

DIRECT MARKETING COMMUNICATIONS:

Updating Longtime Industry Practices

Aidan Vega
Director of Membership
Philadelphia Museum of Art

Erin Weaver
Founder
Pennington Gray

Philadelphia
Museum of **Art**

PENNINGTON
GRAY

WHO ARE WE?

WHY ARE WE HERE?

BEST PRACTICES IN DIRECT MARKETING FOR MUSEUM FUNDRAISING: WHAT STILL MAKES SENSE

- Who: Tailored communications for thoughtful segmentation
- What: What is the call to action?
- When: What is the deadline we are asking for people to take action by?
- Where: Where are we wanting the individual to go, if anywhere?
- Why: Why does their action matter?
- How: How does the person respond?

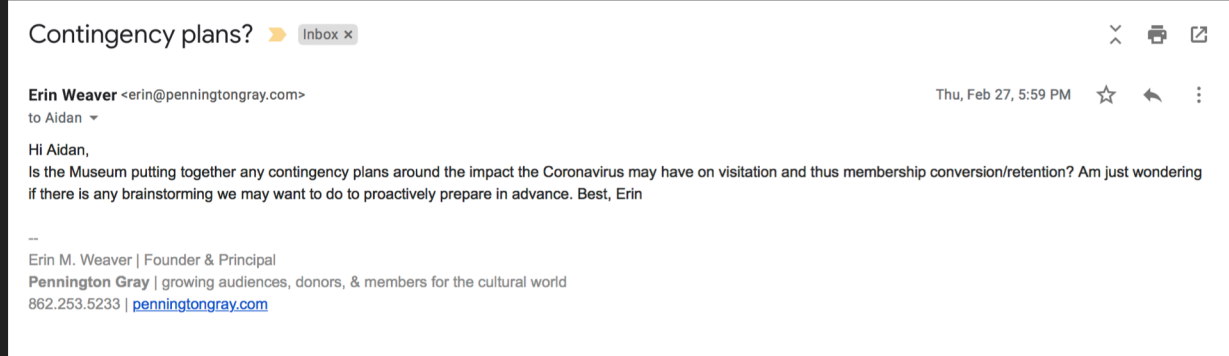
LONGTIME
INDUSTRY
PRACTICES
FOR MUSEUM
MEMBERSHIP
MARKETING THAT
MIGHT NOT BE
RIGHT FOR NOW

- Using language that is not “too complicated”
- Transactional asks: The “What’s in it for me?”
- Salesy tone
- High usage of descriptions like “much-anticipated”, “stunning”, “highly sought-after”
- Lots and lots of exclamation marks!!!

WHAT PMA HAD BEEN DOING

- Large acquisition mailings, with a predictable schedule and volume
- Regular digital and mail renewal series, segmented by level to customize communications around benefits

AND THEN WE
BEGAN TO HEAR
ABOUT THIS
THING CALLED
CORONAVIRUS



WE HAD NO IDEA ABOUT THE LEVEL OF WHAT WAS ABOUT TO HAPPEN BUT DID HAVE A SENSE WE NEEDED TO URGENTLY PUT SYSTEMS IN PLACE TO KEEP UP COMMUNICATIONS WITH MEMBERS.

Hi Erin,

I think this is a great idea. I spoke with the staff today and we are preparing for the worst right now and pulling all lists that we would need in the next two weeks including an all member list that includes people who lapsed or dropped in the past 12 months.

I shared your idea with my team and they loved it. They also thought we could do a staff pick, if we can't get educators or curators to focus on this right now – a we are home looking at art – what are you looking at and could link into your idea of beauty and refuge. There was also an idea to reach out to people on schedule program days and share something that might have been shared at the program. We definitely want to communications to feel comforting and human. I think we will be able to talk more about this on Monday. We also don't have a clear idea on how approvals would happen right now.

We are also thinking of our April mail renewals. We are pulling a list now, though it will be totally inaccurate by the time those come around, at least we will have something. As we get closer I would love to talk to you about framing. We will clearly need to rework these and may need to go digital if there is print disruption.

