

## CREATING RELATIONSHIPS: DONOR AND MEMBER CULTIVATION


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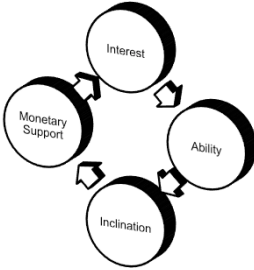
## ONE GREAT BIG PEACH PIE

begins with some ripe peaches

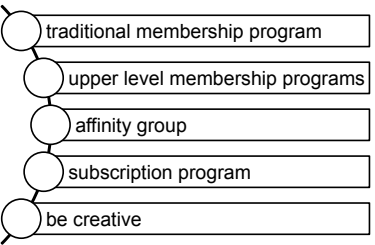
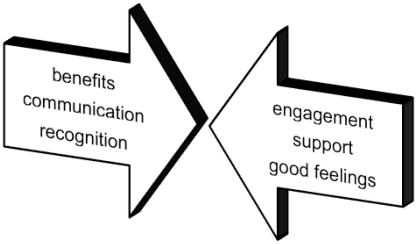
### Membership



Monetary contributions are the end result of a trusting relationship




### Membership: creating a base of ongoing support



- traditional membership program
- upper level membership programs
- affinity group
- subscription program
- be creative

### How to create a traditional membership program

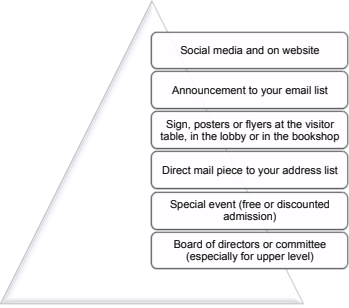


- create levels that reflect your constituency
- provide a benefit (or premium) for each level that reflects your collection or organization
- advertise your program
- tax deductions and recognition
- have a mechanism for keeping gift and donor info (DATABASE)
- communicate regularly
- keep them engaged year round
- don't forget to ask...

### Create levels of giving that reflect your constituency


<b>Photographers Level</b>	<ul style="list-style-type: none"> <li>•\$50 gift</li> <li>•Recognition on website and in annual report</li> </ul>
<b>Artists Level</b>	<ul style="list-style-type: none"> <li>•\$200 gift</li> <li>•Above benefits plus a poster of a photo from the collection</li> </ul>
<b>Collectors Level</b>	<ul style="list-style-type: none"> <li>•\$500 gift</li> <li>•Above benefits plus an invitation to the annual donor appreciation dinner</li> </ul>

### Advertise Your Program




- Social media and on website
- Announcement to your email list
- Sign, posters or flyers at the visitor table, in the lobby or in the bookshop
- Direct mail piece to your address list
- Special event (free or discounted admission)
- Board of directors or committee (especially for upper level)

### Tax Deductions and Recognition (!!!!)



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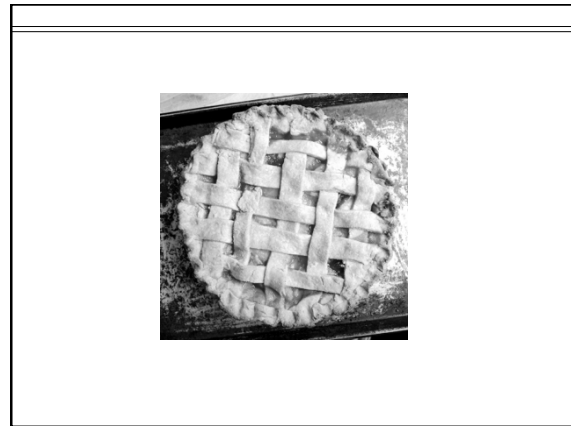
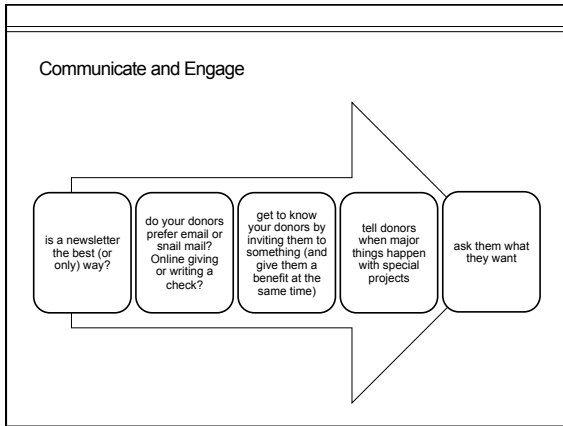
- Thank your donors promptly (sometimes personally)
- Use standard IRS language in your thank you letter/receipt
- Spell names correctly (and if you're not sure, ask)
- Use a variety of ways to thank donors (website, newsletter or annual report, donor wall)
- Send an end-of-year thank you letter or email
- Call donors who you think would appreciate a special "touch"

