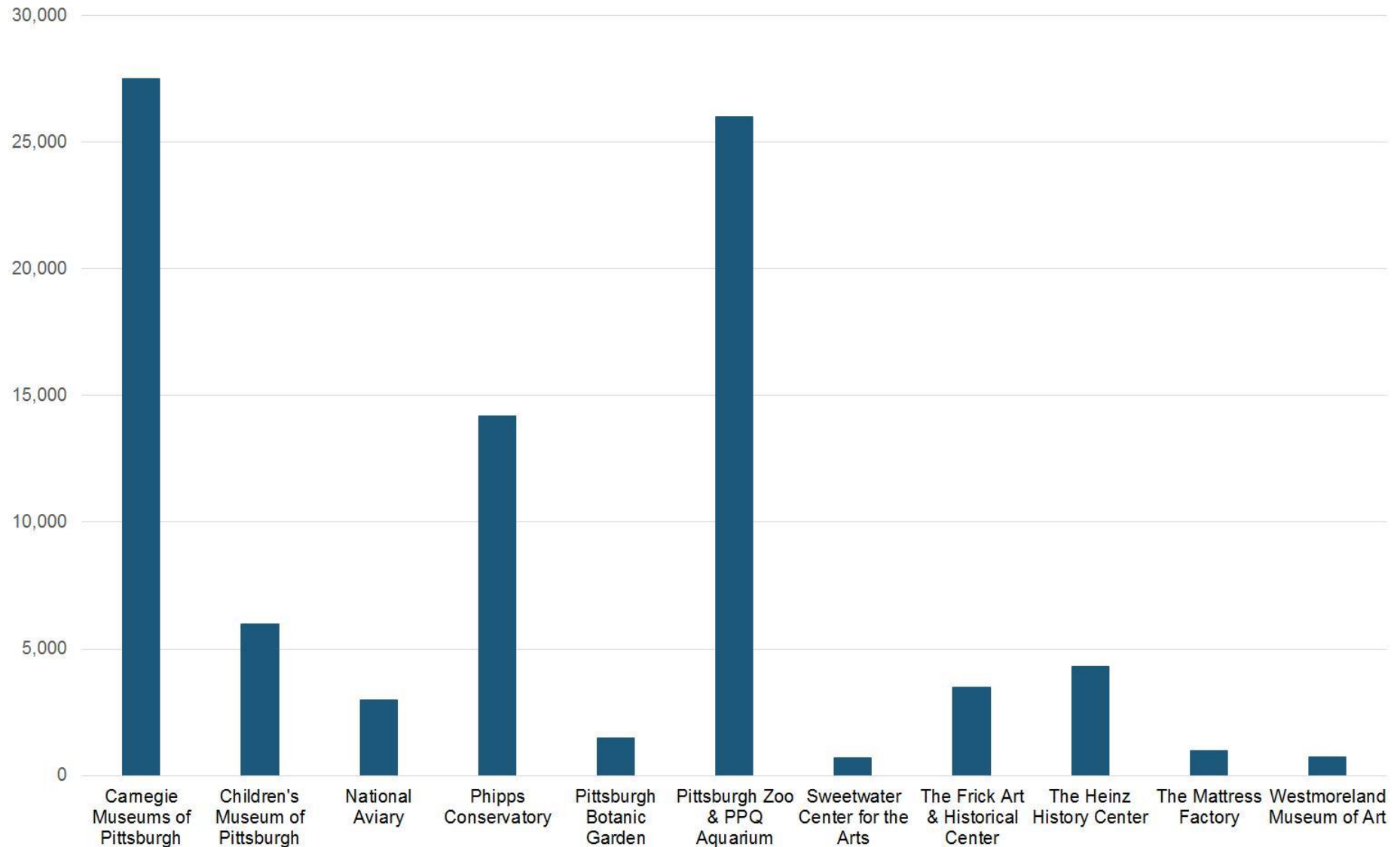
<http://www.trgarts.com/Blog/BlogPost/tabid/136/ArticleId/309/The-data-is-in-Loyalty-sustains-arts-communities.aspx>

