

Building an Online Fundraising Program:

Case study from the National Museum of the American Indian



*Presented to the AMMC
Tuesday, October 25, 2011*

National Museum
OF THE
American
INDIAN

AMMC
American Museum Membership Conference

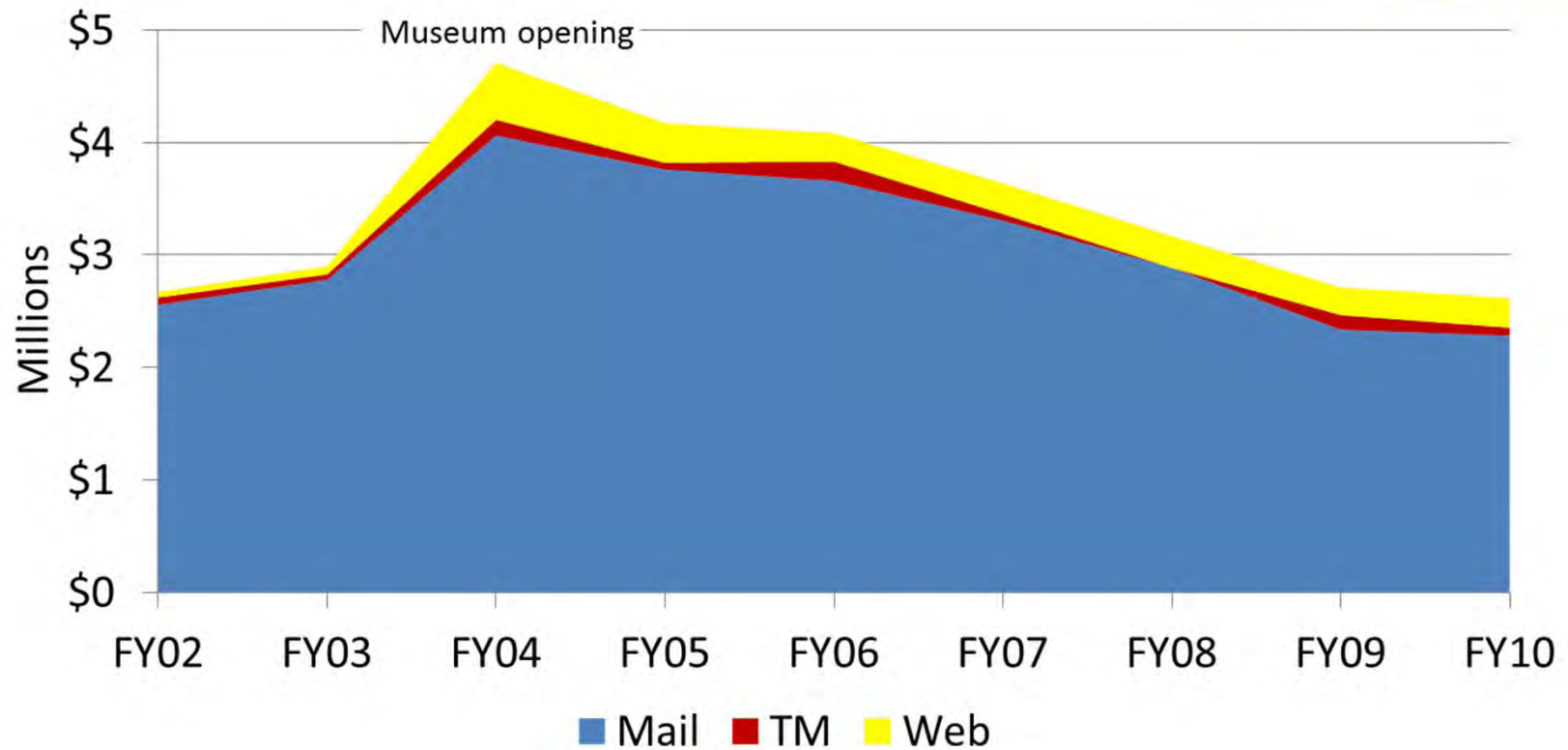
AVALON

About NMAI

- NMAI is committed to advancing the knowledge and understanding of the Native cultures of the Western Hemisphere, past, present, and future, through partnership with Native people and others.
- The museum works to support the continuance of culture, traditional values, and transitions in contemporary Native life.
- 3 locations – DC, NY, Suitland – as well as extensive online collections search and travelling exhibitions.
- Members are primarily non-Native, and most reside outside of the DC and NY metro areas
- 60% of donors are “Charter Members,” who joined before the DC museum opened in 2004



