



Albright-Knox

# Cultivating Leadership-level Members through Volunteer Councils

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Manager of Membership and  
Leadership Annual Giving

Albright-Knox Art Gallery  
Buffalo, NY





# The Albright-Knox Art Gallery



# COLLECTION HIGHLIGHTS



Claude Monet, 1875



Renoir, c. 1878



van Gogh, 1888



Gauguin, 1892



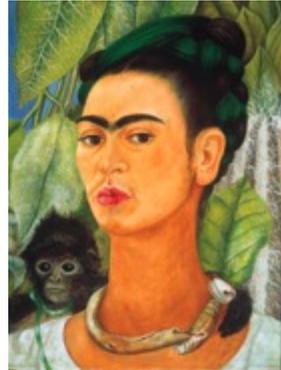
Tissot, c. 1883



Picasso, 1906



Kandinsky, 1913



Kahlo, 1938



Pollock, 1952



Warhol, 1962



Lichtenstein, 1962



Kiefer, 1985-87



Close, 1992



Bradford, 2007

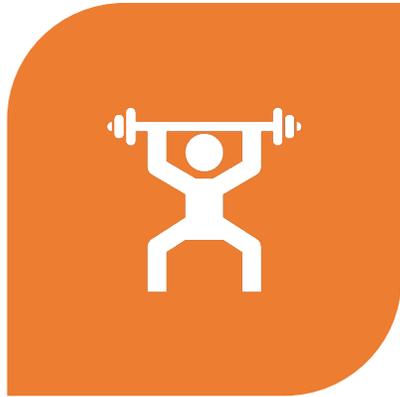
# CAMPUS DEVELOPMENT AND EXPANSION







# WHY WE GOT STARTED



THE ALMIGHTY  
UPGRADE



STRATEGIC  
PLANNING



VOLUNTEERS  
ASKING FOR MORE

# HOW WE GOT STARTED



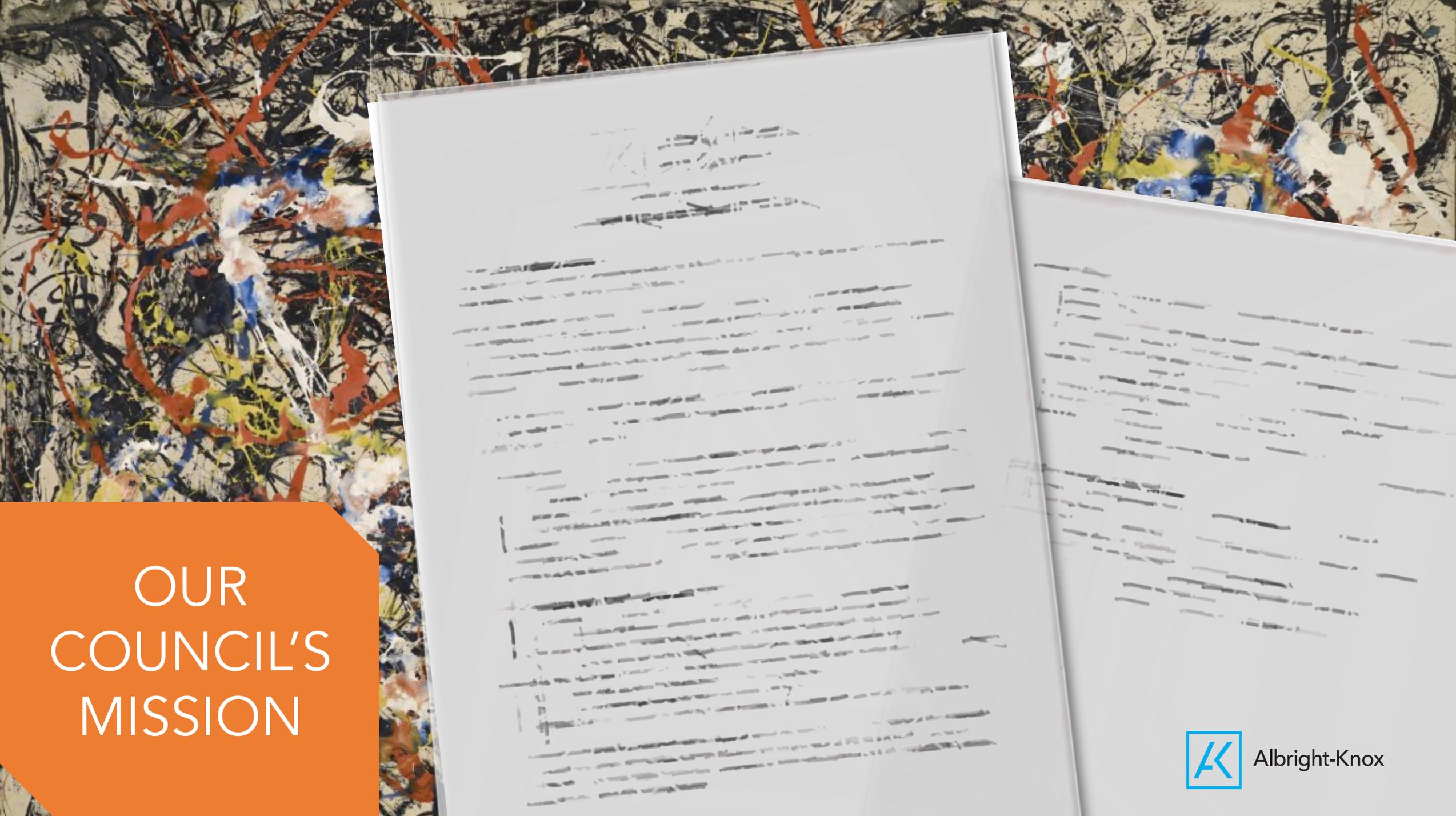
Brushing up on history



Lots and lots of coffee meetings



Setting priorities and goals



# OUR COUNCIL'S MISSION



Albright-Knox

# The Convergence Council's Manifesto

## WHO WE ARE

The Convergence Council is a group of Albright-Knox leadership members bound by a shared love of art and creativity. We believe that the museum is instrumental in the renaissance of our city, and are fiercely dedicated to the present and future success of the Albright-Knox.

