



DHPS | NY

DOCUMENTARY HERITAGE
& PRESERVATION SERVICES
FOR NEW YORK

Thanks for joining us! Today's presentation will begin shortly.

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Board Governance: Membership Program Revitalization

Presented by Andrew Marietta
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Documentary Heritage and Preservation Services for New York is a five year initiative to deliver collections-related training, preservation surveys, archival assessments, and other services to the historical records community in New York.



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About the New York Council On Nonprofits www.nycon.org

NYCON develops and promotes an effective and vibrant charitable nonprofit community throughout New York State. We strengthen organizational capacity, act as an advocate and unifying voice, help to inform philanthropic giving, and conduct research and planning to demonstrate relevance and impact.

NYCON is a statewide association of more than 3,000 diverse charitable nonprofit organizations.

- We provide our members with a wealth of quality, cost-saving group purchasing and discounted programs, from insurance and employee benefits to payroll outsourcing and publication discounts.
- We offer a wide array of customized, comprehensive training and specialized technical assistance services
- We provide legal and financial assistance
- We offer fiscal sponsorship and nonprofit incubation
- We provide community stakeholders with needs assessments, applied research, consortium and coalition development, program development and evaluation, grant management, and act as a lead agency.

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Key Learning Objectives

- Review revenue generation strategies and role of membership, including challenges
- Defining membership value and call to action
- Leveraging your membership program
- Reviewing membership marketing ideas
- Assessing your membership

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Revenue Generating Strategies

- Grants: government and private
- Earned revenue, entrepreneurial activities
- Fund raising activities
 - Membership
 - Special events
 - Direct mail
 - Email solicitation
 - Text giving
 - Phone-a-thons
 - Planned giving (wills, bequests, annuities)
 - Face-to-face solicitation
 - Online (web, facebook, crowdsourcing)

Securing Your Organization's Financial Stability



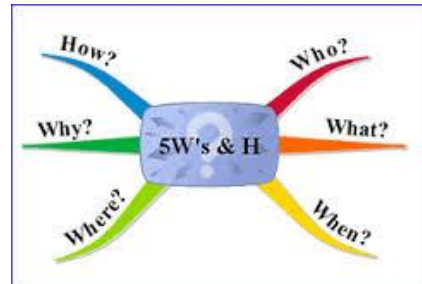
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Preparing for Resource Development

- Get buy-in
- Build knowledge, skills, and comfort
- Develop policies: gift acceptance, board expectations
- Ensure adequate infrastructure and staff or volunteer support
- Develop a written plan
- Develop communication tools



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Participation as a “Citizen Marketer” ...

We are **ALL** in sales.

- Do we **know** what we are raising money **for**?
 - What is your organization the best at?
- Do we **believe in** what we are raising money **for**?
- Why should **others care**?
 - Do others think & say you are the best at it?
- Can we **communicate** what we are selling, demonstrate the ROI and make an “ask”?
 - For money, time, attention, etc.

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Why have a Plan?

- Challenges & replaces magical or wishful thinking
- Coordinates Board, fund raising & marketing efforts with the organizational strategic plan
- Gets “buy-in” from participants regarding:
 - Goals
 - Roles
 - Priorities
 - Accountability

GOALS
+ PLANS
= SUCCESS

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Why have a Plan? (cont'd)

- Helps to pace your annual efforts
- Great orientation tool for new Board Members & Committee Volunteers
- Creates understanding of everyone’s fund raising roles & responsibilities
- Is outcome-based & measurable which helps you learn & measure your success

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Membership Challenges

- Explaining/demonstrating value
- Leveraging membership to maximize revenue
- Recruiting/attracting new members
- Retaining your members and building loyalty
- Renewing your members
- Others?

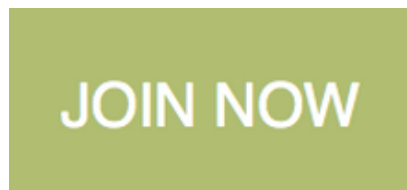
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Benefits Focus

- Various levels
- Laundry list of benefits
 - Free tickets
 - Event invites
 - Discounts
 - Recognition
 - Other benefits?



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Value



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Membership Call to Action

- Make it meaningful
- Make it valuable
- Membership can be as simple as clicking a link or instead require significant investment
- Being a member should provide connection and energize people
- Make them investors and partners



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Stop being a not-for-profit.

Why do we define ourselves in the negative? It makes no sense.

Does your organization exist to ‘not make any money?’

Or, does it exist to save lives, change lives and **impact lives.**

Connection to Impact Drives Potential for Income.