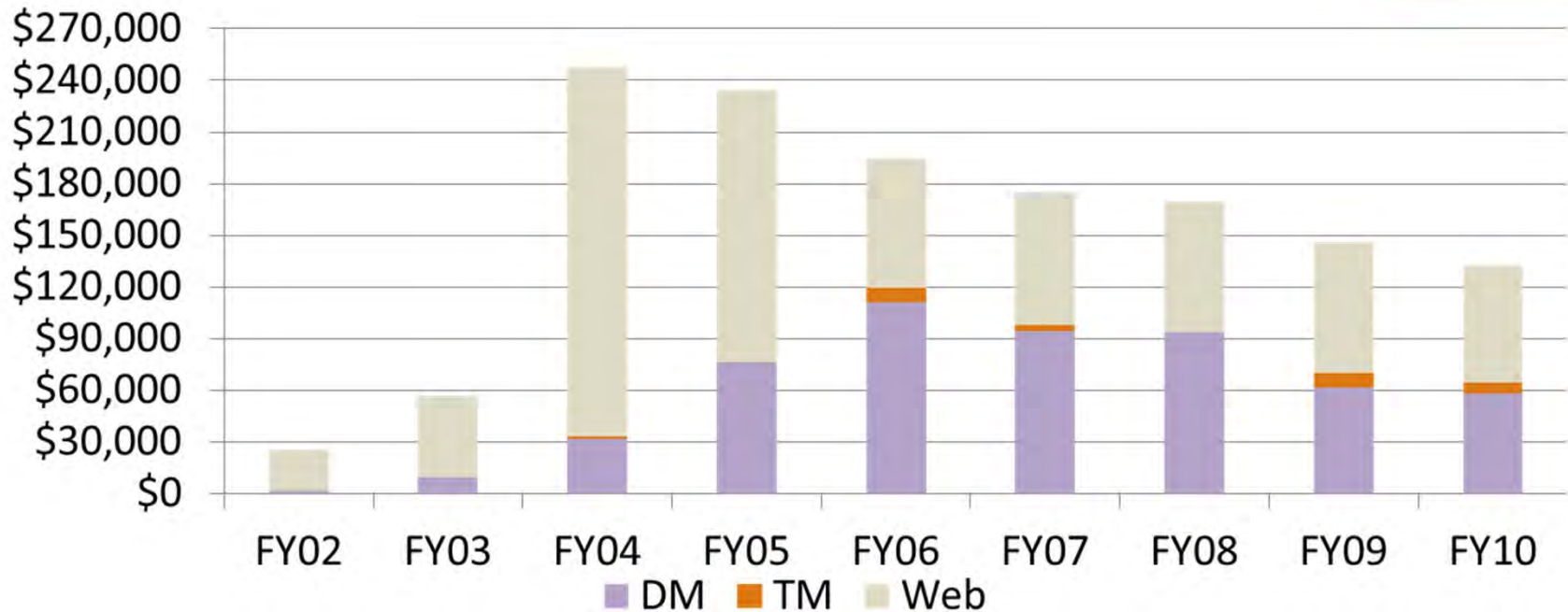
Income by Channel



- Direct mail remains the major income channel.



Subsequent Income by Channel for Web Joins



- In FY10, web joins are giving to 49% of their subsequent income to traditional direct marketing channels.

Phases of Online Fundraising: Overview

Phase 4: List Building with Major Investment



Phase 3: List Building



Phase 2: Further Engagement



Phase 1: The Foundation of a Program

Phase 1: The Foundation of a Program

Includes...

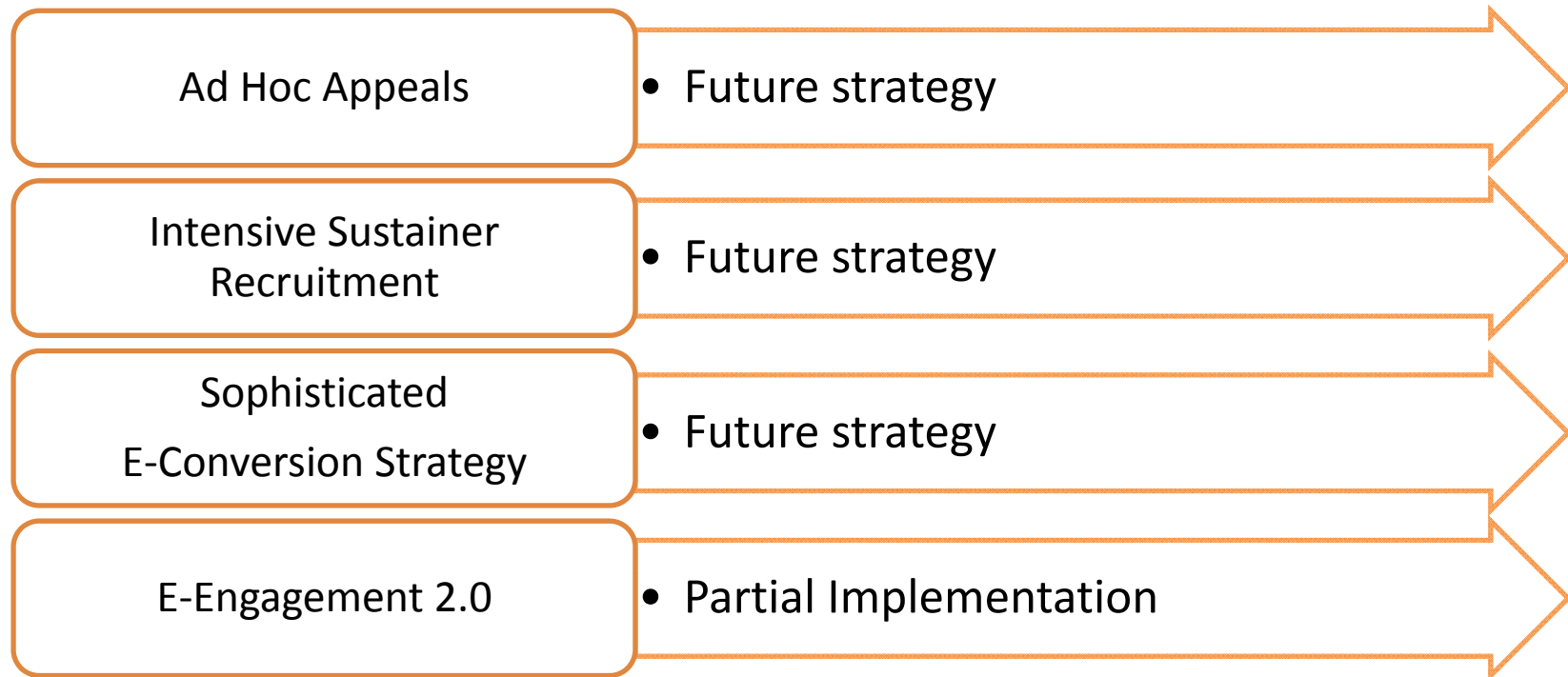
NMAI...

