

LESSONS LEARNED FROM THE OUTSIDE

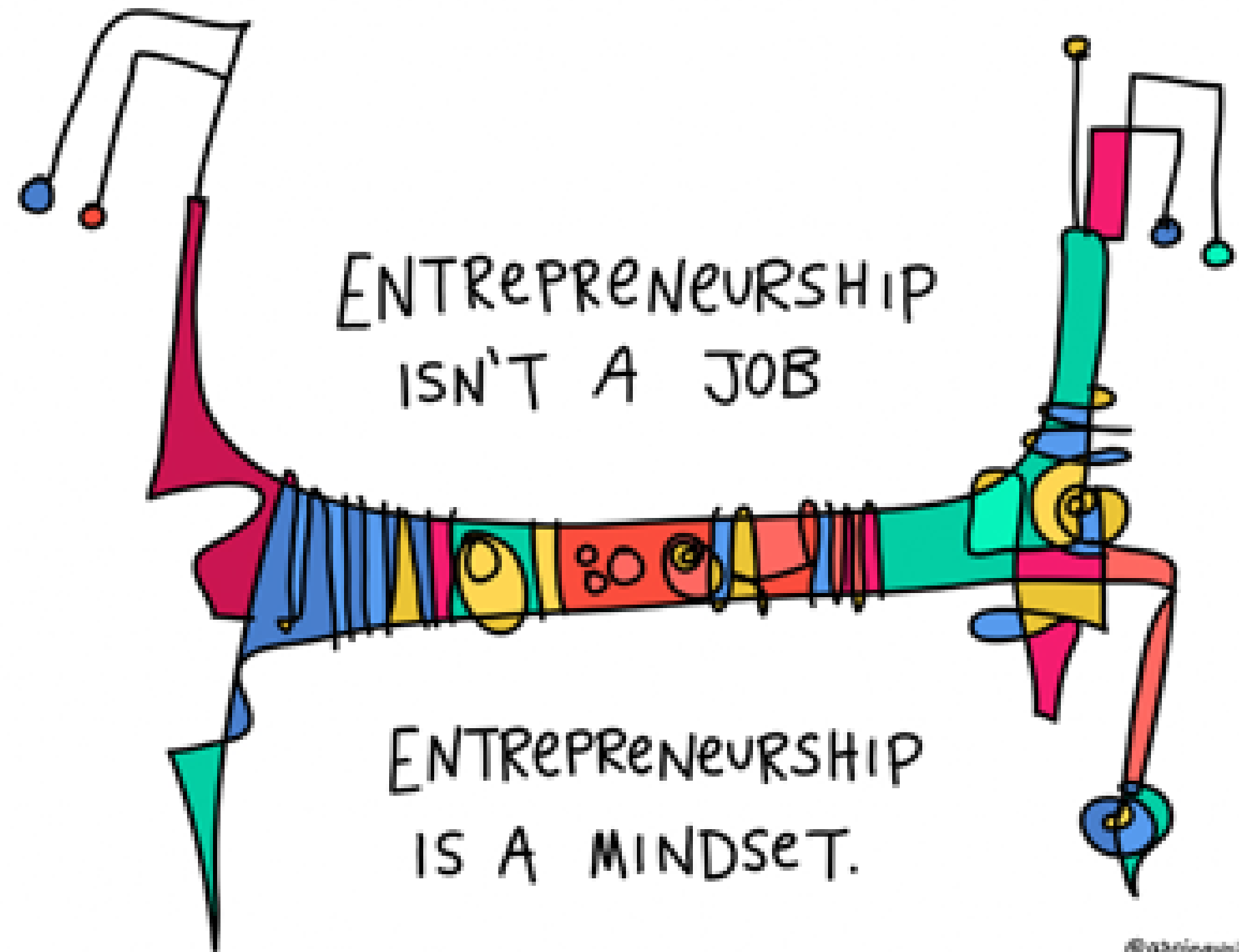
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Vice President & CMO
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John Perrell
Director, Direct Response
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Smithsonian Institution

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Pennington Gray

AMERICAN MUSEUM MEMBERSHIP CONFERENCE
11.7.17



ENTREPRENEURSHIP
ISN'T A JOB

ENTREPRENEURSHIP
IS A MINDSET.