### Database Strategy

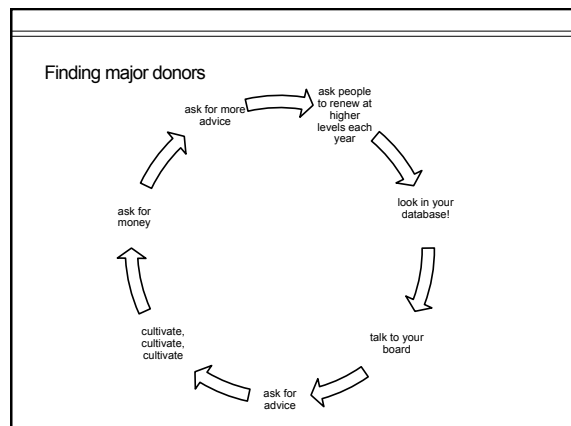
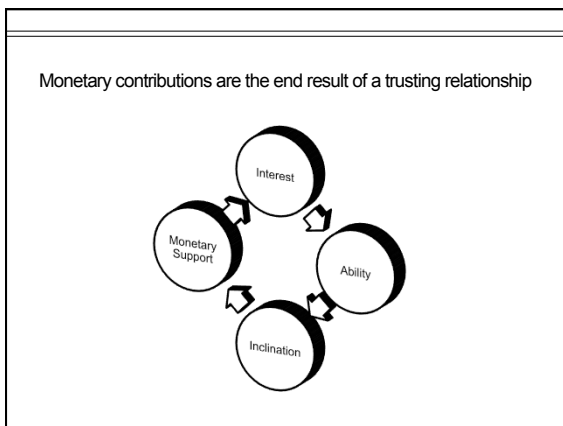
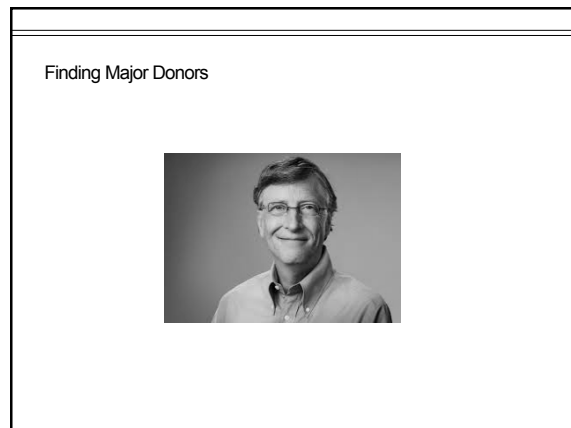
Does your organization already have one?

How much database do you need?

Who will be entering information?



**SOME PEACHES RISE TO THE TOP**  
This is where my peach analogy falls apart



Before you ask for a gift, do the research

Foundation Center

Lexis Nexis or  
Reference USA

Your local newspaper

Google

Peer institutions

Your board or  
committee

### **HOMEWORK ASSIGNMENT PART ONE**

Does your institution have a membership program? Do you know its levels/benefits? What are they? If your membership program is non traditional (no levels or benefits) explain how it works. How does this membership program draw people to your organization?

If you do not work for an organization or your organization currently does not have a membership program, do an internet search on one of your favorite collecting organizations and see if they do. What are the levels and benefits? How successful do you think the program is in drawing people to the organization?

### **HOMEWORK ASSIGNMENT PART TWO**

• Do an internet search for "donor software comparison" (don't spend more than 15 or 20 minutes) and answer the following by comparing two donor databases:

- What are their prices (including set up and monthly fees)?
- Name one "pro" and one "con" of each, based on reviews, and be specific.
- Intuitively, which one did you like best (either it would be great for your organization or, if you don't work for an organization, you like something else about it).