



MONTANA ARTS COUNCIL

Strengthening the Creative Economy of Montana

Models: FY15 Marketing and Fundraising Ideas

Alberta Bair Theater, Billings

Mobile emails, text messages, social posts are the digital communication channels people are using most often during their day. ABT's ability to market to target audiences has increased tenfold with the advent of a mobile-friendly website.

Alpine Theatre Project, Inc., Whitefish

ATP's best move this year was to better use the data it already has, and to create an infrastructure such that it could collect better data. By revamping its website, better integrating its social media, and investing in a Customer Relationship Management system that fully integrated both donor and audience information, ATP has been able to better customize its communication with its constituents.

On the fundraising end, ATP has been trying to find ways to make its biggest donors feel more connected to the company and, in turn, feel more appreciated. Last year, instead of holding yet another "thank you" dinner, the ATP staff and Board members rented a small bus, drove to every major donor's house in the area, and sang Christmas carols outside their doors. The donors also received a small batch of homemade Irish Cream made by ATP's Artistic Director, Betsi Morrison, and Production Manager, Rachel Burke. It was a great way for the staff and Board to bond together, and the donors were thrilled to get the surprise!

Bigfork Playhouse Children's Theatre, Bigfork

Other than our regular ticket sales and program advertising, we did a large portion of our fundraising selling raffle tickets again this year. The kids would setup before the performance at the Bigfork Summer Playhouse and did really well.

The other new fundraisers were the luncheon parties. They were thrown as a nice lunch, but very clear that there was a small fee to participate with an opportunity to add more donations to that fee. (This was very successful - as long as I could bring a small group of BPCT kids to sing and dance.)

Butte Symphony Association, Butte

The best fundraising idea that we have done during the last year was to personally reach out to the community with the Board of Directors to invite local business to participate with the symphony in presenting a history of Butte in music during our concert season. This was done through narration and music and the performance of The Glittering Hill. Many advertisers and sponsors wanted to take advantage of this opportunity and the presentation included their names and services offered. Butte has a long history of mining and cultural diversity and our intention was to capitalize on this community sense of pulling together through adversity. This was also presented to the outlying rural and underserved populations including 1000 children and a large group from the Anaconda AWARE program. What I found from this was a greater awareness of the symphony as a cultural part of our heritage, throughout SW Montana.

We also instituted a Concertmaster chair to honor Harold (Pete) Godtland, a member of our orchestra since its founding in 1950. Pete continues to play with us and this chair, named in his honor, has generated a significant number of donations and dollars as the community loves supporting this kind of dedication and longevity.

Fort Peck Fine Arts Council, Inc., Fort Peck

We have always done TV advertising with KRTV (covers Great Falls area and across Hi-Line) and KUMV (covers all of Northeast Montana & western North Dakota).

This year we met with KRTV Marketing Representative, Kady Murphy, and decided to try utilizing YouTube. The idea is to reach target customers by running pre-roll video ads on YouTube. Targeting is available by geographic area, business category, demographics and interest based. When someone goes to watch a video, our video would play first and link them to our website. This provides 20,000 video impressions.

The YouTube Monthly Video Package Deal Includes:

- 20,000 monthly guaranteed YouTube video impressions
- Geo-targeted based on designated market areas, cities, or zip codes
- Behavior targeting based on content users are watching or searching for.
- Campaign set-up and campaign optimization to reach your target customer
- YouTube channel set-up
- Optional companion banner (300x60) and call-to-action overlay included
- Detailed reporting on video performance – number of impressions, views, website clicks, and demographic information.
- <https://www.youtube.com/watch?v=u7TURyQiPOU>

We also published Strike for Shrek on YouTube and made it available on our website so that the public can catch an inside glimpse behind the scenes in what goes into taking down and setting up a new stage:

<https://www.youtube.com/watch?v=4yiNajNgVul>

<http://www.fortpecktheatre.org/#!striketech-video/c1p3y>

Helena Presents/Myrna Loy Center, Helena

The Myrna Loy Center works hard to maintain its image as a first-run movie house specializing in higher-quality, independent films that, because of their limited release or artistic focus, would not otherwise be shown in Helena. But this year, to broaden the local audience of film-goers, the MLC stepped outside its first-run focus and created two "Brew & View" events focused on two popular older films, "The Big Lebowski" and "Sideways." The Myrna hosted a street party with vendors, food trucks and live music. Board members poured wine and beer and sold raffle tickets, auctioned off collector's items, and hosted other activities related to the films (a Lebowski costume contest, for example), and both events sold out. These experiences demonstrated to us that our audiences do appreciate our artistic programming, but they also love just getting together to have fun around a well-planned event.

Intermountain Opera Association, Bozeman

Bozeman is a community filled with arts, performing arts and cultural opportunities. It is often difficult to know what to choose to do or to even know where to go to find out everything that is happening. In January 2014 the, then Vice President, now President of IOB met with the local paper and discussed a periodical insert devoted to arts and music. With his financial guarantee to cover any sort fall in ad sales, the premier edition of the Music & Arts monthly insert to the Bozeman Daily Chronicle was published in

February. The financial guarantee was not needed to support the initial publication and the monthly insert has been self sustaining ever since.

This publication gives in-depth coverage for all music and arts organizations. For IOB it was extremely beneficial in the launch of our collaborative musical theater production with Montana Shakespeare in the Parks. The collaboration was the cover and centerfold of the February Music & Arts publication. Since then, IOB opera performances and events have been well publicized. There is a measurable increase in calls from new patrons following the distribution of the Arts & Music publication.

Missoula Art Museum, Missoula

2015 is MAM's 40th Anniversary. MAM's major annual fundraising event, the art auction, was themed and structured around the 40th, and yielded very successful results. In the Moment of Giving (also known as the paddle raise) patrons were asked to give \$,000, \$400, or \$40, but everyone was exhorted to give. A record breaking \$40,000 was raised in just under 20 minutes. Lesson learned: anniversaries inspire giving.

Missoula Writing Collaborative, Missoula

One of our best marketing ideas has been sharing children's poems on our facebook page. It has carried our mission forward in a weekly manner and it has enabled us to share our mission in a fun, friendly manner. We do a "Monday poems" series as well as an occasional Writing 101 series of posts about writing. They have increased traffic on our facebook page considerably. Also we are relying on more and more small fundraising events, rather than one large event.

Montana Shakespeare in the Parks, Bozeman

MSIP will always strive to maintain a highly diverse strategy of fundraising in order to keep its programming operational. One example of a new fundraising technique that so far hasn't produced great results is text giving. MSIP worked with the Mobile Giving Foundation in order to set up a system whereby audience members could text a code (either MSIP or SHAKES) to a certain number, and the text would result in a \$5 or \$10 donation pulled from the constituent's cell phone bill. Perhaps the initiative has not had enough time to gather steam, but as of late August, 2015, two months into the initiative, MSIP has paid more money to the Mobile Giving Foundation than it has raised in text donations. If this becomes successful in another campaign, we will be sure to report it.

One marketing addition that we believe did yield results was placing a banner across Main Street for the two opening weeks when Shakespeare in the Parks performed on MSU's campus in Bozeman. The first eight performances drew record number crowds with audiences of over 700 people each night.

Yellowstone Art Museum, Billings

Particularly successful in our 50th anniversary year of 2014 was a "Plus 50" appeal in to members to add \$50 to membership renewal, a gift that would go to the YAM's endowment "for the next 50 years."