Mirror offline renewals and appeals	• Implemented
Sustainer Recruitment	• Partial implementation
E-Conversion Strategy	• Implemented
E-Welcome Series	• Future Strategy
Basic website name capturing	• Implemented
E-Engagement 1.0	• Implemented

Phase 2: Further Engagement

Includes...

NMAI...



Phase 3: List Building

Email List Growth

E-Engage

No Finan. Invest.

Minimum Investment

Modest Investment

User-generated content campaigns

Free Advertising

List-Chaperoning

Name Capturing

E-append

Petition-based Sites

E-miles program

Paid Google Advertising

Keep email sign up prominent, consistent, concise



Sign Up For NMAI

Sign up below to receive free e-mail updates from the Smithsonian's National Museum of the American Indian. You will receive information on coming events, programs, and new exhibitions.

Please be sure to include your mailing address below to receive special content regarding NMAI events or programs in your area. If you are an NMAI Member, including your address will allow us to send you members-only offers and information via e-mail (the mailing address allows us to verify your membership).

You may choose to stop receiving e-mailings at any time. The National Museum of the American Indian will not sell or share your e-mail address. For further information, please see the Smithsonian's [Privacy Policy](#).

Please provide your contact information below:

* Name: Title First Middle Last Suffix

* Email:

Street 1:

Street 2:

City/State/ZIP: City State ZIP

Phone Number:

Yes, I would like to receive email.

Email Format:

Remember me. [What's this?](#)

Please enter a user name and password for logging in when you return. You can use this password to update your information or receive personalized content.

* User Name: 5 to 60 characters

* Password: 5 to 20 characters

* Repeat Password:

E-News Updates

Send me Contact, highlights from the NMAI in Washington, D.C.

Send me updates from the NMAI in New York City

Send me updates on my member benefits and special opportunities

Send me additional updates on NMAI Cultural Arts Programs:

Film & Video Updates

Special Program Notifications

[View Current Results](#)

NMAI | PO Box 254713 | Washington, DC 20026-2474 | 202-633-6984 | [Privacy Policy](#)

Subscriber info

Login

Preferences

The screenshot shows the website's header with navigation links: About | Calendar | Press | Bookshop. The main banner features a white horse with colorful markings and the text: "A Song for the Horse Nation: HORSES IN NATIVE AMERICAN CULTURES, OCTOBER 29, 2011-JANUARY 7, 2013, WASHINGTON, DC". Below the banner is a red navigation bar with categories: VISITOR INFORMATION | EXHIBITIONS | EVENTS | OUTREACH | EDUCATION | COLLECTIONS & RESEARCH | MEMBERSHIP & GIVING. The main content area displays several event tiles: "INFINITY of NATIONS" (ONGOING - NEW YORK), "AMERICAN INDIAN RESPONSES TO ENVIRONMENTAL CHALLENGES" (NEW EDUCATIONAL SITE!), "BOOK-SIGNING PARTY WITH JOCK SOTO" (NOVEMBER 3, 2011 - NEW YORK), "DAY OF THE DEAD / DIA DE LOS MUERTOS" (OCTOBER 29, 2011 - NEW YORK), and "INDIVISIBLE: African-Native American Lives in the Americas" (THROUGH FEBRUARY 2, 2012). The footer includes the Smithsonian logo, "Tribal Museum Directors Meeting" (January 19 & 20, 2012 - Washington, D.C.), a search bar, and footer text: "Contact Us | Copyright | Privacy | E-newsletter | Podcasts © 2011 Smithsonian Institution. All rights reserved." A red arrow points to the footer text.



Capture emails on all mailings, communications, inbound calls, events, etc.

☀ Promote email sign up on mail reply device

To Pay by Credit Card...
Please complete only if you are charging your contribution.

Please charge my contribution of \$_____ to my:

VISA MasterCard American Express Discover

Account number: _____

Signature: _____

Home phone number: * (_____) _____

Yes, I would like to receive information about our programs, and news, and special offers.

My e-mail address is: _____

*Your telephone number is: _____

Yes, my employer is interested in our programs.

I would like to receive information about our programs.

I have already notified my employer.

2011 MEMBERSHIP SURVEY

Source Code Member Number


Dear Kevin: To further the understanding of Native American lives and culture, I am continuing my support for the National Museum of the American Indian. To help, I am:

1. Completing my 2011 Membership Survey.
2. Enclosing a special donation in the amount of:
 - \$HPC \$1.5HPC \$2HPC Other \$_____

Please Respond By


MARCH 31, 2011

Jane Q. Sample
 123 Any Street
 Anytown, US 12345-6789



Please make your check payable to NMAI. To donate by credit card, see the reverse, visit www.AmericanIndian.si.edu/give, or call us toll-free at 1-800-242-NMAI.

