

UNITED ARTS FUNDS PROVEN PRACTICES:

Marketing Strategies and Increasing Individual Giving Outside of the Workplace



Presented By:

The Greater Memphis Arts Council

MARCI WOODMANSEE – DIRECTOR OF COMMUNICATIONS

GREATER MEMPHIS ARTS COUNCIL

OUR MISSION

Raising funds to ensure excellence
in the arts and build a vibrant
cultural community for everyone

RAISED OVER **\$18 MILLION**
IN THE LAST THREE YEARS



The Opportunity

Memphis for the Arts – \$25 million

Focus on \$10K and above

Strong campaign cabinet and board

CHAIR:

Steve Odland, former CEO of AutoZone

HONORARY CO-CHAIRS:

Pitt Hyde, founder AutoZone

Fred Smith, founder, President & CEO of FedEx



The Challenge

250 prospects on target list

Limited staff & leadership time

Campaign for endowment and enhancement – no “visual” product

Limited dollars for collateral

Chair challenge: create a compelling



Our Strategy

**Videotaped executive directors talk
about importance of funding**

**Videotaped top corporate donors
community leaders about importance
of giving**

**Developed a PowerPoint that was
visual & virtual way to assist
every ask**

PERSPECTIVE FROM ARTS LEADERS

WHY MFTA CAMPAIGN FUNDS ARE IMPORTANT

**Rebecca Edwards,
Cultural Development Foundation**



Rebecca Edwards

A DONOR PERSPECTIVE
**WHY GIVE
TO MFTA**

Charles Burkett
President
First Tennessee Bank/First Horizon



THE ARTS COMMUNITY PERSPECTIVE
**HOW WE WOULD
USE MFTA FUNDS**

**Arts Groups Executive Directors
Montage**



Arts Groups Executive Directors

Implementation/Execution

Used at prospect receptions, face-to-face pitches, and meetings with CEs

Distributed CDs to board and cabinet to use with asks

Customized for audience/time allotted by editing videos and language

The Results

**Raised \$27.6 million –
far surpassing our goal**

**Realized a record # of gifts at the
\$10,000 and above (> 100 donors)**

**Secured many new donors; retrieved
many lapsed donors**

Completed campaign in 18 months



What Appealed to Individual Give

Memphis has a strong base of charitable support from individual

Endowment – added to existing \$1 million GMAC endowment

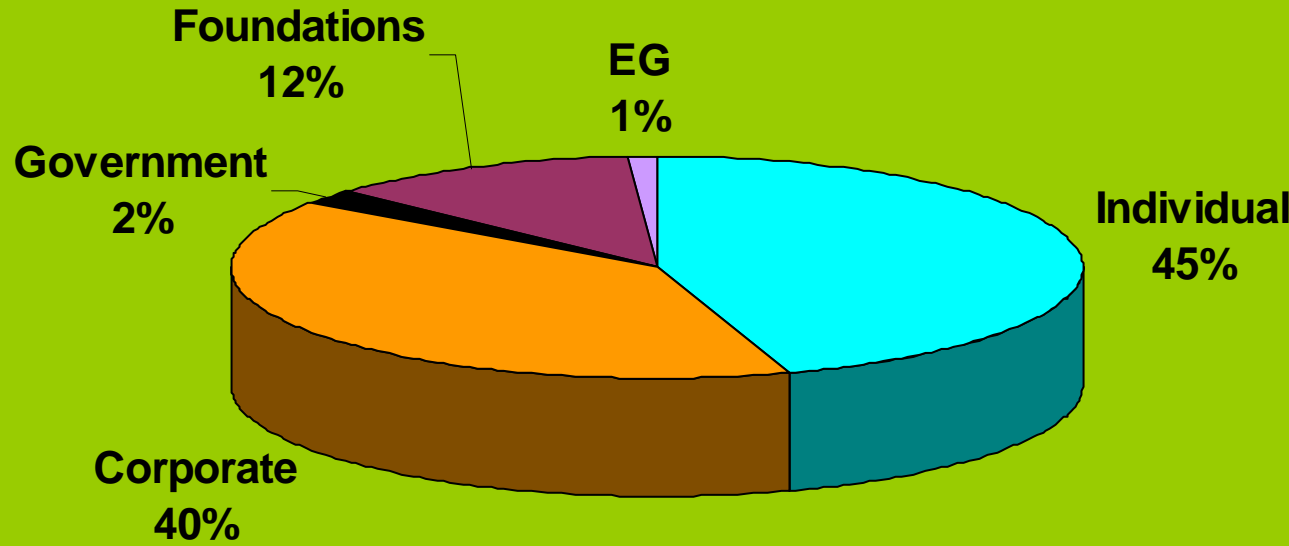
Enhancement – project fund grant allowed for immediate impact

Outcome: unsurpassed commitment funding for capacity-building project

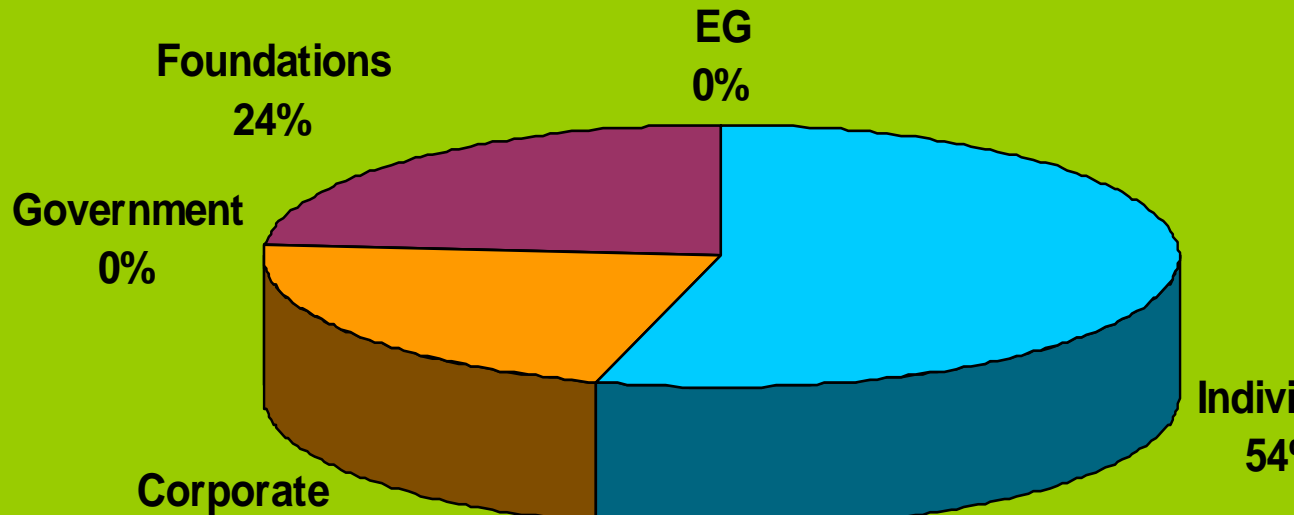


The Comparison

ANNUAL



MFTA



One-on-one annual campaign pitch

**Meetings with CEOs of Employed
Giving company prospects**

EG campaign leader training, kickoff

Community awareness presentation



EG CAMPAIGN PITCH FROM COMMUNITY LEAD

WHY GIVE TO THE ARTS

Dr. Carol Johnson
Superintendent
Memphis City Schools

Dr. Carol Johnson

TO CLOSE WITH SOMETHING FUN

**Donna Spellings,
EG Campaign Leader**



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