

Fundraising Strategies: Making Social Media **Mission Critical**

Performing Arts Exchange 2012

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September 21, 2012

Learning Objectives:

- Share findings/insights from successful practitioners
- Review techniques to balance digital with traditional efforts
- Explore ways to incorporate effective strategies into practice

Session outline

- Showcase successful strategies
- Highlight national trends
- Review social media continuum
- Detail crucial measurement metrics
- Workshop + Q&A

Strategy Questions

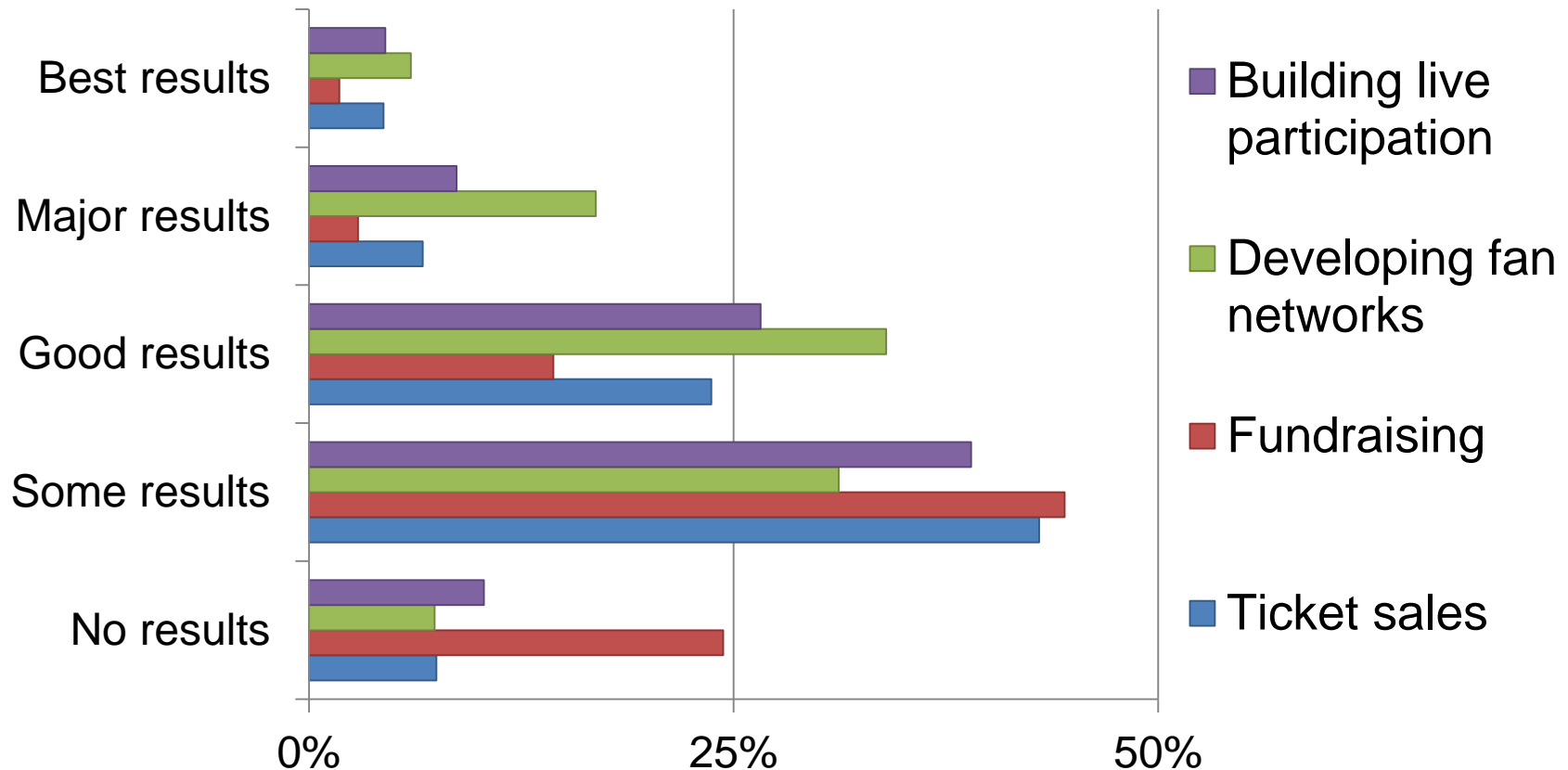
- Insights are based on our landmark national study, **How Strong Is Your Social Net?**
 - National: invited groups in all 50 states, responses received from groups in 45
 - More than 1,600 respondents
 - Arts organizations of all types and sizes

How Strong Is Your Social Net?