@gapingvoid

ENTREPRENEURSHIP/
INTRAPRENEURSHIP

“Dreamers who do.”
- Giffor Pinchot

INTRAPRENEURSHIP



Amazon Echo and Google Home smart speakers will sell more than 24 million units combined through the end of 2017.

Voice Enabled Interactions

“Alexa, tell Do Good to...”

How does it work?

Step 1: Enable the skill by using your voice.

“Alexa, enable the Do Good skill”

Step 2: Just ask Alexa.

“Alexa, ask Do Good to give \$25 to DAV.”

Alexa response: “Would you like to make a one time gift or a monthly gift?”

“You’re blazing the trail here for the nonprofit community.”
– Nemecia K., Amazon Alexa Team



Askdogood.org

Voice Enabled Interactions

“Alexa, How can I do good today?”

Engaging
beyond
donations

With DoGood individuals can give a gift to their favorite causes, add their name to a petition or call their elected official.

What exhibits are at the Philadelphia Museum of Art?

What time does the Barnes open?

Please renew my membership at the National Zoo.

I'd like to buy tickets to MoMA

Askdogood.org






Approximately \$4 trillion worth of merchandise was abandoned in online shopping carts in 2015.

About 63% of that is potentially recoverable by savvy online retailers.



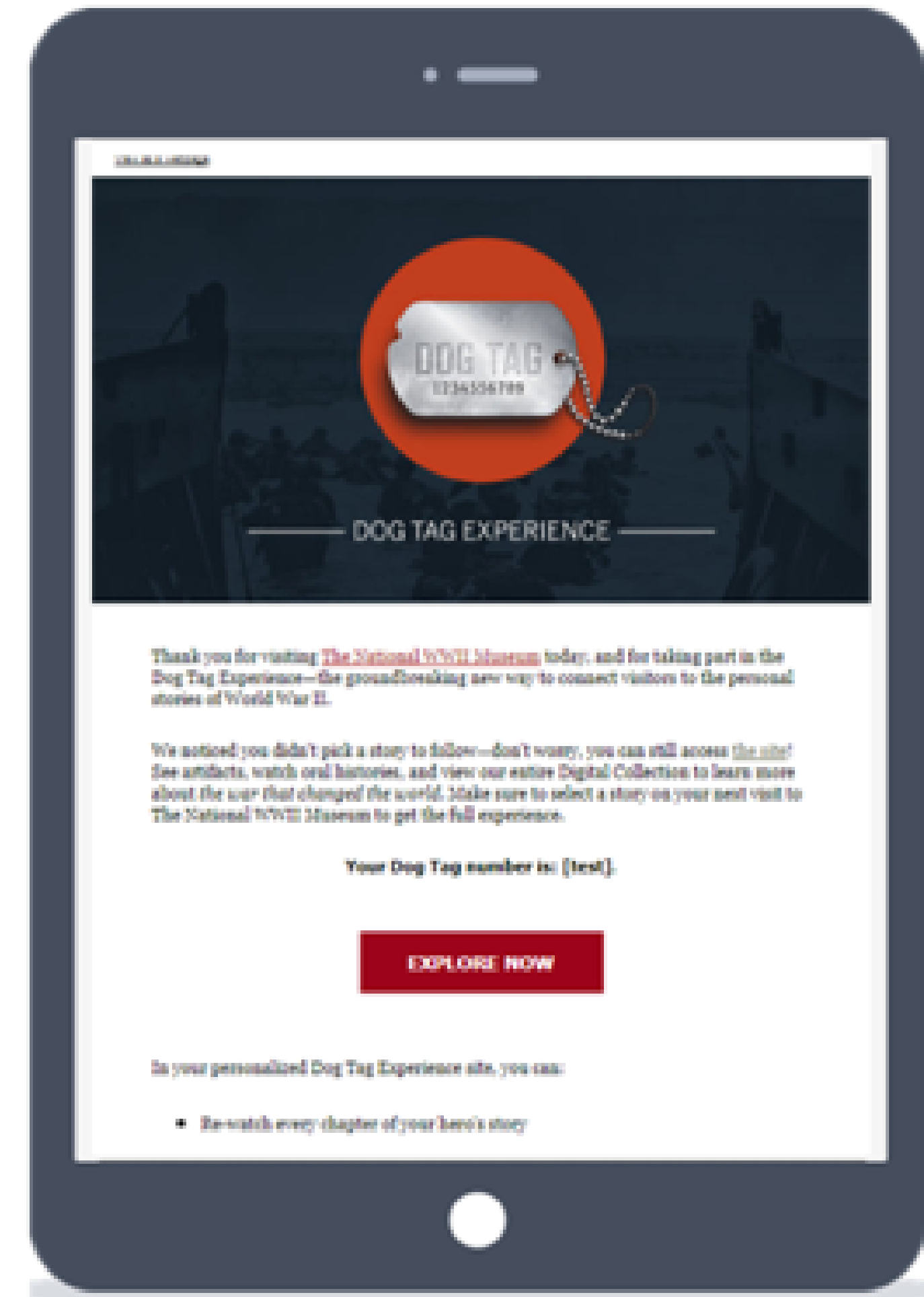
Email Marketing: In-Store Acquisition

Many retailers employ methods to connect to their customers via email acquisition at multiple touchpoints throughout the store.

Pre-POS	At POS	Post-POS
		