Provide or correct your current e-mail address and we will send you an update of our survey findings:



- Only 2.8% of our email addresses were obtained online.



Now that you have e-list subscribers, roll out the welcome mat for them

Don't wait – let new subscribers know you're glad they're with you



Test what type and how many communications to send



Educate subscribers about your organization and give them a reason to stay on your list



Acquisition

“Put aside everything you think you know about Native Americans...”

Corresponding DM acquisition



NATIONAL MUSEUM OF THE AMERICAN INDIAN

Dear Friend,

Put aside everything you think you know about Native Americans, their traditions, their laws, and their way of life.

Forget the stereotyped portrayals of Indian country that you see in movies, television, and popular culture.

And open your mind to a broader view of our history that recognizes Native Americans were here building complex civilizations long before Europeans arrived on our shores. Indeed, since the earliest days when the founding fathers established this country, Indian nations have been recognized under the Constitution as having sovereign status.

Each time another visitor passes through the doors of the National Museum of the American Indian, we challenge them to leave their preconceived notions behind...



Dear Dana,

Put aside everything you think about Native Americans, their traditions, their laws, and their ways of life.

Forget the stereotyped portrayals of Indian country that you see in movies, television, and popular culture.

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Forget the stereotyped portrayals of Indian country that you see in movies, television, and popular culture.

- eAcquisition revenue has been flat since FY09 due to less aggressive strategy



1 Donor and Payment Information 2 Review Gift

Yes—To help achieve justice for Native Americans, we must educate the public and build greater understanding of Native history, art, culture, and science. That's why I'm joining the National Museum of the American Indian a tax-deductible membership contribution in the amount of:

*Select Membership Level

- \$25.00
- \$35.00
- \$50.00
- \$100.00
- \$250.00
- \$500.00
- Enter an Amount*

Contact Information

Title: _____

P.S. As a thank-you for your membership gift, we will send you a selection of beautiful note cards, featuring images from the NMAI's current exhibition *Infinity of Nations*. Join today!



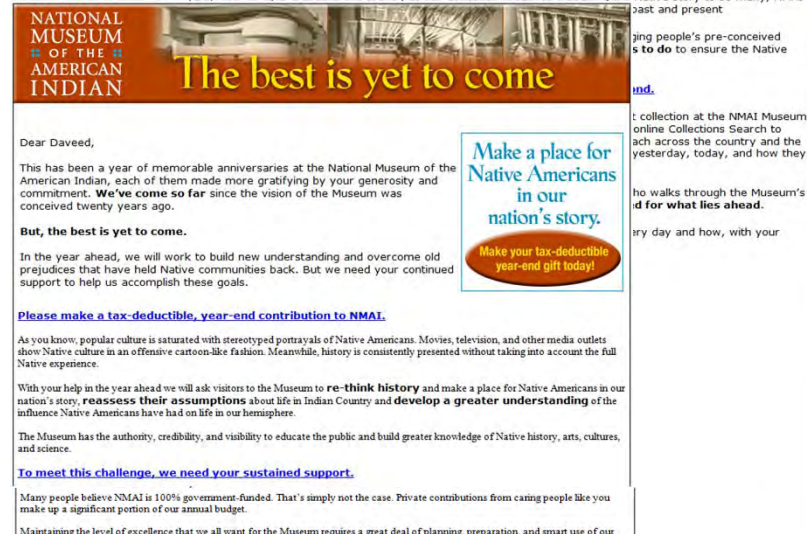
Appeals

*"I am a Pawnee, but I am **not the stereotypical Native American** portrayed in cartoon-like fashion in movies, television and other media outlets. Indeed, that stereotypical Indian does not exist, and never did. Images of Indians in popular culture are generally created by non-Indians, who in turn rely on the stereotypes of previous generations.*

As Director of NMAI, I have the honor of helping to shape new and authentic images of Native Americans and connect the past and future of Native America."

This has been a year of memorable anniversaries at the National Museum of the American Indian, each of them made more gratifying by your generosity and commitment. We've come so far since the vision of the Museum was conceived twenty years ago.

But, the best is yet to come.



- 1 Year-End Gift & Payment Information
- 2 Review Gift

YES! I want to support the National Museum of the American Indian's work in 2010 to **make a place for Native Americans in our nation's history.**

- * Select Gift Amount:
- \$50.00
 - \$100.00
 - \$250.00
 - Other (Enter Amount)

Appeals

3-effort series:


- Explore the collection; we wanted you to be the first to know
- Be a part of this project; donate
- Donate; story from curator

NATIONAL MUSEUM OF THE AMERICAN INDIAN SEARCH. LEARN. DISCOVER. NMAI Collections Online

Dear Allison,

I hope you've had a chance to visit the NMAI's new Collections Search website, which we launched in February of this year. Thousands of online visitors have explored the objects and historic photographs on the website and we've received many complimentary emails and notes.

As curator of this extraordinary project, I'm proud to say we've already **uncovered stories and connections about our collection that have long been unknown.** For example, these beautiful Tlingit moccasins were once owned by Alonzo Eugene Austin, who was born in 1868 and – as the son of Presbyterian missionaries – spent his boyhood in Alaska. Austin later became a doctor of homeopathy with a successful New York City practice, and he and his wife donated the moccasins and his other Alaskan treasures to the museum in 1929.