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Source: www.forimpact.org

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Case Study In Making It Simple: “In A Nutshell”

• “The Soap Box and Toolbox for New York’s Nonprofits”

What?	Why?	How?
Support	Build Stronger Nonprofits	Comprehensive Services
Plan	Community Engagement	Collaboration
Advocate	Give Voice to All	Education and Lobbying

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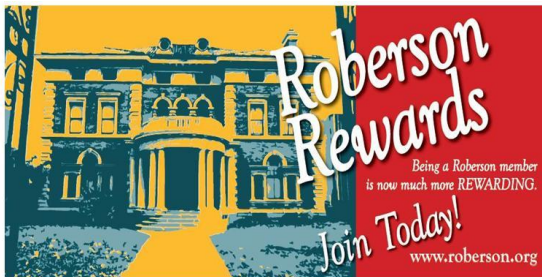
Leverage Membership

- **Web advertising**
- **Sales or service directory/guide**
- **Branded merchandise**
- **Workshop and program fees**
- **Corporate sponsorships**
- **Webinars**
- **Business partnership/rewards**

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Rewards



Discounts to over 25
local businesses when
Rewards card is
presented

Picture this: You become a member of Roberson, get free admission when you visit, free planetarium shows and get Roberson related discounts like always. BUT NOW -- the same membership gets you all that, AND discounts at over 25 businesses around town too -- and at no extra cost...

...That's what we call Roberson Rewards!

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Rewards Examples

Food, Drink and More

- Binghamton Hots: 10% off orders between 4-8pm. Valid Mon-Saturday
- Black Bear Winery: 5% discount on any bottles of wine.
- Bob and Sallie Connelly Antiques, Auctions, Appraisals: 10% off any purchase over \$25
- Endicott Tire & Service Center: 10% discount on all purchases
- Raymour & Flanigan Furniture: 10% off on any regular price items (no long-term financing available with discount)
- The Binghamton Zoo at Ross Park: \$2 admission
- Tri-Cities Opera: 15% off regular priced ticket to any show, in any section (Limit of 4 tickets, see membership packet for discount code)

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Package Program

Make A Difference Rewards Card

- **Buy a Make A Difference Rewards Card** for just \$20 and receive up to \$600 worth of discounts from nearly 100 local businesses and restaurants. It's a great deal and an easy way to support BCAC operations, as well as our sister non-profit the [Broome County Humane Society](#). There's no catch. Your Make A Difference Rewards begin as soon as you BUY THE CARD. They make great gifts, too. For a full list of participating business, visit the Make A Difference Rewards [website](#).

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Collaboration

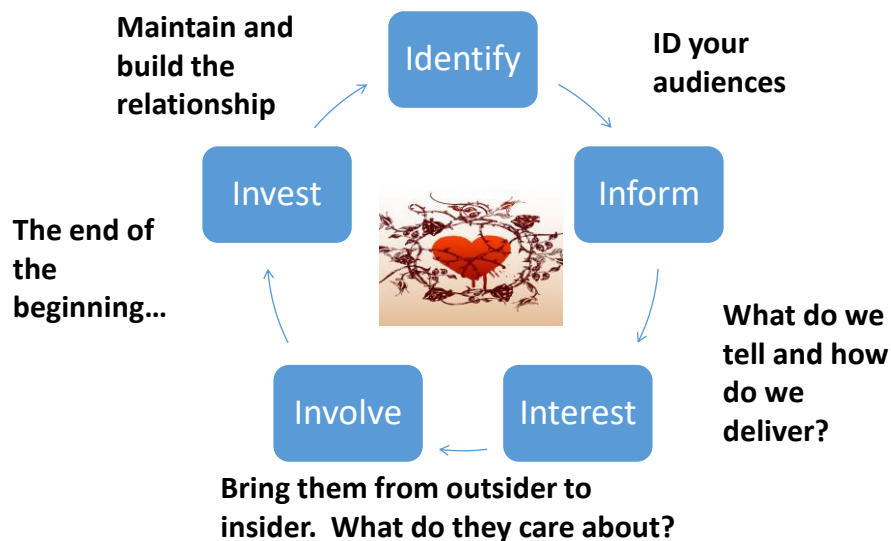
Fund for the Arts

- Sponsored by the Kentucky Arts Council
 - To maximize the impact of the Arts on economic development, education and the quality of life for everyone by generating resources, inspiring excellence, and creating community connections.
 - Donors to the Fund for the Arts of \$52 or more per year receive an ArtsCARD that provides discounts to select performances/exhibits or merchandise at the Fund's Cultural Partners.
 - Donors to the Fund for the Arts of \$250+, will receive an ArtsPASS. To redeem your ArtsPASS for two free tickets, please read the following guidelines for each participating Fund for the Arts Cultural Partner and then contact their box office for ticket information.
 - <http://fundforthearts.com/>