<ul style="list-style-type: none">• Kiosk/iPad entry Privacy policy or disclaimer at point of collection• Notepad Ask to check spelling• Fishbowl Write-in-drop contest (repermission B2B)	<ul style="list-style-type: none">• Cash versus credit Cash transactions are exempt; otherwise can't obtain email during transaction in California• Disclaimer is optional but is a privacy best practice• E-Receipt Provide a disclaimer or an email request after card clears	<ul style="list-style-type: none">• Credit card terminal Email entry following transaction• Automatic teller request Privacy policy or disclaimer at point of collection• Cashier request Disclaimer is optional but advised as a privacy best practice• Paper receipts are prime real-estate to promote your social media presence and Website

Email Marketing: In-Museum Acquisition

We've employed an in-Museum application of the same idea and it has completely transformed our email marketing program.



DOG TAG

050043F066



THE NATIONAL
WWII MUSEUM
NEW ORLEANS



DOG TAG

Here

Grumman F6F Hellcat

INTERACTIVE OBJECT

Designed to be an improvement over the F4U Corsair, the F6F Hellcat came into production in June 1942. By the end of the war, over 12,000 were produced. Despite the heavy weight of the predominantly conventional Hellcat's fuselage, it was a formidable fighter. It was one of the fastest fighters of the war. The Hellcat was one of the highest 500 mph of any Allied aircraft. Hellcat pilots, including the top ace Joe David McCampbell, downed more than 2,000 enemy aircraft.