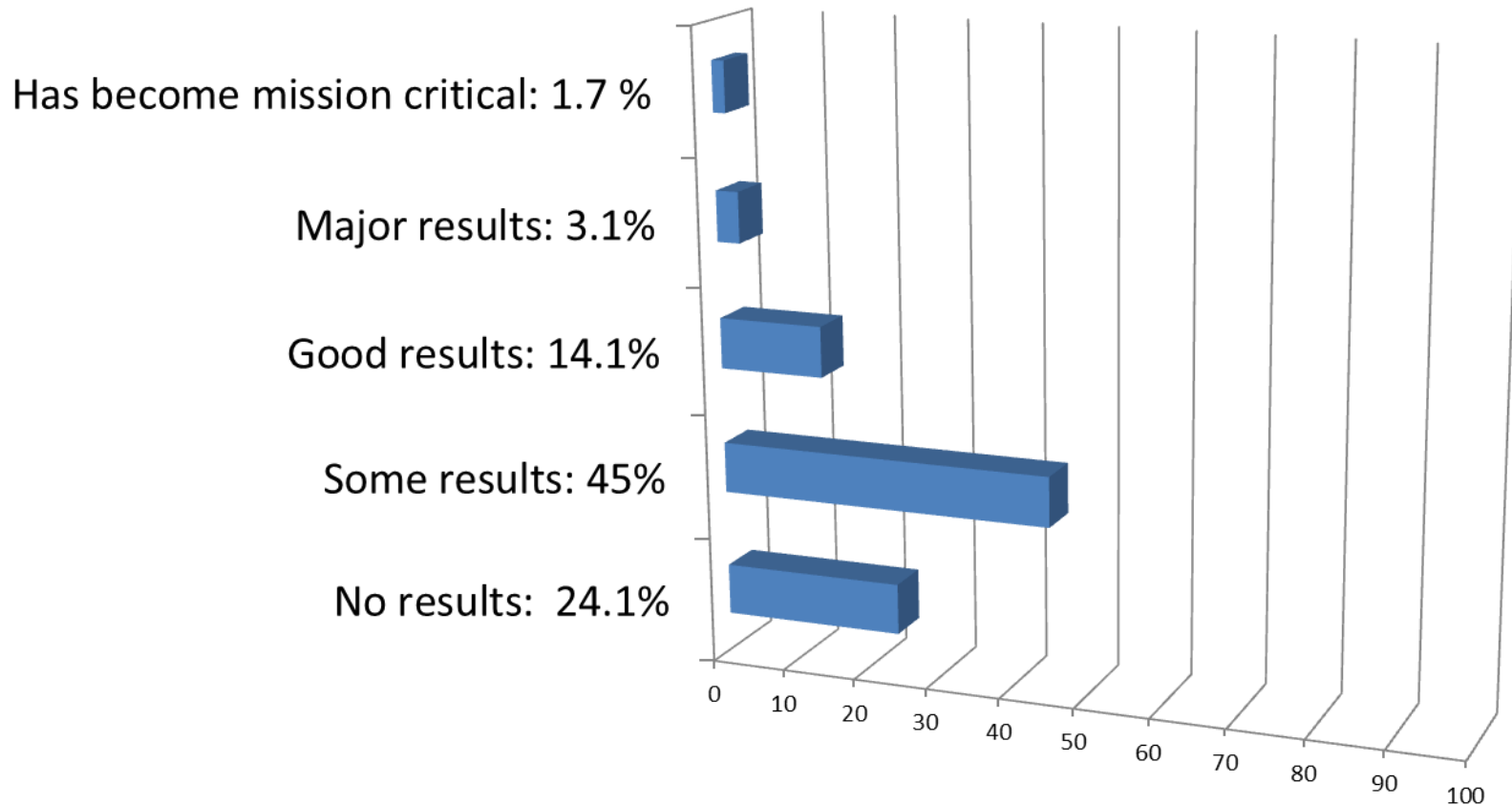
Goals of the Project

- Overview of social media “state of play”
- Provide insights into attitudes and trends
- Create an online resource to monitor usage and attitudes
- Build community around best practices/key learnings

Strategy Question: Are digital communications and social media delivering results?



National Social Media Fundraising Trends:



Social Media Fundraising results by organization size/discipline:

- Groups \$20MM+:
 - Mission critical + major results: 6.2%
 - No results: 18.8%
- Presenters:
 - Mission critical + major results: 4%
 - No results: 28.2%

Social Media Fundraising results by organization discipline:

- Film/video:
 - Mission critical + major results: 5.9%
 - No results: 0%
- Music:
 - Mission critical + major results: 2.1%
 - No results: 31.4%
- Theater:
 - Mission critical + major results: 7.4%
 - No results: 24.4%

Strategy Question: Should we focus on short term \$\$ goals or building long term support?

Long Term:

- Streetside Stories – “We have been receiving a consistent influx of small donations from people around the country and around the world via Facebook...they found out about us entirely through social media.”



- Diaspora Vibe Virtual Gallery: Most effective approach – “Our successful online donation campaign – Bricks to Clicks”



Strategy Question: Should we focus on short term \$\$ goals or building long term support?

Short term:

- New Noise Theater: “A Kickstarter campaign to fund a specific project exceeded its goal way ahead of time and continued to garner support in the following days and weeks”

NEW NOISE

- Alverno Presents: Successful Kickstarter campaign exceeded \$15K goal by \$3K and secured 300 new donors

**ALVERNO
PRESENTS**

Strategy Question:
Are crowdfunding campaigns worth the effort?



Strategy Question: How will crowdfunding efforts effect our organization's culture?

Benefits

- Successful crowd-sourced drives can:
 - Unite internal teams around goals
 - Involve artists/performers
 - Create opportunities to showcase your mission
 - Raise visibility with major funders
 - Build fan BUZZ around your programming

Strategy Question: How will crowdfunding efforts effect our organization's culture?

Costs

- Successful crowd-sourced drives will:
 - Involve more staff + time than planned
 - Require investment in prizes + shipping
 - Demand attention from key stakeholders
 - Rely on current donors + friends

Strategy Question: Are there online crowdfunding alternatives to Kickstarter?