TRG Conclusions

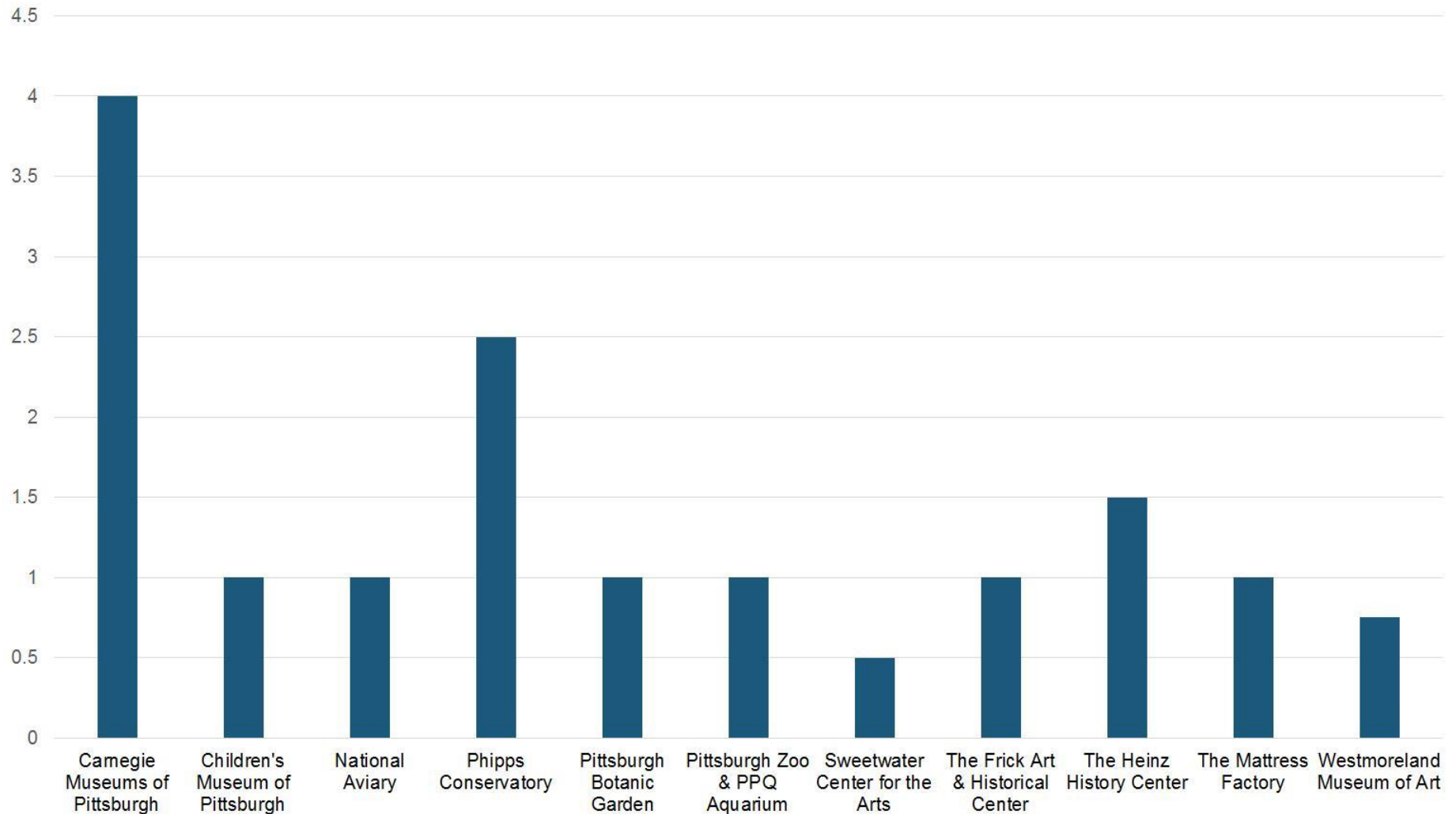
- More organizations = deeper loyalty to *each*
- Shared patrons = more loyal patrons
- “Arts organizations that collaborate can strengthen their own patron base as they build healthier communities.”



