



Chrysler Leveraged Donor Networks At Annual Giving Levels

Major donors were invited to bring a guest to an evening at the museum where they would hear from staff at each stage of the exhibition creation process.

Guests were then given information about membership (at any level).

Guests received a card describing all giving levels at the end of the event, with a gift and follow-up from a development team member.

Results

Roughly one-third* of attendees became members at \$3000



With positive feedback from donors, guests, and board committees in attendance, the team plans to repeat these events once it is safe to do so.

*9 total of roughly 31 couples – with similar numbers of donor couples attending



The Chrysler Museum of Art invites you to

BE OUR GUEST:
The Making of an Exhibition

Join now and take advantage of the following special offers!

General Membership (Young Supporter to Friend)

Join by Thursday, February 20th and receive an invitation to the Members' Exhibition Preview of *Edvard Munch and the Cycle of Life* on Thursday, February 27th.

Upper Level Members (Patron and Director's Circle)

Join by Monday, February 10th and receive an invitation to Conversations with the Curators on Wednesday, February 19th.

Masterpiece Society (Sponsor to Avant Garde)

Join by Monday, March 9th and receive an invitation and **FREE** ticket (valued at \$75 per person) to the Masterpiece Society : Art, Wine, and Tapas on Tuesday, April 7th.

To join and redeem these offers please contact Kate Sanderlin at (757) 333-6318 or ksanderlin@chrysler.org

Prospective donors got a glimpse into the potential impact of giving, while current donors deepened their existing relationship with giving and the art.