The screenshot shows the Indiegogo website interface. At the top is the Indiegogo logo and navigation links: 'browse', 'learn', 'create', 'Sign Up', and 'Log In'. A search bar is on the right. The main content area features a campaign titled 'Help The Portland Players start an Annual Campaign!' with a subtext: 'The Portland Players needs to cover the material costs of starting an Annual Campaign.' The campaign is by 'Team: [four profile pictures]' and is located in 'South Portland, Maine, United States'. The category is 'Theatre'. Below the title are tabs for 'Campaign Home', 'Updates / 0', 'Comments / 5', and 'Funders / 19'. A video player shows a house with the text 'The Portland Players need your help!' overlaid. To the right of the video, the campaign has raised '\$690' out of a '\$3,000 Goal' with a progress bar. A timer shows '20 days left'. Below this, it says 'Flexible Funding campaign' and 'This campaign will receive all of the funds contributed by Sat Oct 06 at 11:59PM PT.' A red button says 'CONTRIBUTE NOW ►'. At the bottom, there is a 'Perks for your contribution' section.

indiegogo browse learn create Sign Up Log In search

Help The Portland Players start an Annual Campaign! The Portland Players needs to cover the material costs of starting an Annual Campaign.

Team: [four profile pictures] see more »

Location: South Portland, Maine, United States

Category: Theatre

Campaign Home Updates / 0 Comments / 5 Funders / 19

from Kristen Peters \$100

The Portland Players need your help!

\$690

Raised of \$3,000 Goal

20 days left

Flexible Funding campaign
This campaign will receive all of the funds contributed by Sat Oct 06 at 11:59PM PT.

CONTRIBUTE NOW ►

Perks for your contribution

Strategy Question: Do we need to use a crowd funding service?



Why not d.i.y?

Strategy Question: How Can We D.I.Y. Crowd Funding?

- Establish specific dramatic goals
- Chart purposeful progress
- Enlist key advocates to activate their networks
- Don't forget email – be persistent

Strategy Question: How can we leverage personal stories?



- Sharing personal stories can move people to donate

Profile: Georgia Shakespeare

- Challenge: surviving a funding ***perfect storm***
- Solutions:
 - Personal appeal by managing director
 - Recruiting alumni to spread the word
 - Eliciting testimonials on why Georgia Shakespeare **matters**



Profile: Georgia Shakespeare



Georgia Shakespeare

"Never doubt that a small group of thoughtful, committed citizens can change the world." - Margaret Mead

Since Friday, over 250 people donated to GS and have raised over \$45,000 towards our \$150,000 goal! Please help spread the word!



Save Georgia Shakespeare - a message from Richard Garner

campaign.r20.constantcontact.com

In 26 years, I have never approached you in this way, but I must now come to you to ask for your help to save our theatre.

2,228 Impressions · 0.90% Feedback

Like · Comment · Reshare · September 12 at 11:08am ·

17 people like this.

1 share.



Bob Fass "For it so falls out that what we have we prize not to the worth whiles we enjoy it, but being lack'd and lost, why, then we rack the value, then we find the virtue that possession would not show us whiles it was ours." William Shakespeare, Much Ado About Nothing.

September 12 at 11:33am · Like · 2



Kevin Priger What Bob Fass wrote: Exactly what we were thinking. First time we have contributed above our season ticket costs. Boy, it feels good to help a friend in need.

September 12 at 1:15pm · Unlike · 1



Georgia Shakespeare Bob - ♥

Kevin- thank you so much for helping us. We adore having you as subscribers and thank you so much for your continued support :)

September 12 at 10:47pm · Like

Write a comment...



Profile: Georgia Shakespeare

“We raised \$325,000 in 2 weeks from more than 1000 people across the U.S. – the smallest gift \$3.77, the price of a beer to celebrate alumnus, actor Sid Solomon’s birthday, the largest \$50,000 from a local foundation which didn’t want to see our company fold.”

Donna Weber
Development Manager



Profile: **Alvin Ailey American Dance Theater**

“We raised \$200,000 in three months during a campaign primarily based in **digital and social media.**”



—Thomas Cott,
Director of Marketing

Profile: **Alvin Ailey American Dance Theater**



Profile: **Alvin Ailey American Dance Theater**

- Challenge: harnessing the power of fan networks
- Solutions:
 - Use appealing offers to capture online audiences
 - Entice fans to recruit their own networks
 - Focus on ticket sales *and* donations

Profile: Alvin Ailey American Dance Theater



The image shows a screenshot of the Facebook profile for the Alvin Ailey American Dance Theater. The profile is for a Non-Profit Organization based in New York, New York. It has 127,286 likes and 3,244 people talking about it. The cover photo features a man in a black leotard performing a high kick against a red background. The profile picture shows a couple in a red dress and a grey suit dancing. The page is currently displaying a post for the "Ailey NYC Opening Night Sweepstakes". The post includes a banner with the text "ALVIN AILEY AMERICAN DANCE THEATER OPENING NIGHT SWEEPSTAKES" and a photo of a couple dancing. Below the banner are buttons for "Enter Sweepstakes" and "Invite Friends". The left sidebar shows the navigation menu with options like Wall, Info, Videos, Notes, Poll, Photos, and a link to "Ailey NYC Opening N...". It also shows the number of likes and people talking about the page, and a list of recent likes including "The Ailey Extension" and "Ailey II".

ALVIN AILEY AMERICAN DANCE THEATER
Non-Profit Organization · New York, New York

Like · 127k · Send

ALVIN AILEY AMERICAN DANCE THEATER
OPENING NIGHT SWEEPSTAKES

Details · Enter Sweepstakes · Invite Friends

About · Official Rules · Privacy

Ailey NYC Opening Night Sweepstakes

ALVIN AILEY AMERICAN DANCE THEATER
OPENING NIGHT SWEEPSTAKES
Celebrating Ailey's 5-week NYC Season

Enter Sweepstakes

Invite Friends

Wall · Info · Videos · Notes · Poll · Photos · Ailey NYC Opening N...