Member Households



Staffing Full-Time Equivalent



Challenges of Collaboration

- Size of the different membership households and attendance
- Different budgets, mission, and departments
- Working in a group in general
- Rules of each organization
- Finding topics that appeal to a variety of cultural institutions
- How much people are willing to share
- Keep momentum going
- When others ask to join what is the criteria of membership?



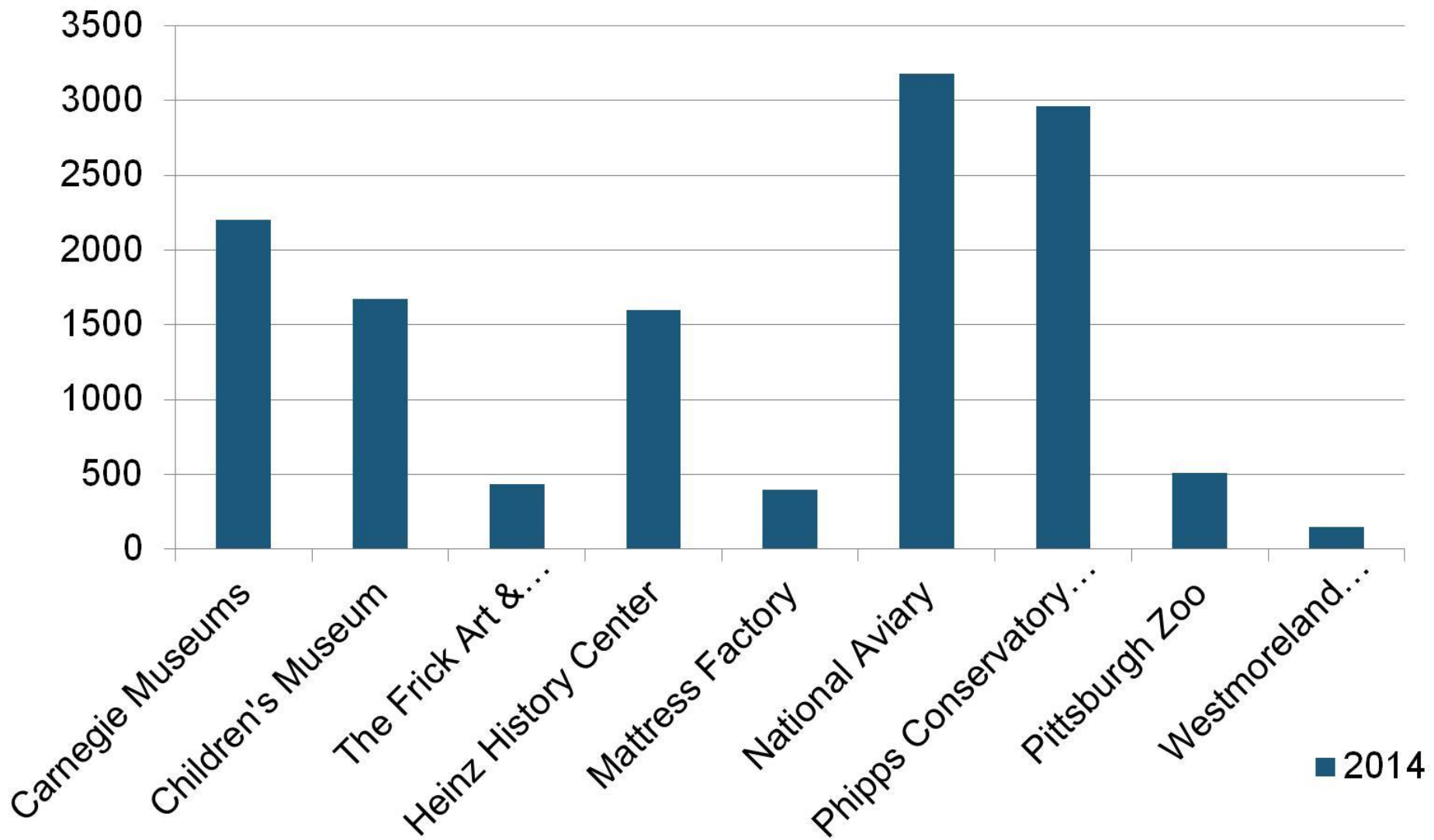
“As different as we are from one another, as unique as each one of us is, we are much more the same than we are different. That may be the most essential message of all, as we help our children grow toward being caring, compassionate, and charitable adults.”