As of right now the museum plans to stay open and we will be at work on Monday. I will keep you updated if things change.

Thanks!

Aidan



THERE IS VALUE IN CULTURE.

We now know what it's
like to have no museums
open. Audiences still find a
way to connect to the
cultural experiences they
crave.

BY THE TIME THE MUSEUM HAD TEMPORARILY CLOSED TO DO ITS PART AGAINST COVID-19, THE MEMBERSHIP TEAM HAD A FULL PLAN IN PLACE AND WE WERE READY TO GO.

Without research or much discussion, we felt the need to be compassionate, human, and very honest about the experience we were all collectively sharing.

Philadelphia
Museum of
Art

Membership



Art has the ability to inspire and uplift

Dear member,

From our work-from-home desks and tables, we are thinking of all of you in our membership family. You're at the heart of everything we do, and we are so thankful for your support.

As we try to keep a sense of normalcy in these uncertain times, we hope to engage and even entertain you a little through our digital platforms. For daily doses of art and fun visit our social media channels; find us under @philamuseum (or use the icons at the bottom of this message). And starting next week, be on the lookout for membership-only emails highlighting collection favorites as well as less familiar works of art. In this way, we hope to bring the galleries to you.

I hope you'll find some small amount of respite as we work to stay connected with you. I wish for you what I wish for my own family: that through this trying time we find ourselves stronger and closer, and that we remember to be gracious with ourselves and those around us.

Stay well and stay strong,

Aidan Vega
Director of Membership

P.S. Our first art-focused email is coming your way early next week. We'll start with a museum favorite many of you will know: Henry Ossawa Tanner's [The Annunciation](#).

THE RESPONSE

“I’m quarantined in my bedroom for suspected COVID...[and] these daily doses of art make me feel connected to the museum, to our cultural heritage, and to the beauty that abounds amidst this grim pandemic. It’s helping me stay positive, determined, and connected to a higher purpose. Thank you for doing this. It makes a real difference in our lives.” – Carlos, Museum Member

LEANING ON
THE LESSONS
OF
COLLEAGUES
WHO HAD LED
PROGRAMS
AFTER 9/11

- Renewals
- Extensions
- Commitment to helping the Museum raise funds despite the situation
- Understanding of the need to be flexible



Planning for the
unknown... the
good and the
bad

A GREATER NEED FOR FLEXIBILITY

- Opening date continued to shift
- Uncertainty if members would want to return
- Uncertainty about sinking money into acquisition
- Fear of needing to close again
- Fear the things would shift and the message would no longer resonate

REOPENING



WHERE WE ARE NOW

- We still fully realize things can change at any moment.
- Direct marketing communications have become less complicated and more nimble
- We always ask ourselves if pieces would still be relevant if the situation quickly changes.
- We remain dedicated to provided digital experiences and to “checking in” on members through outreach

January 2020 Direct Mail

Philadelphia
Museum of
Art

January 2020

Dear Friend,

We are Philadelphia's art museum and the cultural heart of our great city.

You belong here with us, and that's why we are inviting you to become a member. **Join by March 15 and we'll add three free months of membership as our welcome gift.** Simply return the form below with your contribution, call 215-684-7840, or visit philamuseum.org/joinus.

Our collection is, in a word, exceptional, filled with masterworks by celebrated artists such as Mary Cassatt, Paul Cézanne, Marcel Duchamp, Henri Matisse, Claude Monet, Georgia O'Keeffe, Pablo Picasso, Diego Rivera, and countless more. We display architectural settings that can transport you around the world, from a Japanese teahouse and Chinese temple, to a French medieval cloister and an English country house. And every year we offer major exhibitions, such as *Designs for Different Futures* and *Off the Wall: American Art to Wear*, as well as installations of the work of artists like **Horace Pippin**, all three offerings of which are now on view.