127,286 like this

3,244 talking about this


2,242 were here

Likes

The Ailey Extension


Ailey II

Profile: Alvin Ailey American Dance Theater


**Alvin Ailey American Dance Theater** · 163,196 like this
January 20, 2011 at 10:50am · 🌐


Like


Ailey has been chosen to participate in the American Express Members Project. If we get the most votes Ailey will receive \$200,000 to help us reach a wider global audience, expand our education programs & support scholarships for young dancers. You can help us by registering and voting once a week. Visit www.voteailey.org


**Vote Ailey | Alvin Ailey American Dance Theater**
www.alvinailey.org
You can vote once a week between now and Feb 20th. Please note: when you click on the "vote here" button below, you will be taken to the Members Project website.


Like · Comment · Share


 58 people like this.

**Sonya Gibson** Done :-)
January 20, 2011 at 12:19pm · Like

**Alvin Ailey American Dance Theater** Thanks!
January 20, 2011 at 1:04pm · Like

**Herôme Danmark** Done (c:
January 21, 2011 at 3:04am · Like

**Alvin Ailey American Dance Theater** Mange tak!
January 21, 2011 at 7:17am · Like

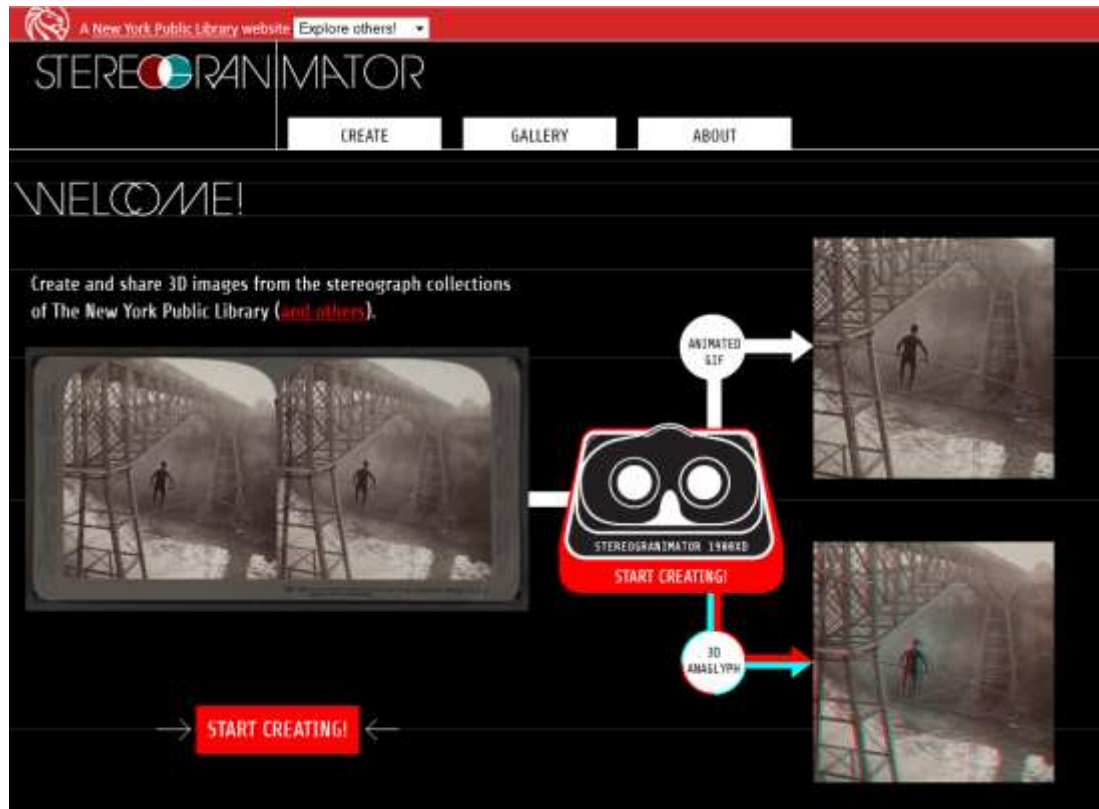
 Write a comment...

Strategy Question: How can we connect with values patrons share?




- It's not just about the money
- Involvement = investment = eventual giving = long term commitment

NYPL Labs Stereogramanimator



- From 40,635 original stereographs to 30,278 animated GIFs

NYPL What's on the Menu? project

NYPL Labs 



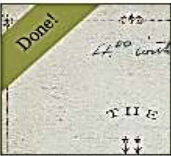





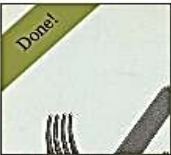



What's on the menu? Menus

Menus	Dishes	Data	Blog	
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All 1850's 1860's 1870's **1880's** 1890's 1900's 1910's 1920's 1930's 1940's 1950's 1960's 1970's 1980's 1990's

All 1880 1881 1882 1883 1884 1885 1886 1887 1888 1889

1880's: 282 menus Show: All | New | Under Review | Done

 Poland Spring Hotel 1889 45 dishes	 Gillespie's Restaurant 1889 263 dishes	 The Columbian Club 1889 32 dishes	 Harvard Dental School 1889 33 dishes	 Massachusetts Society Of The Sons Of The Amer... 1889 25 dishes	 International American Conference 1889 14 dishes
 Fidelio Club 1889 30 dishes	 City Of Brooklyn 1889 39 dishes	 Hotel Phillipot 1889 20 dishes	 Mr. Shiuzo Isukahara 1889 19 dishes	 United States Government? 1889 26 dishes	 St. David's Benevolent Society Of The Cities... 1889 30 dishes