ORAL HISTORIES

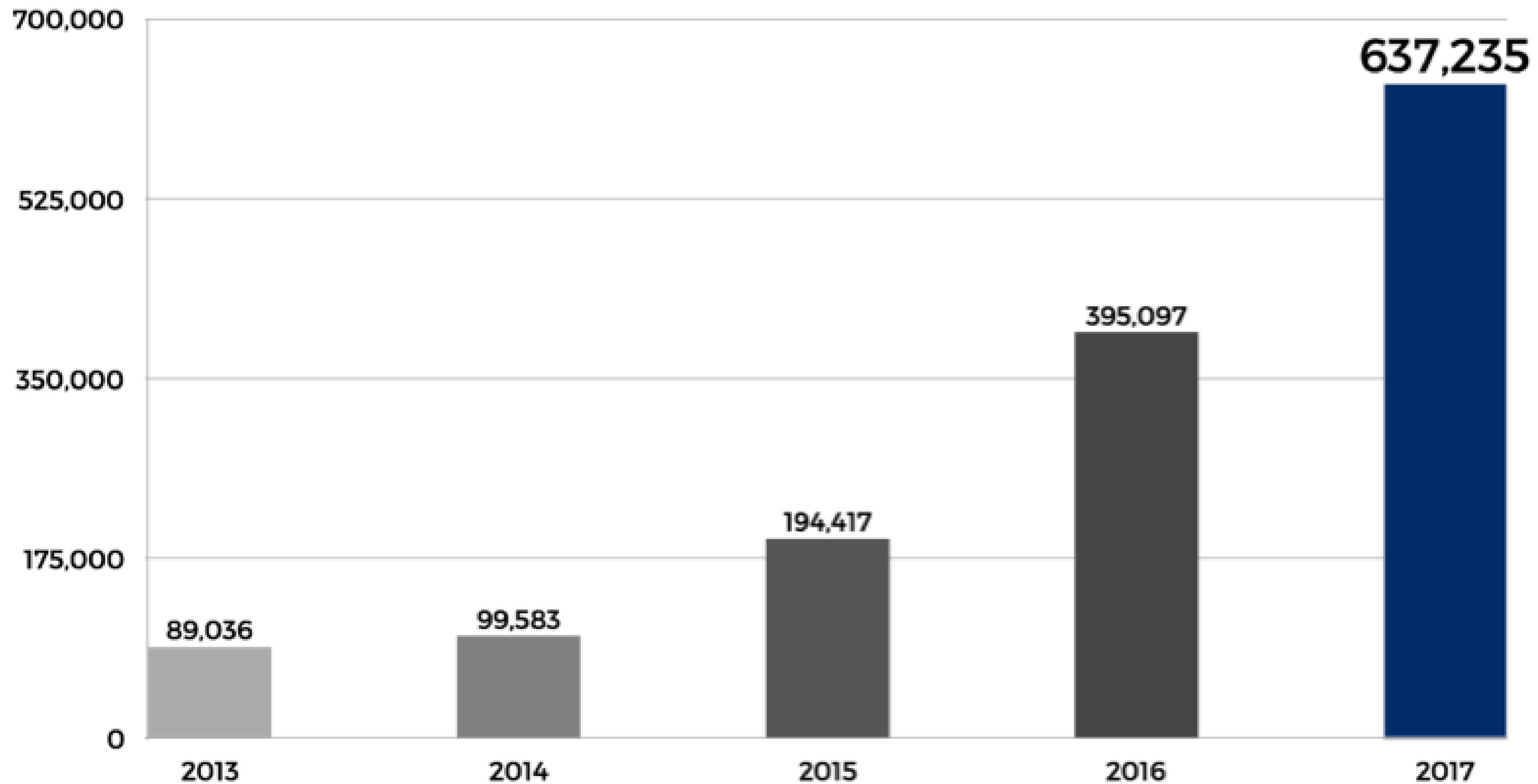
ARTIFACTS


ANIMATED MAPS



NY 006

Email Marketing: In-Museum Acquisition



A photograph of a house entrance. On the left, there is a white door with a window. To the right of the door is a window with white trim. In the foreground, there is a brown doormat with a large, dark 'W' on it. The background shows a blurred view of greenery.