The moccasins have already had one remarkable journey, but another is just beginning, as students, researchers, collectors, and armchair historians – from all over the world – experience the moccasins and their story through NMAI's Collections Search.

Since the website's launch, we've built a vibrant community in our collections is representative of NMAI's collections, and what it also means is that **we can't wait for visitors who'd like to see all of our collections and look for stone axes like the ones you've seen in the past.**

Your support helped us get this far, and we're excited to see you **supporting the Museum today!**

The first 5,000 objects are already online, and we're adding 10,000 more every summer. Your support will help us get the rest of the collection online and share this incredible story with the world.

Please make a generous donation today!

Sincerely,



Ann McMullen, Ph.D.
Curator

NATIONAL MUSEUM OF THE AMERICAN INDIAN SEARCH. LEARN. DISCOVER. NMAI Collections Online

Dear Allison,

I hope you've had a chance to **explore the National Museum of the American Indian's Collections Search online.** We've gotten tremendous feedback from our members and the public about this project and we are delighted that we have been able to expand the reach of our collection. But we're just getting started!

Because you are a valued member of the Museum, I want you to be a part of this extraordinary effort. Your support will enable us to capture and convey as many American Indian stories as possible – **before it's too late.**

Please make a special contribution to the National Museum of the American Indian, in support of efforts like this today.


Visitors are now able to search the first 5,000 objects of our collection – and **get up close and personal** with its objects and historic photographs, in virtually unlimited ways. Nearly three years in the making, Collections Search includes images of each relevant piece and a description of its origin, date of creation, artist, owner or owners, how it came to the Museum, and more. **Eventually, Collections Search will contain nearly all 800,000 of the Museum's objects and 65,000 photographs.**

We've learned that public display brings forward new and better information about our collection. And, in turn, the Museum's power as a storyteller, and authority as a keeper of Native American history and culture, continues to expand. **Collections Search creates more opportunities to capture these stories than ever before.**

Yes, Collections Search is a **worthwhile and exciting endeavor.** It's also a **tremendously expensive one.** Exciting projects like this urgently need your support to succeed, especially as we **race against time to gather as much information as possible while it's still available.** Collections Search has the full support of the entire Museum community and leadership; I hope it will earn yours as well.

Please be part of this exciting and important undertaking. Make a special contribution to the National Museum of the American Indian today.

With great thanks,



Kevin Gover (Pawnee/Comanche)

NATIONAL MUSEUM OF THE AMERICAN INDIAN SEARCH. LEARN. DISCOVER. NMAI Collections Online

Dear Allison,


As a valued member, I wanted to **make sure you were one of the first to hear the news** – the National Museum of the American Indian is putting its collection online!

This vast new online archive, Collections Search, is **one of the most exciting and significant undertakings in the Museum's history** and we have already uncovered a **wealth of new information in the course of building this critical resource.**

It's almost as if the Museum was being created all over again, as objects that have been known and labeled as simply as "beaded saddle, Chippewa" take on rich and fascinating new meaning.

Our mission – to preserve the cultural richness of Native American heritage and make it accessible to the widest possible audience – demands we take this next logical step. **Collections Search will open our collection to millions who have never had the opportunity to see it in person.**

Explore and share the collection today at www.americanindian.si.edu/searchcollections.



Every object has a story. And beyond the rudimentary facts about material, tribal origin, and age is the deeper level of information that can truly reveal an item's "histories and mysteries." The hard work and resources we're investing in Collections Search is helping us capture the lost, forgotten, and incomplete histories of our collection **before they disappear forever.**

Because of the unlimited access of the Internet, Collections Search has virtually no limitations. Eventually, **Collections Search will contain nearly all 800,000 of the Museum's objects and 65,000 historic photographs, including those that**

at, and learning about, the Museum's collection will further our important ways. **Please join me in exploring Collections Search**

manche)

Support Collections Search and other NMAI projects

Be a Part of This Exciting and Important Undertaking.

DONATE NOW!