- In one year 1,066,623 dishes transcribed from 15,365 menus

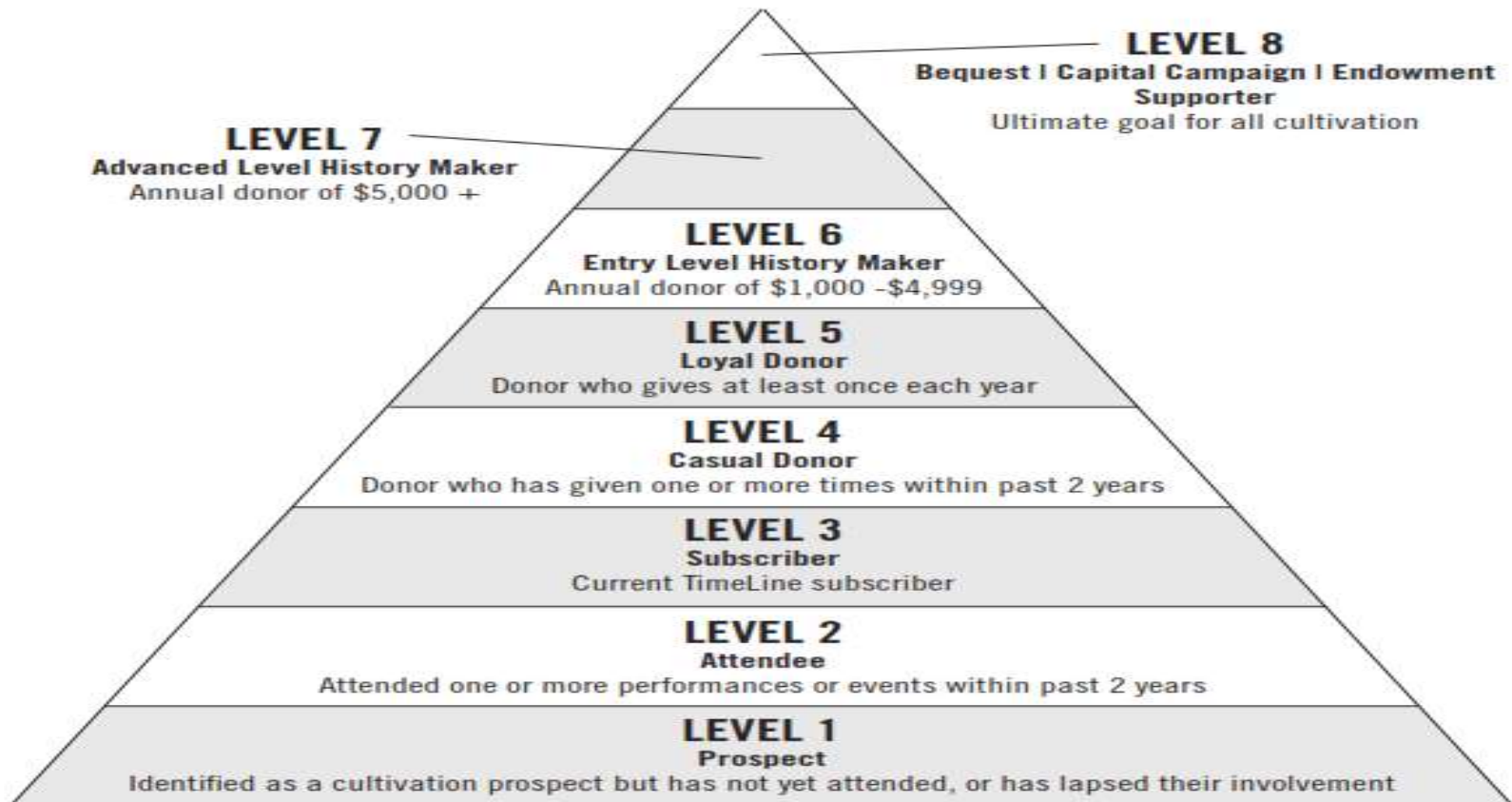
Strategy Question: How can we get advocates to activate their own social networks to help the organization?

- Phoenix Chorale: Have held 2 very successful fundraising campaigns using DoJiggy fundraising software, we armed our staff, singers and board to raise money via email and social media (primarily through Facebook) and met and exceeded both goals.
- 
- The logo for Phoenix Chorale features a stylized red infinity symbol above the text "PHOENIX Chorale". "PHOENIX" is in a dark serif font, and "Chorale" is in a red script font.
- For our 10th anniversary campaign, a number of new annual and monthly sustainer donors signed up. Recently, we offered "Glitter-Fierce" VIP status at our film festival and overnight people signed up for it. Very popular. So our messaging via email works well. The conversations we have via Facebook are also really fabulous...it's an interesting interaction and we're hoping to see it convert into more community investment.

QWOCMAP

TimeLine Theatre Company

THE CULTIVATION PYRAMID



Strategy Question: What kinds of sponsorship trades make sense?