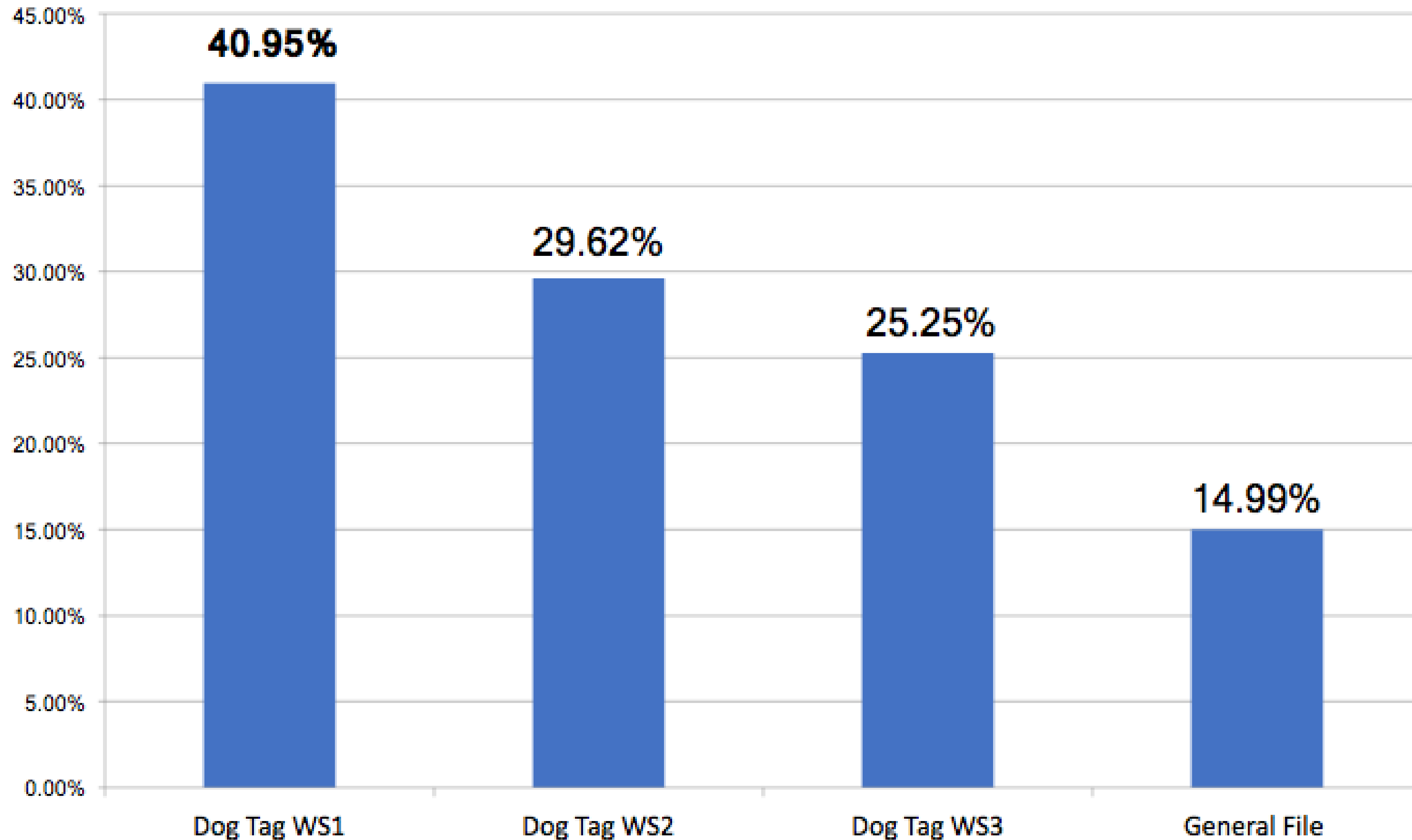
Welcome emails have
63% higher open rates
and higher unique
click-through
rates than any other
kinds of emails.

Email Marketing: Welcome Series

We send an email at the close of business to each visitor who registered that day. It includes a link to a personalized website which includes your story and any artifacts you collected on campus with orientation on how to unlock both.



Email Marketing: Welcome Series Open Rates





Marketers see an average increase of 20% in sales when using personalized web experiences.



Hello Jonah,

WELCOME TO YOUR DOG TAG EXPERIENCE!

We hope you enjoyed your visit to The National WWII Museum's Campaigns of Courage! Below, you can find all of the chapters of your WWII Story as well as any item you collected while at the Museum. You'll also find additional items selected by our curators which might interest you, including links back to our Digital Collection where you can listen to the full oral histories from our collection.

YOUR WWII STORIES



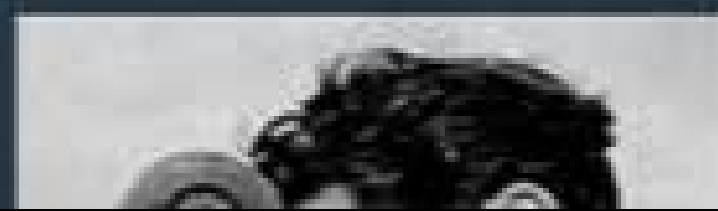
JOSEPH DIAMOND

NOVEMBER 19, 2014 13:23



ERNIE PYLE

NOVEMBER 20, 2014 11:06



ROBERT CADA

Email Marketing: Welcome Series

Subsequent emails in the series focus on additional aspects of the Dog Tag Experience, Museum programs + activities and end with an ask to become a member.

At the end the subscriber is placed into the house email file.



Email Marketing: Welcome Series

Always end with an ask!

- Since launch we've had 6,715 transactions for a total of \$1.17M and an average gift amount of \$174.24.



Email Marketing: High Frequency & Programmatically Diverse

18M emails per quarter

Fundraising & Membership but also:

- Museum Store
- Travel
- “Honor Your Hero”
- Museum Programming

\$390 BILLION WAS GIVEN
TO CHARITABLE CAUSES
IN 2016.