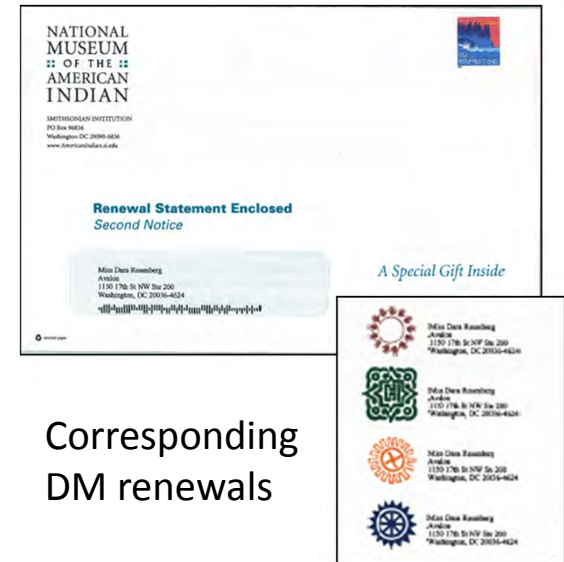
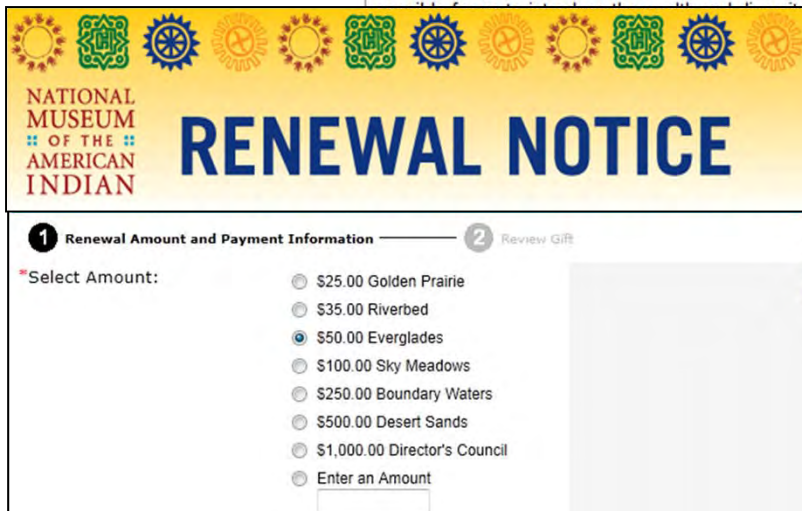
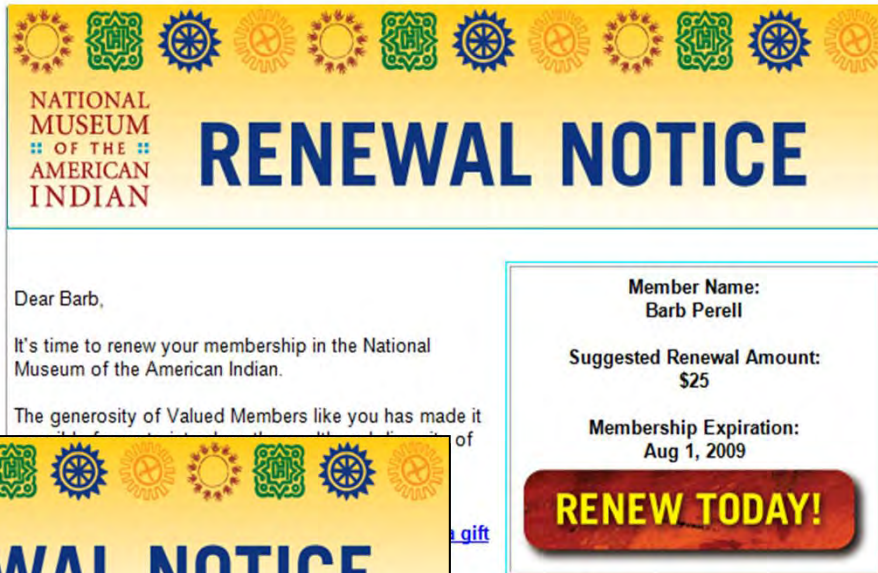
Explore the Collection Online Today!

CLICK HERE



Renewals

Suggested renewal amount and expire date populated

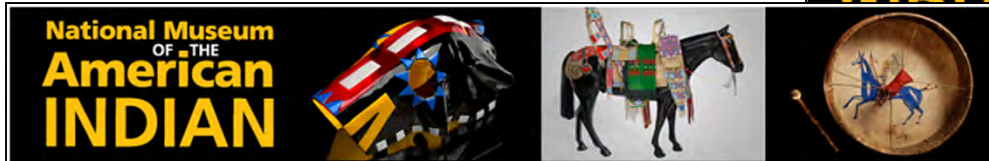


Corresponding DM renewals

- eRenewal revenue from monthly efforts has increased 86% since FY09 and has not negatively affected DM renewals



Engagement



Choose your favorite calendar cover!



Calendar Cover Option 1

Calendar Cover Option 2

Calendar Cover Option 3

*My choice for the 2012 NMAI Member Calendar cover image is:

- Option 1: Glass Horse Mask
- Option 2: Horse Regalia
- Option 3: Painted Drum

*Please choose one

From left to right:

Glass horse mask, 2008, by Marcus Amerman (Choctaw, b. 1959), New Mexico. Multicolored glass. (26/7193)

Apsáalooke (Crow) horse regalia: crupper (02/3106); head ornament (12/6404); lance case or scabbard (11/7689); cradle (14/0821), saddle blanket (16/1579), martingale (20/7717); saddle (19/0901); cinch (16/1582); parfleche (11/7693); cylinder parfleche (11/7685); green blanket, loan (L00278).

Lakota painted drum, ca. 1860s. South Dakota or North Dakota. Pigment, rawhide, wood, cotton cloth, and sinew. (10/5940)

and NMAI supporters to vote on the cover image for the 2012 NMAI Member Calendar. Thank you! The response was tremendous! Here is the winning image:



...a stunning representation of the work NMAI does year-round. Please make a special gift to enhance the understanding and preservation of Native cultures.

- Email 1: Vote with post-vote ask
- Email 2: Join/Renew to get calendar or give
- Email 3: Last chance before calendar goes to print



Engagement (cont'd.)



Dear Daved,

I've so appreciated the help from our online community in choosing 2012 NMAI Member calendar cover. I hope you agree it is a great choice!

And I want to make sure you get your copy, so **please join NMAI as a member today**. With your gift of \$25 or more, you will be eligible to receive the calendar created exclusively for members.



que, insightful exhibitions in an effort to

- Minimal changes from previous year (similar style, same number of images)
- Incorporated calendar ask into regular monthly renewals.
- Avg. gift stayed fairly flat
- Response rate more than doubled
- Raised 3.5x more gross revenue
- Avg. gift stayed fairly flat

NATIONAL MUSEUM OF THE AMERICAN INDIAN RENEWAL NOTICE

Dear Dara,

It's time to renew your membership in the National Museum of the American Indian.