The screenshot shows the Chase Ticket Marketplace interface. At the top, there's a banner for 'GREATER PHOENIX' with a city skyline image and the 'showup.com' logo. Below the banner, a red bar indicates 'Tickets available as of Wednesday, February 02, 2011, 6:15 AM MST'. The main header is 'CHASE TICKET MARKETPLACE'. Below this is a navigation bar with 'Selected Region:' and four options: 'Greater Phoenix' (highlighted), 'Metro Tucson', 'Flagstaff', and 'Prescott Area'. Below the navigation bar is a 'View By:' section with options: 'Today', 'Tomorrow', 'Next 7 Days' (highlighted), 'Future', and a shopping cart icon. The main content area contains a disclaimer: 'All tickets offered via the Ticket Marketplace have been authorized by the presenting organization for sale by ShowUp.com. The posted "Discount Price" already includes all applicable service fees. Ticket inventory and pricing may change at any time.' Below this is a link: 'Will my seats be together? What accessibility services are available? [CLICK HERE for these and other frequently asked questions.](#)'. At the bottom, there's a 'CLOSE' button and a link: 'Questions? Email us: service@showup.com'. The footer contains links for 'Privacy Policy' and 'Terms of Use'.

GREATER PHOENIX

showup.com

Tickets available as of Wednesday, February 02, 2011, 6:15 AM MST

CHASE TICKET MARKETPLACE

Selected Region: Greater Phoenix Metro Tucson Flagstaff Prescott Area

View By: Today Tomorrow Next 7 Days Future

All tickets offered via the Ticket Marketplace have been authorized by the presenting organization for sale by ShowUp.com. The posted "Discount Price" already includes all applicable service fees. Ticket inventory and pricing may change at any time.

Will my seats be together? What accessibility services are available? [CLICK HERE for these and other frequently asked questions.](#)

CLOSE Questions? Email us: service@showup.com

[Privacy Policy](#) | [Terms of Use](#)

Strategy Question: What kinds of sponsorship trades make sense?



A screenshot of a Facebook post from the Alvin Ailey American Dance Theater. The post is dated February 16 at 3:26pm and has 163,206 likes. The text of the post announces a contest where fans in Baltimore, Chicago, Detroit, Houston, and Newark can win the Camry Concierge Ultimate Experience. The prize includes complimentary tickets to a 2012 Camry performance, a chauffeur service, and other special prizes. Below the text is a small image of a blue Toyota Camry. The post has 11 comments and 54 likes. A comment from Diamond Lawton is visible, dated February 16 at 8:46pm, stating they saw the show and it was great. There is a comment input field at the bottom of the post.

Alvin Ailey American Dance Theater • 163,206 like this
February 16 at 3:26pm • 🌐

Like

Ailey fans in Baltimore, Chicago, Detroit, Houston, and Newark can enter to win the Camry Concierge Ultimate Experience contest. One winner in each city will receive a pair of complimentary tickets to see the Ailey company and chauffeur service to the performance in the 2012 Camry, along with other special prizes!

 **Camry Concierge Ultimate Experience**
concergesweepstakes.com

Like • Comment • Share 11

👍 54 people like this.

...

 **Diamond Lawton** I saw this show ,it was Great!!
February 16 at 8:46pm • Like

Write a comment...



Harrison Guy

Thank you Alvin Ailey American Dance Theater and Toyota for the complimentary tickets and car service to tonight's performance! The fully loaded Camry was a dream and the show was simply magnificent! I am so grateful for the Toyota Sweepstakes! Everyone treated me like royalty! DEFINITELY A NIGHT TO REMEMBER!

Like • Comment • March 4 at 1:25am • 🌐

Strategy Question: Hey – What's in it for me? Contests with clout

- NOCCA: Ticket discounts were tied to specific codes for each community partner sharing the deal on the Facebook page + Twitter feed



Strategy Question: Hey – What's in it for me? Contests with clout

- Hanover Theatre holds Deadliest Catch and Girls Night out photo contests





Strategy Question: How can groups take advantage of *eyeball farming*?



- Corporation + Challenge Grant = Doing Well by Doing GOOD

Strategy Question: How can groups take advantage of *eyeball farming*?







Help local charities thrive.

Vote by Sept. 19 to help decide which of your favorite charities will share in \$5 million in grants.

VOTE NOW ►

[Program Rules ►](#)