As a member, you can:

- Visit our world-class collection at no cost and as often as you'd like
- Bring guests for just \$12
- Attend members-only tours, socials, programs, and previews
- Save on museum dining, shopping, and parking

Respond quickly so that you can join us for our March 14 **New Member Meet & Greet**, where we'll guide you through your new membership benefits, and share fascinating stories about our collection. You'll also be invited to the May 31 **New Member Springtime Social** in the beautiful garden of the Rodin Museum. Looking ahead, you'll enjoy special access to exhibitions featuring **Sean Scully** and **Jasper Johns**, as well as festivities celebrating the completion of the new galleries and renovated public spaces designed by Frank Gehry for our landmark building.

When you become a member, you also become part of our family, enabling the museum to bring the joy of art to the citizens of Philadelphia and to visitors from across the world. Joining together with many others, you can help us make a difference.

We can't wait to welcome you as our newest member.

Sincerely,



Timothy Rub
The George D. Widener Director and CEO

P.S. Remember, please respond by March 15 to receive three free months of membership.

September 2020 Direct Mail

Philadelphia
Museum of
Art

September 2020

Dear Erin,

For more than 90 years, the Philadelphia Museum of Art has served as the cultural heart of our great city. As we reopen our doors this month, we do so cautiously. We reflect on the continued battle with COVID-19, and know how vital art and coming together are to so many. Whether you are eager to visit us in person right away or plan to do so only online, we are calling upon our community to please consider once again being a member to help the museum at this critical time.

We recognize that those who participate in this appeal are demonstrating a truly extraordinary commitment to art and community. **To show our thanks, we'll add three free months of membership when you join at any level by October 15.** This means you'll have 15 full months of valuable benefits for the price of 12. To make your membership contribution, please respond to this mailing, call 215-684-7840, or visit philamuseum.org/joinus.

When you renew today, you'll receive benefits that include **unlimited free admission**, access to **digital programming**, and **discounted tickets for guests**. Of course your visit will look a little different than in the past. Please visit philamuseum.org for more details about all of our new safety protocols—and don't hesitate to reach out with questions.

I hope you are able to visit us soon (whether in person or online) so that you can see firsthand what your generosity makes possible. One exhibition on view in our galleries and on our website is *Horace Pippin: From War to Peace*. Injured during World War I, Horace Pippin turned to painting to help mend his body and spirit, eventually distinguishing himself as one of the most original artists of his generation. This gathering of six paintings highlights Pippin's pursuit of a range of themes, from racial violence and the alienation of war to the serene beauty of his home in Chester County, Pennsylvania.

We've also just unveiled our astonishing collection of Impressionist art in our newly refreshed and reinstalled nineteenth-century European galleries. It features a thoughtful new arrangement of best-loved works by Claude Monet, Henri de Toulouse-Lautrec, Berthe Morisot, Vincent van Gogh, and many others. You can view a selection of these works online as well as the full installation in our galleries.

By renewing today, you become part of a historic moment for the arts in Philadelphia. Please respond today.

You have our sincerest thanks and very best wishes,



Jessica Sharpe
Division Head, Membership and Visitor Services

P.S. Please make your membership contribution by October 15, and we'll put your donation to immediate use. Thank you.

SPECIFIC EFFORTS

- Monthly acquisition drops tied to email, phone, and remarketing
- Increase in Annual Fund asks
- Trying to let people customize experience wherever possible
 - Expiration extensions
 - Virtual vs onsite experiences

OUTCOMES

- Exceeding goals
- 30% variance from FY20 revenue
- Increase in Annual Fund gifts
- September acquisition mailing met projections

LESSONS (SO FAR)



A Well-Taught Child, from the series Moral Lessons through Pictures of Good and Evil (Kyōkun zenaku zukai) Tsukioka Yoshitoshi, Japanese, 1839 - 1892.

INTO THE UNKNOWN



Portrait of the Artist's Mother, Henry Ossawa Tanner

Contact

Aidan Vega

Aidan.Vega@philamuseum.org

Erin Weaver

erin@penningtongray.com