## WHAT WE DO

Through enthusiastic leadership and dedication, the Council is an integral part of the museum and its future. We produce an exciting schedule of events to draw supporters to the museum, including behind-the-scenes tours, curatorial walk-throughs, artist meetings and interviews, and invitations to openings at the Museum.

## HOW TO GET INVOLVED

For more information, please contact Kate Peck, Manager of Membership and Leadership Annual Giving, at [kpeck@albrightknox.org](mailto:kpeck@albrightknox.org) or 716.270.8216.

## HOW WE DO IT

Convergence Council members are dedicated to:

- Providing thought leadership to designing programs and events that serve the museum's growth and leadership-level membership goals;
- Acting as stewards for the recruitment and stewardship of new leadership members to the Museum.

Each year, the Council sets annual goals in response to unique opportunities at the museum, flexing to strategically adapt to evolving needs and challenges.

Members of the Council also actively support the museum by making significant contributions to the museum's operating funds via an annual gift.



# ACTIVATING THE GROUP

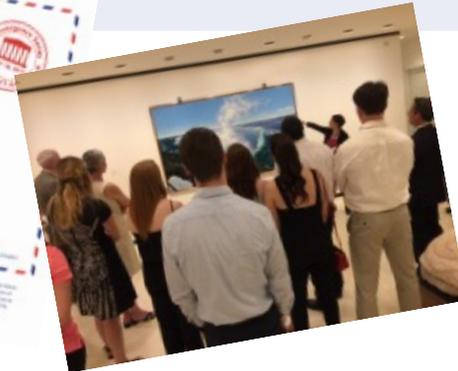
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- Special Events: planning events that succeed
- Expanding the circle: bringing in new members and audiences
- Assessing programs: serving as a focus group on speed dial
- Fundraising: engaging new supporters and acting as brand ambassadors