The generosity of valued Members like you has made it possible for us to introduce the wealth and diversity of Native cultures to people from all over the U.S. and the world.

Please renew your NMAI membership today with a gift of \$ 50 or more!

When you **renew your annual membership**, you will be eligible to receive the 2012 NMAI calendar created exclusively for current members this summer. Your renewal gift also ensures you will continue to receive your **exclusive membership benefits**, including a one year subscription to *American Indian* magazine, discounts to NMAI's Zagat-rated Mitsitam Native Foods Cafe, and more.

Your support will help NMAI reach out to Native people where they live to ensure that their voices remain an integral part of the Museum. Our online *Collections Search* database helps us share the Museum's unique and valuable resources with Native communities and audiences throughout the Americas. And our engaging educational activities and exhibitions, created in close collaboration with Native communities, help to ensure every visitor gains a new respect and deeper understanding of Native peoples and culture.

Member Name:
Dara Rosenberg

Suggested Renewal Amount:
\$ 50

Membership Expires:
Sep 1, 2009

RENEW TODAY

Renew by **Friday, May 20** to receive your 2012 NMAI Member Calendar!



Don't forget to cultivate and engage with eNewsletters and inviting web content



NATIONAL MUSEUM OF THE AMERICAN INDIAN eNEWS

[Join Today](#) | [Give the Gift of Membership](#) | [Events](#) | [Exhibitions](#) | [Outreach](#) | [Visitor Information](#)

EXHIBITIONS



**Infinity of Nations:
Art and History in the
Collections of the National
Museum of the American Indian**

Through October 25, 2020
George Gustav Heye Center
New York City

This spectacular, permanent exhibition of some 700 works of Native art from throughout North, Central, and South America will demonstrate the breadth of the museum's renowned collection and highlight the historic importance of many of these iconic objects.

Chosen to illustrate the geographic and chronological scope of the museum's collection, *Infinity of Nations* will open with a display of headdresses. Signifying the sovereignty of Native nations, these works will include a magnificent Kayapó krok-krok-ti, a macaw-and-heron-feather ceremonial headdress.

[View the Online Exhibition](#)

[Download the App from iTunes](#)

<Image: Muiscia clay head, Colombia, A.D. 1200-1600, Clay, paint. (23/320)



**Vantage Point:
The Contemporary Native Art
Collection**

Through August 7, 2011
NMAI on the National Mall
Washington, D.C.

Vantage Point highlights the National Museum of the American Indian's young but vital collection of contemporary art, with significant works by 25 artists in media ranging from paintings, drawings, and photography to video projection and mixed-media installation. These complex and richly layered works speak to the concerns and experiences of Native people today, addressing memory, history, the significance of place for Native communities, and the continuing relevance of cultural traditions. The artists featured include Marie Watt (Seneca), James Lavadour (Walla Walla), Alan



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MEMBERSHIP

Help us ensure adequate funding for exhibitions and public programs by joining the Museum's monthly sustainer program, the *Wellspring Society*. [Learn more.](#)

MUSEUM SHOP



Ho-Chunk artist and NMAI curator of contemporary art, Truman Lowe, has designed this

About | Calendar | Press | Bookshop

The story of the relationship of Native peoples and horses is one of the great sagas of human contact with the animal world.

VISITOR INFORMATION | EXHIBITIONS | EVENTS | OUTREACH | EDUCATION | COLLECTIONS & RESEARCH | MEMBERSHIP & GIVING

INFINITY of NATIONS ONGOING • NEW YORK

AMERICAN INDIAN RESPONSES TO ENVIRONMENTAL CHALLENGES NEW EDUCATIONAL SITE!

We Are a People: A Ponca Journey October 7 & 8 Washington, D.C.

TIME EXPOSURES NEW YORK through June 10, 2012

INDIVISIBLE African-Native American Lives in the Americas THROUGH FEBRUARY 2, 2012

Smithsonian National Museum of the American Indian

Tribal Museum Directors Meeting January 19 & 20, 2012 • Washington, D.C.

Sitemap | SEARCH

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BLOG | NMAI DC | NMAI NY



Social media integration

The screenshot shows the Facebook profile for the National Museum of the American Indian. The page header includes the name, location (Washington, District of Columbia), and a 'Create a Page' button. The main content area features a 'Wall' section with a post titled 'National Museum of the American Indian' and a 'Weekly News Round-Up' post. The left sidebar contains navigation links for Wall, Info, Friend Activity, Events, Twitter, Discussions, Extended Info 2.0, Photos, and RSS/Blog. The bottom left shows engagement statistics: 42,880 likes and 4,418 comments.

The screenshot displays the Twitter profile for @smithsonianNMAI. The profile information includes the name 'smithsonianNMAI', location 'Washington, D.C.', and a bio: 'The National Museum of the American Indian is committed to advancing knowledge and understanding of the Native cultures of the Western Hemisphere.' The page shows a list of tweets, including one from @kriter87 and another from @smithsonianNMAI about a Ponca tribe event. The right sidebar provides statistics: 1,696 tweets, 770 followers, 7,711 retweets, and 659 likes. It also features a 'Recent Images' section and a 'Following' list.