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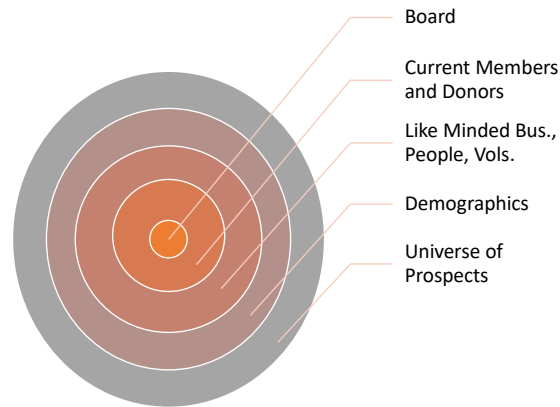
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Increasing Membership



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Identify Your Audiences



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Different People

- Network expands reach geographically and across generations
 - Generation Y (18-32) represents **11%** of total giving
 - Generation X (33-48) represents **20%** of total giving
 - Baby Boomers (49-67) represent **43%** of total giving
 - Matures represent (68+) represent **26%** of total giving



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Nonprofit Marketing Cycle

Typical

- Us
- Here's what we're doing
- Send us money
- Us
- Here's what we're doing
- Send us money
- Us
- Here's what we're doing
- Send us money

Effective

- Here are results
- Here's how it affects you
- Send us money
- Here are the results from your money
- Here's how it affects you
- Send us money

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Primary Channels for Online Engagement

- **Website** is the primary tool for action.
 - Donations, volunteering, event sign up, etc. but social networks, email and direct mail help "fill out" the multi-channel mix that drives people to the website to act
- **Email** is primary vehicle for solicitation, but generates *well under 50% of the online transactions*
 - Nearly 40% of all donors have given online, only 15% say they have done so in response to email
- **Social networks** are a primary vehicle for engagement, but *not donations.*

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Find More People

- Search Engine Optimization
- Social Sharing
- Google Grants/AdWords (*Up to \$10k in Advertising*)
- Retargeting, Facebook Ads



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What's Search Engine Optimization (SEO)?

Your links, paid search, and social media acts as the icing, but your content, information architecture, content management system, and infrastructure act as the sugar and makes the cake.

Without it, your cake is tasteless, boring, and gets thrown in the trash.



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Google Grants

- With about an hour of work, most organizations can increase traffic to their website
 - Apply <http://www.google.com/nonprofits>
 - Create a New Campaign
 - Create an ad group with your organization's name
 - Create an ad group based on your organization's mission
 - Let your ads run and check your results

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Facebook Ads

- Custom Audiences:
 - Custom Audiences is an ad targeting option that lets advertisers find their existing audiences among people who are on Facebook. You can use the ads create tool or use Power Editor to create a Custom Audience
 - <https://www.facebook.com/help/341425252616329>

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Start with What You Already Have...

- Current Audience
 - Email list
 - Website visitors
 - Direct mail/newsletter subscribers
- What do they want from you?
 - What problem can you solve?
- Short but sweet survey of membership
 - Make it **RReal, Relevant, Realistic, Rewarding**

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Sample Survey: Gender

Answer Options	Response Percent	Response Count
Male	18.5%	53
Female	81.5%	234

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Sample Survey: Household

3. How many people are in your household?		
Answer Options	Response Percent	Response Count
One	8.4%	24
Two	21.7%	62
Three	18.5%	53
Four	31.1%	89
Five or more	20.3%	58
Other		1
answered question		286
skipped question		3

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Sample Survey: Membership

4. Are you a member?		
Answer Options	Response Percent	Response Count
Yes	52.9%	148
No	47.5%	133
If no, please share why not:		99
answered question		280
skipped question		9

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Sample Survey: 3 Words

Expensive Accessible Pool Place Fitness Clean
 Swimming Workout Fun sports Friendly
 Children Family Affordable Community Learning
 Kids Youth Gym

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Sample Survey: Communication

8. How do you prefer to receive info from us?		
Answer Options	Response Percent	Response Count
E-mail	89.7%	244
Text	11.8%	32
Facebook	20.6%	56
Twitter	0.7%	2
Website	10.7%	29
Other (please specify)		10
	answered question	272
	skipped question	17

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Sample Survey: Value Most

Location Safe Environment Facility Healthy Place Instructors
 Offered Group Fitness Classes Swimming Sports
 Family Gym Children Exercise
 Programs Ages Community Daughter
 Activities Room Staff Safety Pool Good Equipment
 Convenient Fitness Equipment Health

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Tips to Inspire *Action*

Answer the Key Questions

- Why Join Now?
 - Set deadline, make it close, create scarcity, be specific, build or join a campaign
- What For?
 - What is their personal ROI, tangible & visible results
- Who Says?
 - People say friends and family are the most influential
 - Three kinds of messengers: “Front Line” workers; Influential Supporters; People with Credibility

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Tips to Inspire Action (cont'd)

- Tell them a good story
 - Use testimonials
 - Focus on an individual, not a faceless group
 - Engage people



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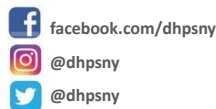
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Questions?

DHPSNY staff is available to answer your questions.
Contact us at info@dhpsny.org or (215) 545-0613.

Connect with us!



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