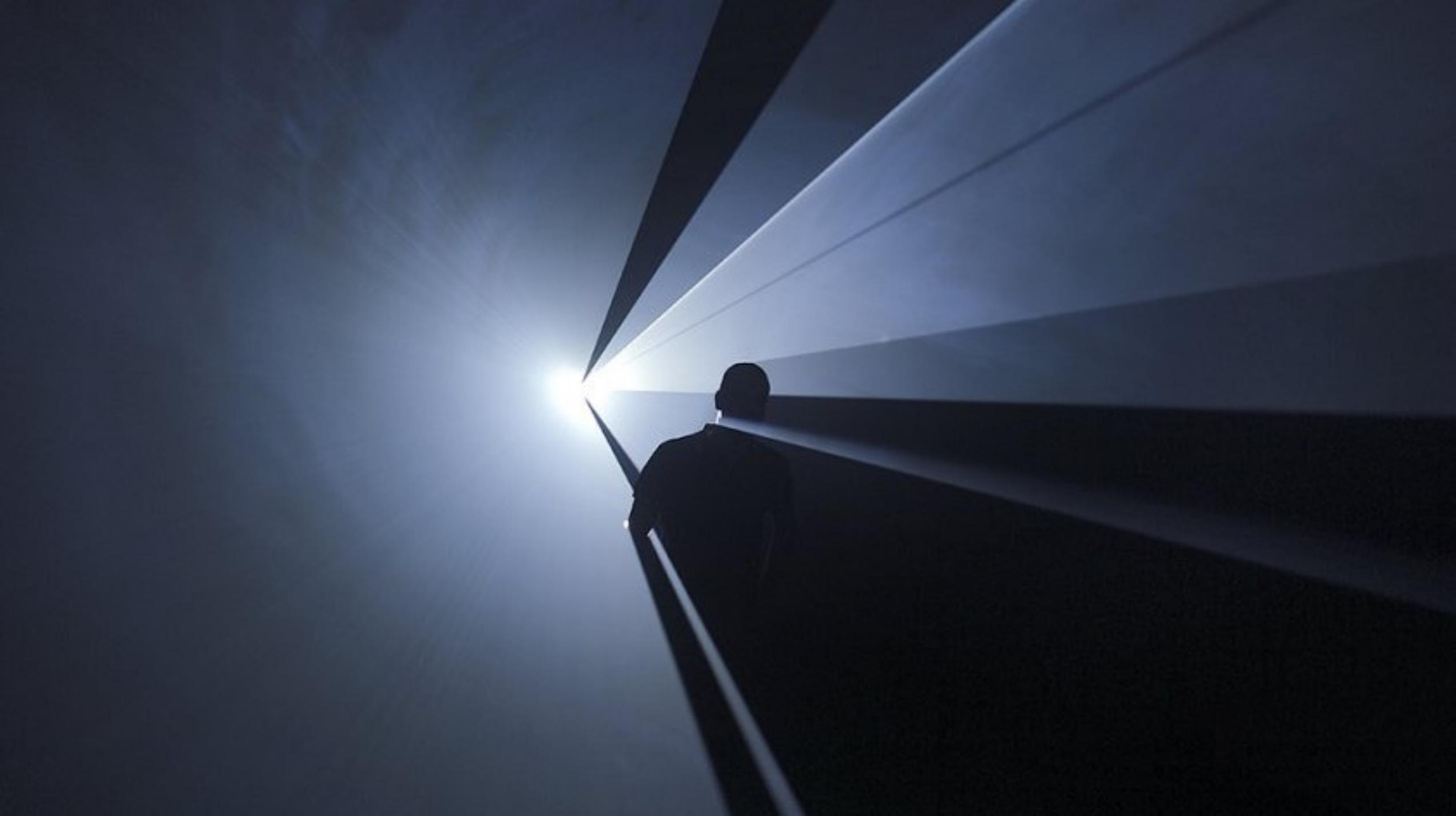
# MEASURABLE IMPACT

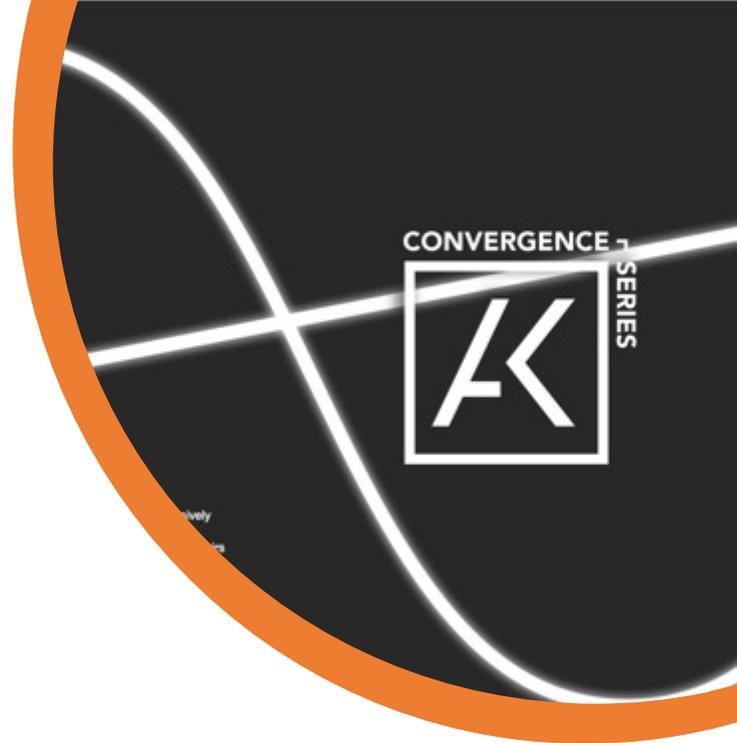


SALON SERIES (before Council)		CONVERGENCE SERIES (with Council)					
2016		2017		2018		2019	
Panza 1/28/16	26	Shantell Martin 3/9/17	116	Carnival 1/17/18	134	Remix 12/13/18	150
Still Life 5/10/16	15	Intrn'l Museum Day 5/18/17	52	Matisse 4/10/18	67	Tailgate at the Museum 3/7/19	122









# THE COUNCIL IN ACTION





Convergence Series  
**REMIX**

Start a conversation.

What is your first memory of visiting an art museum? What was it like? What do you remember seeing and feeling?

Convergence Series  
**REMIX**

Start a conversation.

Does beauty play a role in contemporary art? Does a work of art need to be beautiful? Why? Who decides what is beautiful?

Convergence Series  
**REMIX**

Start a conversation.

Which work in this exhibition did you change your mind about the most? What made you change your mind about it?

Convergence Series  
**REMIX**

Start a conversation.

Which work in this exhibition do you wish you could take home with you? Why? Where would you put it?

Convergence Series  
**REMIX**

Start a conversation.

Which work in this show do you wish you could give to someone as a present? Who would you give it to? Why?

# Recruiting, Retention and Growth

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- Stay focused
- Board engagement
- Plenty of communication  
and transparency



An aerial photograph of a beach cleanup. The ground is covered with a dense layer of colorful debris, including red, blue, yellow, and white plastic waste, along with some natural debris like twigs and leaves. A large, semi-transparent white circle is overlaid on the right side of the image, containing text and a bulleted list.

## A few words on Diversity, Equity, Accessibility and Inclusivity

- Transparency
- High-level strategy
- Get out of the bubble
- Tell your funders

Listen,  
listen,  
listen

Stay true  
to your  
mission

Invest  
in the  
brand

Look for  
balance

Collaborate  
internally





Questions?

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