ARTS, CULTURE, AND
HUMANITIES
TOOK IN ~5% OF THIS
AMOUNT.



Advocacy: Integrating issues of the day, yielding relevancy and urgency



**THE
FIGHT
FOR
EQUALITY...**

#USAforUN
1,179 members

The proposed federal budget includes measures to gut U.S. support for the United Nations, endangering millions of lives, our climate, gender equality, and other important priorities for Americans. Sign the #USAforUN petition and urge Congress to stand up for what is right and reject these proposed cuts to the UN.

**UNITED NATIONS ASSOCIATION
of the United States of America
ESTABLISHED BY THE UNITED STATES CONGRESS**

September 2017

Dear Friends,

Where did you stand in 2017?

This is a question that history will ask of us all.

As the 72nd Session of the United Nations General Assembly convenes this month here in New York, we are reminded of just how vital the work of the UN is to the stability of the world. Despite being tensions, because of the UN, world leaders are coming together to peacefully discuss the most pressing issues of our times: nuclear proliferation, ending hunger and extreme poverty; protecting refugees, children and families and promoting peacebuilding and human rights. While the topics at hand are nothing short of daunting, we must celebrate how the UN continues to breathe a spirit of cooperation into even the most challenging of situations.

This is why I ask you to please make a donation of to the United Nations Association of the United States of America (UNA-USA). Your support matters now more than ever.

To respond, simply return the attached form with your contribution or donate online at www.una-usa.org/donate. When you make a gift of \$100 or more by November 1, you'll receive a free UNA-USA tote bag in thanks for your generosity.

Born from the devastating aftermath of World War II, since its earliest beginnings UNA-USA has been led by distinguished Americans dedicated to peace, including First Lady Eleanor Roosevelt, Arthur J. Goldberg, former U.S. Supreme Court Justice and U.S. Permanent Representative to the UN, Cyrus Vance, former U.S. Secretary of State, and John C. Whitehead, former Deputy Secretary of State. In 2010, we formed a strategic alliance with the United Nations Foundation and have fast become the nation's largest group of advocates for the UN.

Our mission is simple: We are a movement of Americans dedicated to protecting strong U.S. leadership at the UN. We will never forget the bloodshed of World War II that gave birth to the UN, and we will never stop advocating for all lives to have dignity.

Who else but the UN is willing to enter the most dangerous places throughout the world and help innocent people as they face unimaginable violence and lack of access to basic necessities like water and medical care? And who else but the UN is bold enough to establish workable, sustainable development goals that aim to eradicate poverty, protect our ecosystem, and create safe, peaceful societies that have been previously torn apart by tension and war?

Indeed, the UN is the voice of compassion, dialogue, AND action in a world that so desperately needs more of it. Won't you help this deserving work?

By supporting UNA-USA, you stand with the UN and actively help the world become a better place. UNA-USA donors are the UN's very best advocates.

(Over, please...)

Headquarters | Washington, DC
1700 20th Street, Washington, DC 20006 | Tel: 202.687.7640 | Fax: 202.687.8001 | www.una-usa.org
1000 Avenue of the Americas, 16th Floor, New York, NY 10018-4054 | Tel: 212.687.2312 | Fax: 212.687.2314

Open, allowing donors a 40 percent of equality for my for the LGBT community, eliminating extreme poverty and help for the most vulnerable. I support donors for the life-saving work of the United Nations world.

\$500 \$1,000 Other: _____

We encourage every important system by email. If you would like to receive the system, please provide your email address below.

Open, DC 20006 | www.una-usa.org UNA-081701



SWEAR IN, BREATHE OUT WITH SARAH PLATT-FINGER FEATURING LIVE MUSIC BY AYA & TYLER

FRIDAY, 1.20.17
7:00 - 8:30 PM
SOLD OUT

Join Sarah Platt-Finger, co-founder of BH&A Yoga for an evening of meditation, movement, and music on Inspiration Day. The class will begin with a meditation to plant an intention for the highest good, followed by a gentle, grounding flow. The evening will be accompanied by live electronic music by Aya & Tyler. Join us, or we invite together to remember that we are all connected, and even in times of change and uncertainty, we are never alone. Please bring your own mat (optional) and yoga blocks (optional).