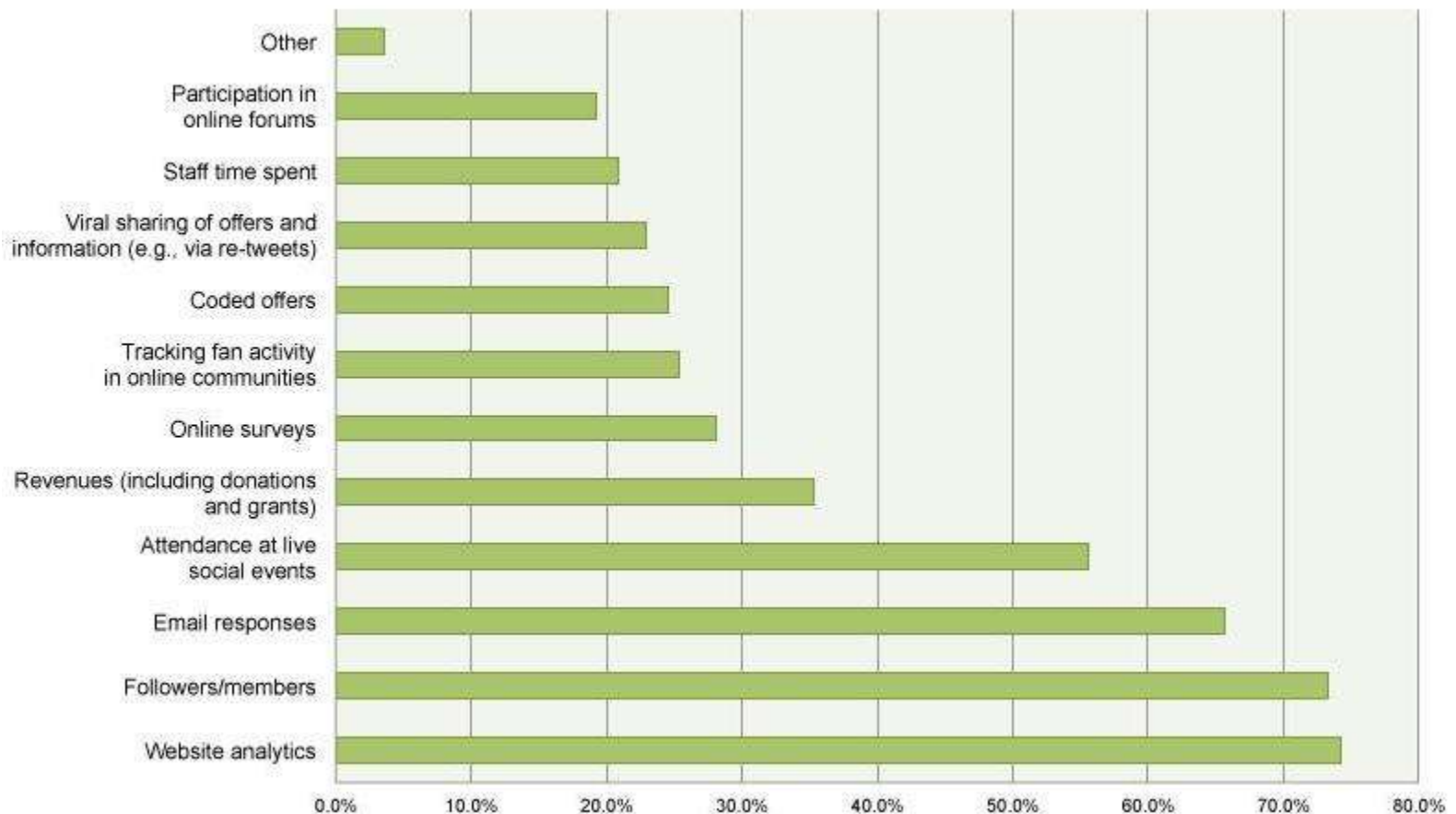


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CHASE WHAT MATTERS™
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Strategy Question: How do you measure online activity and social engagement?



Strategy Question: How should we measure online activity and social engagement?



Measuring What Audiences Say:

University presenter:

- We ask how they heard about the performance whenever a ticket is printed and use this as a measurement
- Retweets when campaign mentions guest artists accomplishments and includes other organizations with their @name.

Theater presenter:

- Asking our audience to tell us what they think about a play we're doing, and seeing an outpouring of opinions, reactions, and shared experiences

Measuring What Audiences Share

California presenter:

- Our best results are from videos and social media posts that are forwarded from our patrons to their networks.

University presenter:

- For our upcoming season, we recruited Twitter Ambassadors, local Tweeters (who are not regular patrons) with lots of followers who often write about the performing arts. In exchange for free tickets, they are writing about their experiences with our performances and organization.

Measuring What Audiences Do

California presenter:

- Last season we did away with a printed brochure and put all our resources into developing a social media campaign. We had a 26% increase in tickets sold from the year before.

West Coast presenter:

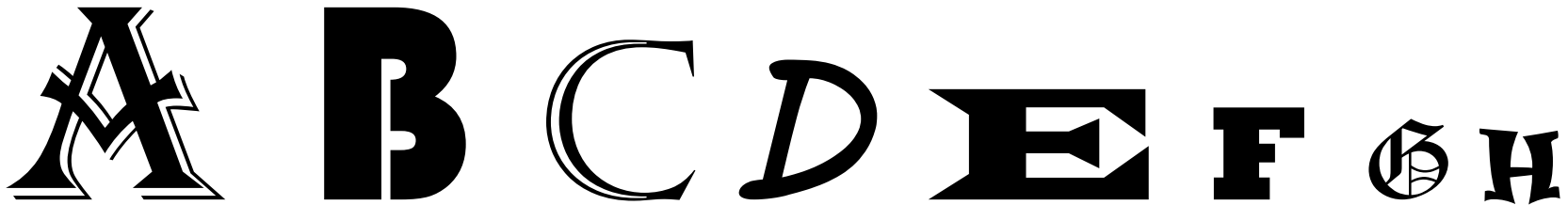
- We had a last minute noon time concert to promote a musical series and no budget to advertise. By solely using social media and email we were able to get a large audience for the event.

Far West theater:

- Immediate ticket sales spike when a digital message is sent.

Conclusions

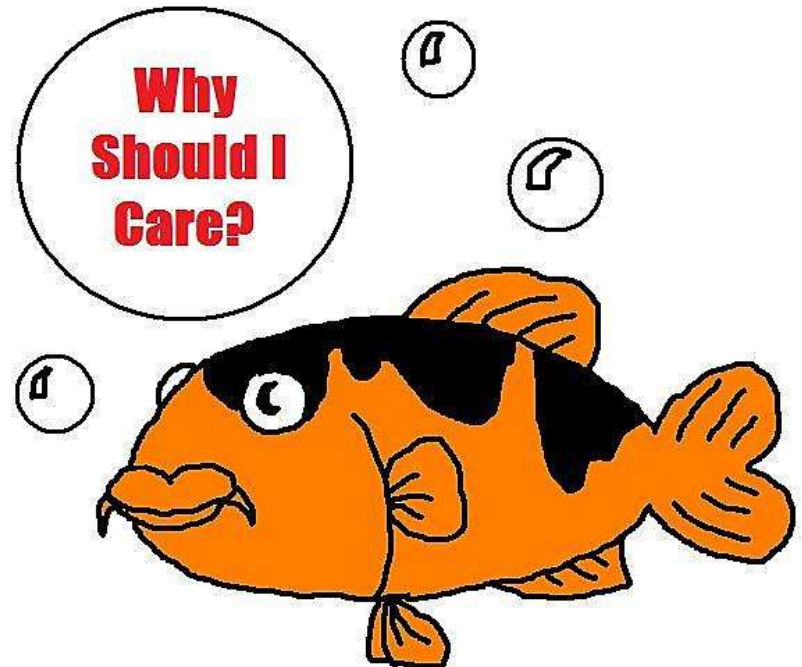
1. Not One Size Fits All



- *Authenticity is key*
- *Ask for what you need – be specific – what/why/why now*

2. Make it Personal

- Answer the question: “Why should I care?”