We our MEMBERS!

PITTSBURGH'S CULTURAL ATTRACTIONS SAY THANK YOU WITH
FEBRUARY FREE DAYS

- Current membership from a participating museum
- Need to show the membership card and photo ID
- Limit the number of people to 2 adults and 4 children
- Be flexible with memberships
- 10% discount in museum stores
- Each museum would raffle a family/household membership

We Heart Our Members 2014



Outcomes from 2014

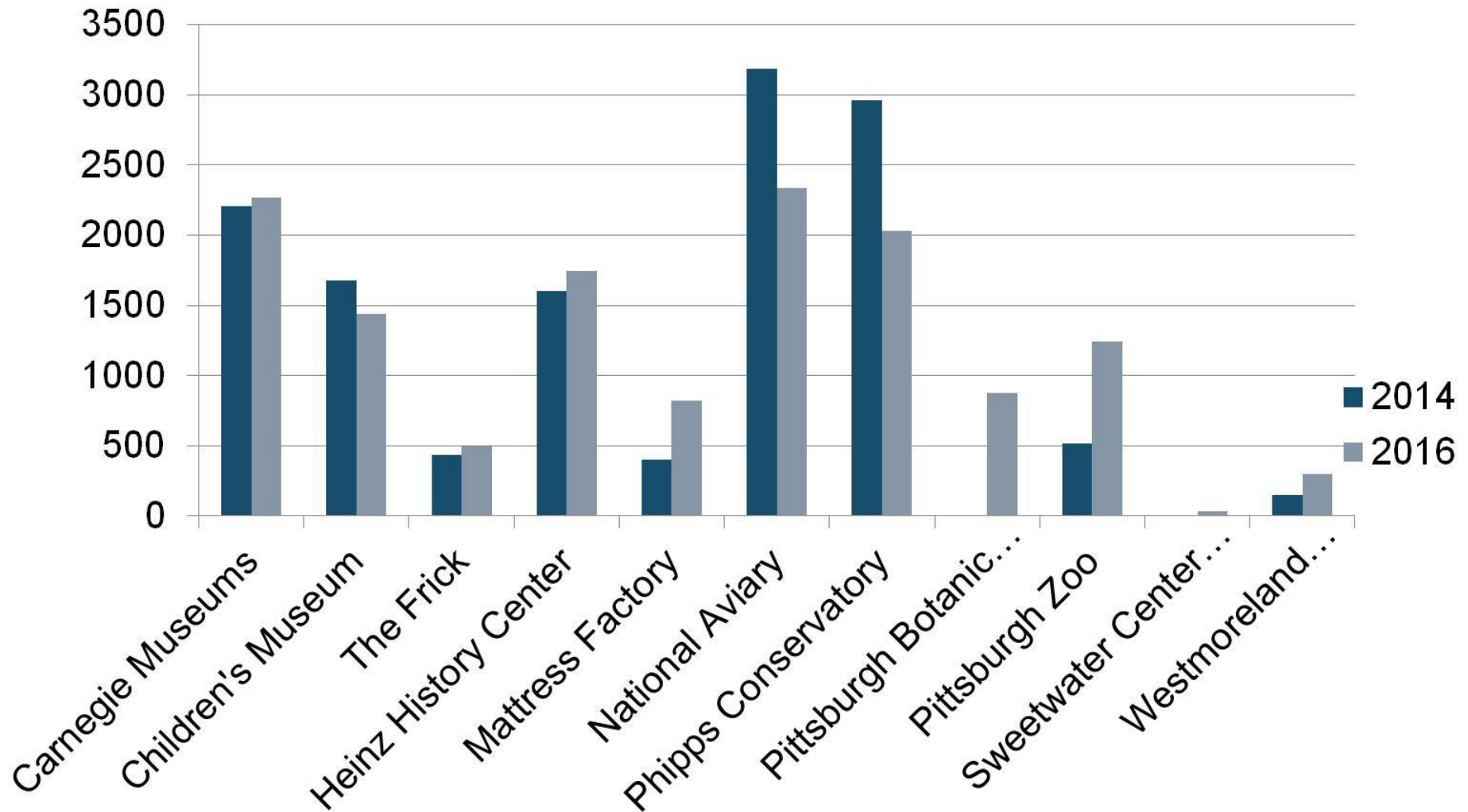
- Acquired emails
- Acquired names and addresses for Direct Mail campaigns especially from organizations that do not trade lists
- Created an incentive for lapsed members to renew or rejoin
- Great media coverage
 - Front page news
 - Guest appearance on local morning TV Show



