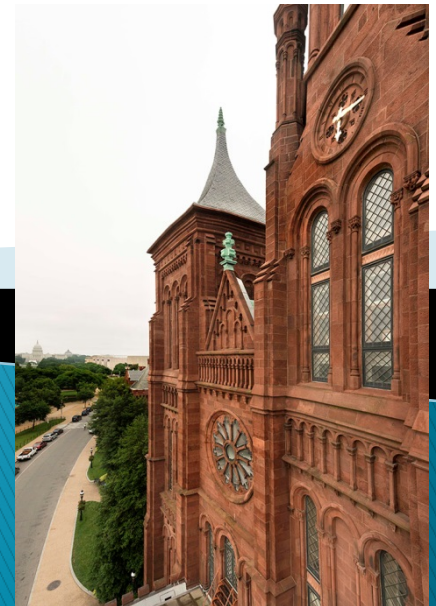




## Friends of the Smithsonian

# About the Smithsonian

- ❖ World's largest museum and research complex: 19 museums, National Zoo, research centers, and libraries.
- ❖ Locations in DC, NY, MA, HI, AK, FL, MD, VA as well as research taking place around the world.
  - ❖ Public and Private Partnership

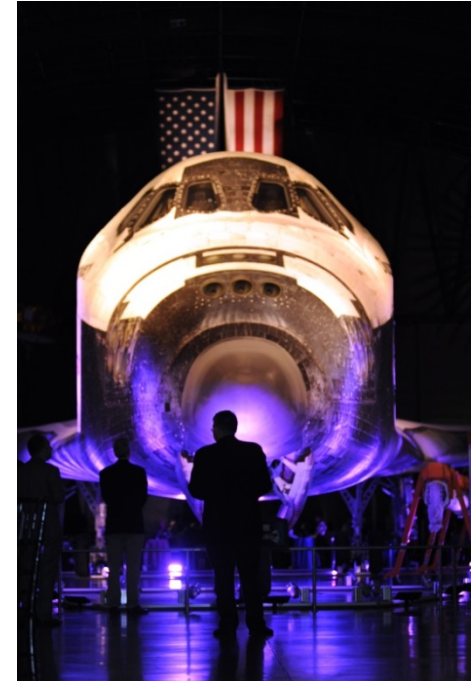




Friends of the Smithsonian

## Friends of the Smithsonian Overview

- ❖ Pan-Institutional and Unrestricted
- ❖ Membership levels between \$75 and \$20,000
  - ❖ Castle Circle \$1,000 – \$2,499
  - ❖ James Smithson Society \$2,500 – \$20,000
- ❖ 85% of members live outside of the Washington, DC metro area
- ❖ 76,663 members and donors
  - ❖ 724 Castle Circle; 470 Smithson Society
- ❖ \$13 million in revenue in FY14
  - ❖ \$2.864 came from Castle Circle and JSS
- ❖ Renewal Series: 8 mailed, TM and Email layered in.
- ❖ Appeals: Member can receive 5–7 appeals, plus follow-ups







Friends of the Smithsonian

## Upgrading to Giving Societies: Castle Circle and James Smithsonian Society

- ❖ High Touch Mail Solicitations
- ❖ Personal Outreach







Friends of the Smithsonian

## Mail Solicitations Castle Circle Upgrade

- Prior to FY14 mailed 1 to 2 times a year.
- Letter mixes mission and benefits, creating a stronger bond between members and SI.
- Highlights Annual Castle Circle Event.



## James Smithsonian Society Upgrade

- In FY13 introduced series of 3 mailings: First mailing in December for Year End, Spring and Summer Follow-ups.
- Letter focused on mission and philanthropy, special partnership.
- Letter versions for specific audiences.
- Annual Smithsonian Weekend and other events are highlighted benefits.





Friends of the Smithsonian

# Summer FY14 Joint Castle Circle and James Smithsonian Society Upgrade Solicitation Test

- Created new package offering both Giving Circles.
- Offered discounts for joining: \$850 for Castle Circle, \$2,250 for Smithsonian Society entry level.
- Mailed follow-up less than a month later.





Friends of the Smithsonian

## Who Do We Ask?

### ❖ Castle Circle Upgrade

- Lapsed Castle Circle members (36 months)
- \$500 level members (based on expire date)
- \$250 level members (based on expire date)
- Have included \$75 and \$150 level members with a wealth indicator rating

### ❖ James Smithsonian Society Upgrade

- Lapsed Smithsonian Society members (36 months)
- Active Castle Circle members (based on expire date)
- Cumulative Giving of \$10,000 or more
- Multi year appeal givers
- Event attendees



## Friends of the Smithsonian

### FY13 and FY14 Campaign Results

JSS Upgrade Campaign	Quantity Mailed	Response Quantity	Response Rate	Gross Revenue	Average Gift
FY13 Dec	2081	29	1.39%	\$45,375	\$1,565
FY13 July	3416	14	0.41%	\$23,700	\$1,693
FY13 Aug	497	1	0.20%	\$2,500	\$2,500
FY14 Dec	4107	91	2.22%	\$57,835	\$636
FY14 Feb	2712	14	0.52%	\$24,600	\$1,757
<b>Total</b>	<b>12,813</b>	<b>149</b>	<b>1.16%</b>	<b>\$154,010</b>	<b>\$1,033.62</b>

CC Upgrade Campaign	Quantity Mailed	Response Quantity	Response Rate	Gross Revenue	Average Gift
FY13 Sept	2703	19	0.70%	\$12,000	\$632
FY14 Nov	1967	15	0.76%	\$10,200	\$680
FY14 Mar	1435	2	0.14%	\$2,350	\$1,175
<b>Total</b>	<b>6,105</b>	<b>36</b>	<b>0.59%</b>	<b>\$24,550</b>	<b>\$2,487</b>

**FY13 Specific Upgrade Mailings resulted in \$47,674 in additional dues revenue.**

(All upgrades to CC and JSS in same time frame resulted in \$186,700 in additional dues.)

**FY14 Upgrade Mailings Resulted in \$60,090 in additional dues revenue.**

(All upgrades to CC and JSS in same time frame resulted in \$230,900 in additional dues.)





Friends of the Smithsonian

## Joint JSS/CC Upgrade Test Results

Joint JSS and CC Upgrade	Quantity Mailed	Response Quantity	Response Rate	Gross Revenue	Average Gift
Lead	5804	17	0.29%	\$12,808	\$753
Follow Up	5581	18	0.32%	\$14,483	\$805
<b>Total</b>	<b>11,385</b>	<b>35</b>	<b>0.31%</b>	<b>\$27,291</b>	<b>\$780</b>

Response Breakdown: 19 Upgrades to CC or JSS  
16 Additional Gifts



## Friends of the Smithsonian

### Retention after Upgrade Solicitation Response

#### James Smithson Society

Year	# of Upgrades	% Still Active	% at Same Level	% at Additional Level
2009	28	35%	25%	4%
2010	9	55%	33%	0%
2011	5	40%	20%	20%
2012	23	60%	52%	8%
2013	11	72%	72%	0%

#### Castle Circle

Year	# of Upgrades	% Still Active	% at Same Level	% at Additional Level
2010	8	100%	75%	25%
2011	14	100%	42%	42%
2012	32	71%	6%	21%
2013	10	80%	80%	0%

Does not include upgrades through other methods.

### Retention after Other Upgrade Methods

Years	# of Upgrades	% Still Active	% at Same Level	% at Additional Level
2009 -2013	666	50%	44%	11%

Includes Both Castle Circle and James Smithson Society Upgrades