

Building Relationships (Marketing/Community Relations)

ENGAGE NOW!
Sell More Tickets
Raise More Money

Jerry Yoshitomi
MeaningMatters, LLC - MeaningMatters@gmail.com
June 2009

1

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 License. To view this license: <http://creativecommons.org/licenses/by-sa/3.0/us/>

Describe a personally meaningful or memorable arts experience in which someone's life was changed or transformed.

What was the person's first name? When was it?
What other people were involved?
How were they changed/transformed?
Describe with a Sensory Memory
or Metaphor/Simile (or just a word)

2

**What really counts is what you
learn after you know it all.**

Helen Hayes/Harry Truman

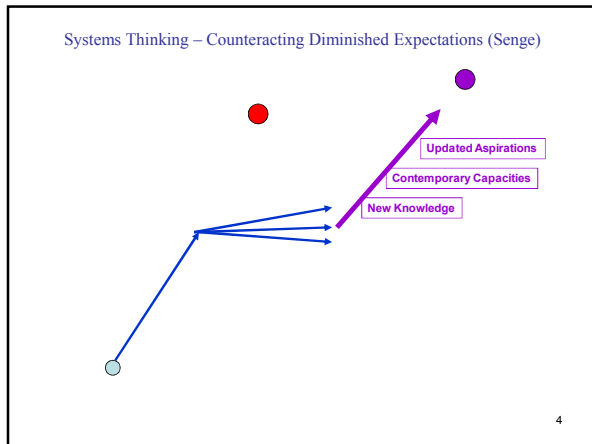
**If you always do what you've always done,
you'll always be what you've always been.**

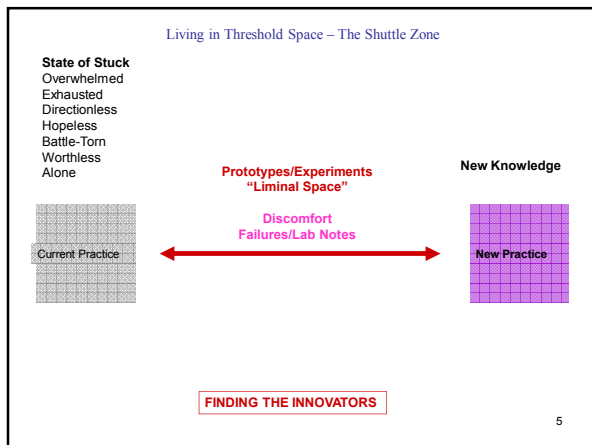
Anonymous

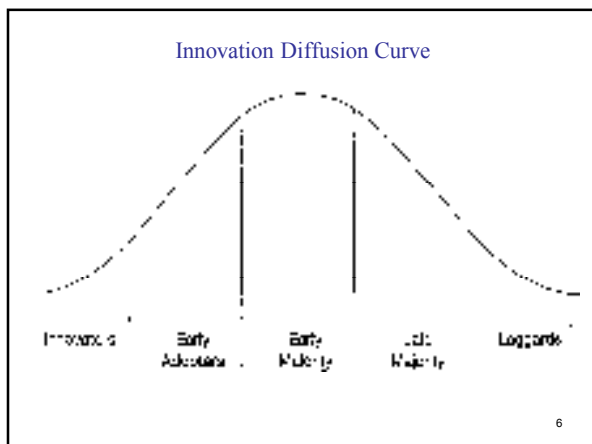
**You can't solve a problem with the
same consciousness that created it.**