Challenges of We HEART Our Members

- Agreement from everyone on the rules
- Trying to continue each year
- Keep the momentum going
- Handling 2,000 visitors
- Agreement on what to do with the names we captured and how we solicit those that provided their information
- After February 2014, other cultural organizations wanted to join and we had to create a guideline
 - Visitation based organization with a paid membership

We HEART Our Members 2016



What happened in 2016

- More organizations participated
- We agreed that the names captured become our property to do with what we want
- Added a second raffle for a person to win a Family/Household Membership to all participating museums
- Feedback was just as successful
- Drawback was that we didn't have the press coverage we did in 2014 and lacked the same enthusiasm internally and externally
- Complaints we didn't offer in 2015

Moving Forward

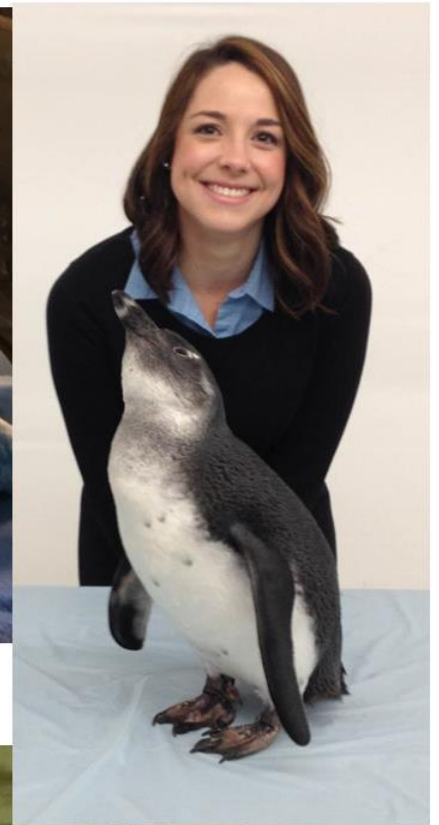
- Already have a few museums that don't want to do this next year and want to make it much less common
- Afraid of the number of crowds
- Opinions are we are giving away too much
- Too hard for staff of smaller museums to handle



Setting up a monthly meeting

- Guidelines from the beginning of who is able to participate
 - gives you an out
- Set up rules for participation
 - How much do you give away?
 - Safe place to talk and share freely?
- Everyone comes with a different mission and budget so you have to keep an open mind and be willing to compromise for the good of the group
- Set up an agenda for each meeting
- HAVE FUN!





We HEART Our Members

- Set rules as a group and make sure everyone understands and is ok with them
- Compromise!
- If someone doesn't agree are you willing to move forward without them?
- How are you going to promote?
- What's the rule for number of people allowed per membership
- Offer discounts?
- How are you tracking the number of people attending?
- Are you going to capture information? What are you going to do with the information?

Other Membership Collaborations

- Columbus Member Advantage
- Milwaukee Member Swap Day
- Virginia Living Museum and Virginia Zoo Membership Swap
- Peoria Membership Swap Weekend



“Music has given me a way of expressing my feelings and my thoughts, and it has also given me a way of understanding more about life. For example, as you play together in a symphony orchestra, you can appreciate that each musician has something fine to offer. Each one is different, though, and you each have a different “song to sing.” When you sing together, you make one voice. **That’s true of all endeavors, not just musical ones. Finding ways to harmonize our uniqueness with the uniqueness of others can be the most fun—and the most rewarding—of all.**”

Contact Info

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