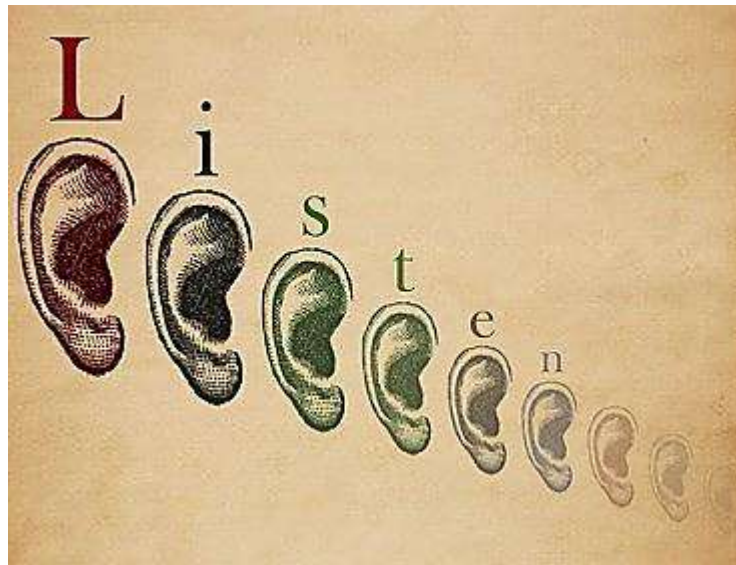
3. Connect with Values and Value Connections



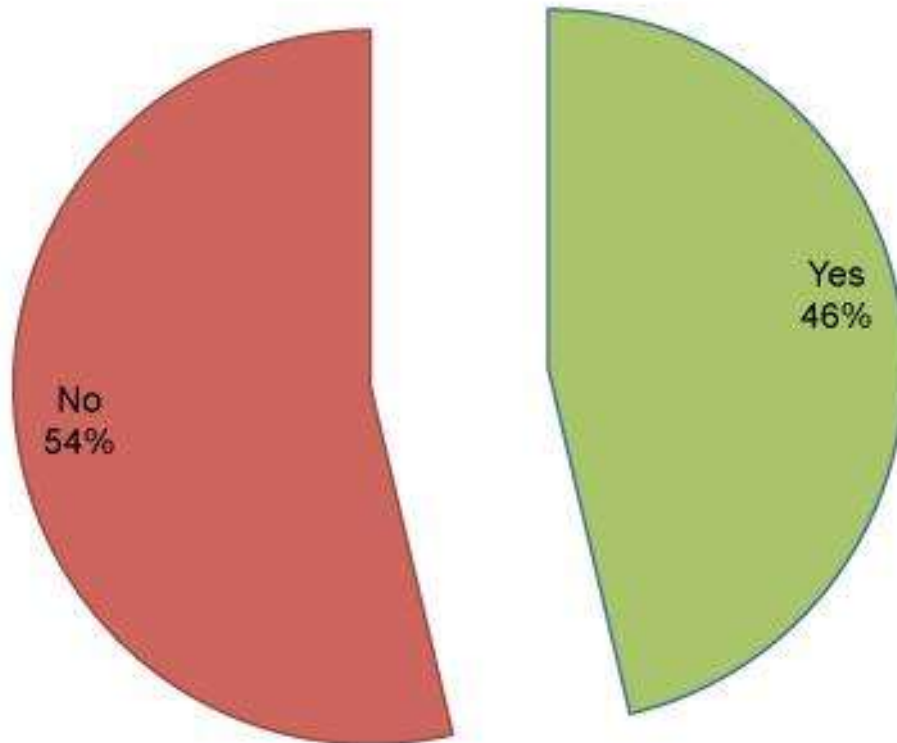
What you do speaks so loudly I can't hear
what you are saying.

-- **Henry Adams**, 19th century

4. You need to be present in order to have presence with potential patrons/donors/partners



Are you listening? HSIYSN Survey:
Have you changed anything based on audience
feedback?



Strategy question: Have you changed anything based on audience feedback?

- Positive experiential changes include:
 - Start times/days
 - Free parking for subscribers
 - More comfortable seats
 - Building signage
 - Concessions menu
 - Upgraded sound system

Strategy question: Have you changed anything based on audience feedback?

- Positive strategic changes include:
 - Media focus – dropping cable/adding online
 - Improved website navigation
 - Accessible language around content
 - Reducing print advertising
 - Answering artistic/service questions in real time

5. Partnership Payoffs – The Right Stuff?



6. Eyeball Farming: What friends are for?



7. Measure what matters

- Pay attention to what audiences say/share + do



8. Involve the whole organization, fans + family



Conclusions/Workshop/Q&A

What's next

- Visit our website to learn more or to get in touch (trudelmacpherson.com)
- Follow us on Twitter ([@smartaboutart](https://twitter.com/smartaboutart))