Coordinate communications so you don't confuse your supporters

- ✿ Grid online schedules with mail, phone, and other communications
- ✿ Integrate production schedules to streamline execution
- ✿ Determine who's getting what and when to avoid overlap
- ✿ Identify online-only opportunities



<http://www.flickr.com/photos/jonwiley/>

Create a master grid



MONTH	ACQUISITION	APPEAL	RENEWAL	REINSTATE	DIRECTOR'S COUNCIL	MONTHLY DONOR	E-MAIL	PLANNED GIVING	INVITATIONS/ EVENTS	MAGAZINE
October 2011	A0112 October Acquisition and Rein - 10/11 (275m)		R0112 Rolling Renewals		Renewal		EA0112 E-Acquisition - 10/3 (23m)	PG Mailing - 10/15		Insight
November 2011		C0112 November Year-End Appeal - 11/7 (46m)	R0212 Rolling Renewals		Renewal				Art Market Mailing	American Indian
December 2011	A0212 December Acquisition and Rein- 12/12 (325m)	C0212 December Core YE Follow-Up - 12/12 (38m)	R0312 Rolling Renewals		Renewal	Dec Appeal w/ no ask to Wellspring Members - 12/12 (800)	EC0112 Year-End eAppeal - 12/5 (10m) EC0211 Year-End eAppeal Follow-Up (8m)			
January 2012		C0312 January Survey Appeal - 1/30 (47m)	R0412 Rolling Renewals		M0112 DM DCOF Invitation/Renewal - 1/23 (5m)	Tax Statement and new member card (600)				
February 2012	A0312 February Acquisition and Rein- 2/6 (275m)		R0512 Rolling Renewals		Renewal					American Indian
March 2012			R0612 Rolling Renewals	AL412 April TM Reinstatement - 3/21 (8.64m)	Renewal					
April 2012			R0712 Rolling Renewals		Renewal	S0112 DM Wellspring Invitation - 4/2 (2m)	EA0212 April E-Acquisition - 4/2 (23m)	PG Mailing - 4/13		Insight
May 2012	A0512 May Acquisition and Rein - 5/30 (275m)	C0412 May Appeal - 5/1 (47.422m)	R0812 Rolling Renewals AND LAPSED (R1)		M0212 TM DCOF Invitation/ Renewal - 5/21 (1m)	S0212 TM Wellspring Invitation AND UPGRADE - 5/21 (2.34m)	ES0212 May Wellspring E-Conversion - 5/3 (1m) EA0312 E-Calendar Acquisition (3 efforts)- 5/1 (45m) EC0312 Calendar eAppeal (2 efforts) - 5/1 (17.2m)			American Indian
June 2012			R0912 Rolling Renewals - 6/16		Renewal		EC0412 Recognition eAppeal - 6/4 (40m)			
July 2012		C0512 July Calendar Appeal - 7/2 (47m)	R1012 Rolling Renewals AND LAPSED (R2)		M0312 DM DCOF Invitation/ Renewal - 7/16 (6m)	July Calendar Appeal to WS members				
August 2012	A0612 August Acquisition and Rein - 8/15 (275m)		R1112 Rolling Renewals		Renewal					American Indian
September 2012		C0612 September Appeal - 9/4 (47m)	R1212 Rolling Renewals		Renewal					



Avoid last minute scrambles by planning all components of your online campaign

✦ Define the Universe

- *Segmentation – who are you emailing?*

✦ Define the Creative and Program Strategy

- *Case for Giving*
- *Call to Action*
- *Ask String(s)*
- *Art or other technical/functionality*

✦ Define your Tests

✦ Define creative (copy and art) that is appropriate for the web and online channels.

Test, test, test!

✿ Emails

- Time of day, day of the week
- Subject line, personalization
- Length of copy
- Link and image placement
- Signers and signature treatment (photo, signature, both)
- Callouts
- Personalization

✿ Landing page

- Submit button
- Ascending vs. descending asks
- # of asks, pre-selecting an amount)
- Image or # of fields on the page
- 1 column vs. 2 column format

✿ Segmentation

- Go beyond RFM
- Issue or interest
- Geography



Analyze and benchmark results

	Visitation, Performing Arts, & Libraries sectors	All Sectors
Total Email file size:	38,736	39,100
Usable email file size:	24,625	25,572
Online revenue:	\$221, 964	\$349,967
Online revenue growth:	19%	20%
Online avg. gift:	\$106.19	\$91.94
Fundraising open%:	21%	18%
Fundraising click%:	1.96%	1.76%
Fundraising response%:	.10%	.16%
eNewsletter open%	27%	19%
eNewsletter click%	3.44%	3.06%

**All stats from Visitation, Performing Arts & Libraries sector of 2011 Convio Online Marketing Nonprofit Benchmark™ Index Study published in March 2011. This sector includes zoos, museums, and aquariums that rely on members and guest visiting their facilities, and comprised 30 of the 589 groups in this study.*



And while we're talking about data...

- ✿ Set up a regular (automated or manual) data sync between your offline database and online database.
- ✿ Ensure that information you want and need to communicate with your donors (i.e. donation history, interest area, geographic information, etc.) exists in both databases.
- ✿ Without a data sync, you are not getting full picture of your supporters and could be confusing them, downgrading them, or not even contacting them.

What's next for NMAI?

- Consider a eWelcome series
- Further testing
- eAppend, list chaperones
- More aggressive sustainer recruitment
- Further integration with social media

AMMC 2011 – Philadelphia, PA

Thank You!

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