THIS EVENT IS SOLD OUT!
Advance Tickets: \$30.00
Day of: \$35.00
Members Advance: \$27.00
Members Day of: \$37.00

- [Standby Procedure](#)
- [Download Participant](#)
- [View](#)
- [Add to Cart](#)
- [Checkout](#)
- [Bookmarks](#)

Messages of urgency

Programs of relevancy

THE RUBIN SUPPORT

Drastic Cuts of Arts & Cultural Funding Proposed

Have you heard that we may be facing massive cuts in arts funding? The White House is proposing drastic cuts to public arts and cultural funding for the upcoming 2018 budget year, including a decrease in **National Endowment for the Arts** that would eliminate all new grants.

We rely on support from the NEA and beyond to bring exhibitions and programs to you, our visitors, and these funding sources are under siege.

We need your support.

If you loved exhibitions like *Nepalese Seasons: Rain and Ritual*, which received NEA grant support, then you'll know why your donation is so critical. More than ever, visitors rely on the **Rubin** to experience art, culture, and programming that is relevant in today's times.

Help us ensure a sustainable future.

Donate today to ensure we can continue our mission.



90% of decisions and choices are made without any conscious thought.

Neuro-Fundraising

Neuro-Fundraising is the scientific approach to understanding the subconscious mind and how to tap into it for the purposes of raising funds for our clients.



Eye Tracking



Facial Analysis



Galvanic Skin Response



Self Report



Implicit Response Test

Visual Barriers




Psychological effect: removes rational from decision making

In this test:

- ↑ • Response rate 4%
- ↑ • Average gift 3.5%
- ↑ • Gross income 7%

2015 [CityXXXXXXXXXXXXXXXXXXXXXXXXXXXX]
Area Fund Drive
Wounded Warrior Project

WOUNDED WARRIOR PROJECT



YES! America's injured warriors can continue to count on me! Here's my gift to the 2015 [CityXXXXXXXXXXXXXXXXXXXXXXXXXXXX]
Wounded Warrior Project® (WWP) Fund Drive: 50 60 70 80 or \$ _____

To make a donation online, go to support.woundedwarriorproject.org/wwp.

Mr. James Donor
CDR Fundraising Group
16900 Science Drive, Suite 210
Bowie, MD 20715-4412

My check is enclosed and made out to Wounded Warrior Project.
 Please charge my credit card.
(Please complete form on reverse.)

Your gift is tax deductible as allowed by law.
Any gift is welcome!

National Processing Center
PO Box 758541 ★ Topeka, Kansas 66675-8541

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Can you spare this much?

“Big Data is completely transforming how companies drive their decision making, but many nonprofit organizations are unprepared to make the most of this opportunity.”

Steve MacLaughlin, *Data Driven Nonprofits*

DIGITAL MARKETING

DON'T MISS THE DISRUPTOR TRAIN

- Go beyond search engine marketing
 - Retargeting
 - Pixels
- Target people who like you and have visited you
 - GPS data (geo-fencing)
 - Facebook/Instagram

MONEY MATTERS

EXPANDING YOUR BASE OF GIVING

- Explore ways to expand revenue generation beyond membership and dues
- Extend the reach of an organization beyond the traditional regional boundaries
- Key Areas to focus on:
 - Donors (Non-members that support your mission)
 - Funders (Constituents that want to support specific projects)
 - Appeals (Securing additional gifts from members and donors)
 - Monthly Giving (building a base of supporters that provide steady revenue)

MULTI-CHANNEL MARKETING TO INTEGRATE OR NOT TO INTEGRATE (YES TO BOTH!)

- Focus on an integrated multi-channel strategy can help to increase revenue and drive KPI's like retention and revenue per donor
- Helps to promote ways to give that are relevant to your constituency
- Encourages donors to be both online and offline donors
 - Higher revenue per donor
 - Greater retention
- Know when and where to integrate

VERTICAL INTEGRATION

LOVE THE ONE YOU'RE WITH

- Align fundraising strategy to optimize long-term revenue goals
- Cradle to grave strategy for individual giving
- Pipeline to major giving and planned giving
- Removes silos and promotes a cooperative work environment

Panelists

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