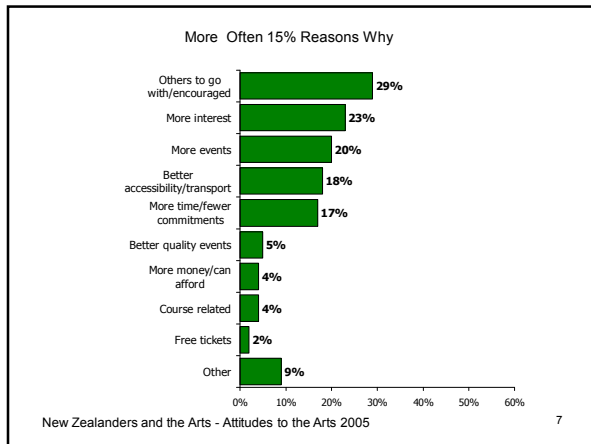
A. Einstein

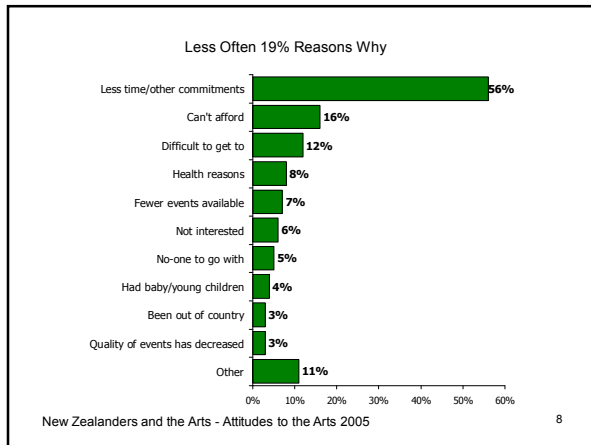
3

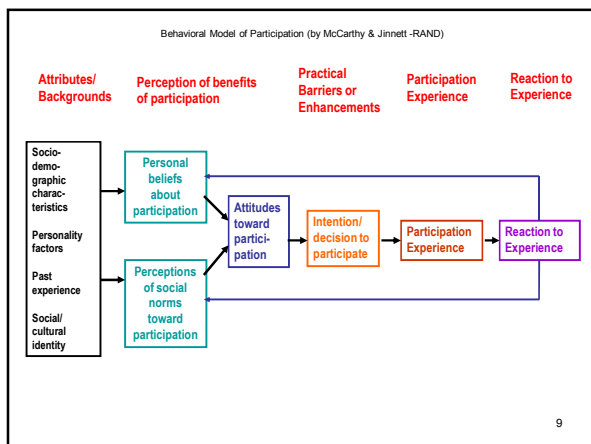












Multiple Generations (J. Walker Smith)

<p>Matures (64+)</p> <p>Boomers (46-63)</p> <p>Xers (30-45)</p> <p>Echo-B (Under 30)</p>		<p>Differences</p> <ul style="list-style-type: none"> Ethnicity Media – Multi Channel Gen Specific Language View of Institutions Marketing Resistance Single Households as Norm <p>New Methods</p> <ul style="list-style-type: none"> Word of Mouth/Postcards Viral E-Marketing Multiple Channels Influencers/Initiators Children's Choices Segment Managers http://www.quickdfw.com/about/
--	--	---

13

Principles of Persuasion (from Cialdini's *Influence*) – Decision Triggers

Reciprocity - Obligated to give back those who've given to us

Consensus - Decide what's appropriate by examining what others do – social identity theory

Authority - Rely on superior knowledge for guidance

Consistency - Once making choice/stand, personal & interpersonal pressure to be consistent with that commitment.

Scarcity – Opportunities appear more valuable when less available

Liking - Say "yes" to those we know/like (or who like us)

The Contrast Phenomenon

Timing

14

Participation Behaviors

Whose behavior (what group) do you want to influence? – What segment of that group?

What do you want them to do? - Intended Behavior

What are their Attributes & Current Behaviors

What New Strategies would you suggest?

- Perception of Benefits
- Practical Aspects
- Experience
- Reaction to Experience

What evidence could we gather to demonstrate success?

15

Organizational Storytelling - Staking claim to what the arts do best – impacts are emotional, sometimes indescribable

Specific, but universal

Protagonist

Context

Challenge

Action – Arts Participation Experience

Outcome/Results/Return on Investment

Documentation – Photos, Comments

Purposing the Stories - Storing, Searching, Publishing

30 Words?

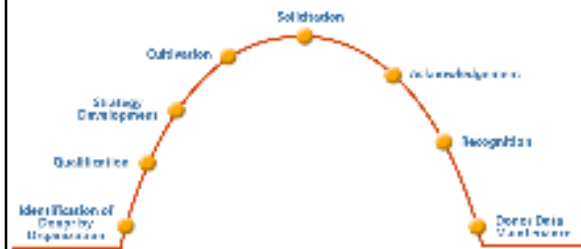
19

Think about those people from whom we might seek a donation? What is important to them?

Write a 30/40 word story, meaningful to them, about how experience with your art/group changed/improved someone's life OR how your art/group might shape the lives of their children/grandchildren

20

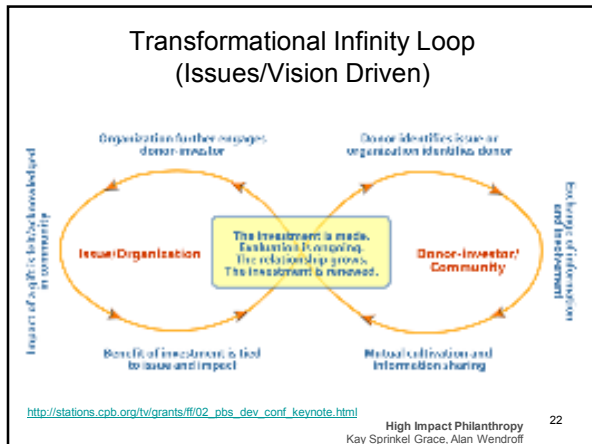
Traditional Bell Curve (Solicitation as Transaction)



High Impact Philanthropy
Kay Sprinkel Grace, Alan Wendroff

21

http://stations.cpb.org/tv/grants/ff/Q2_pbs_dev_conf_keynote.html



Our Voices Together
Holding a Candle
When Darkness is at Work

Central Asia Institute School Supplies
Your \$20 donation covers the approximate cost of annual school supplies for a student, especially for girls and women, at the Central Asia Institute's schools in rural Pakistan or Afghanistan.

Grassroots International Gardening Tools for an Urban Garden
Your donation of \$75 helps a family help itself and builds community by covering expenses for gardening tools, watering cans, soil and fertilizers to build an urban garden in the Gaza strip.

<http://www.ourvoicestogether.org/site/PageServer>

23

Next Steps

What key concepts have I learned here that I can use tomorrow?

What next steps will I take?

What next steps could we take together?

24
