

Showcase: Donor Communications

Targeting Motivational Segments



Targeting Donor Segments
in Separate Tracks

Informed by Behavioral Economics



Helping Donors Plan
Deliberative Giving



Creating Social Norms
Through Current
Donors



Sharing Personal Impact
Stories of Beneficiaries

Oregon Symphony's Motivation-Segmented Communications

Who is it to?

Donors, subscribers who were active 5 out of the last 8 years

What is the goal?

Securing attendance at an upcoming virtual gala

What sets it apart?

A few simple adjustments to their gala invitations – such as choosing which words are biggest on the page – allowed them to target motivational segments separately.

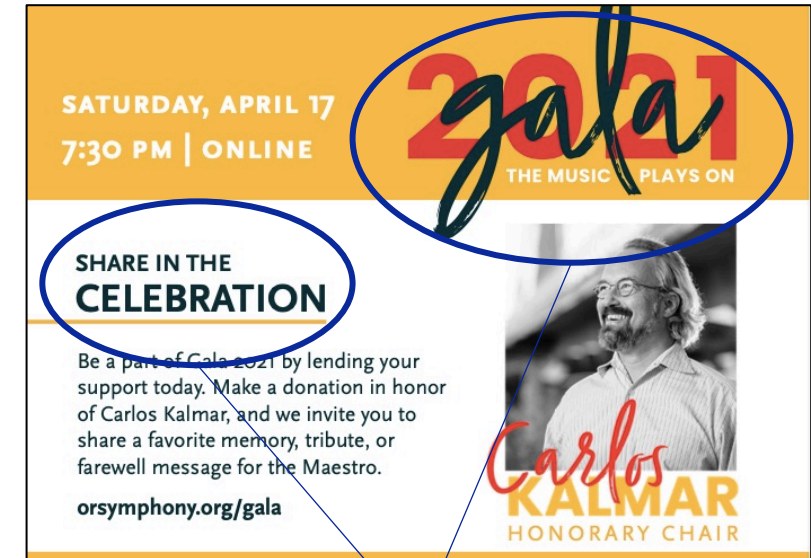
Invitation for Arts Lovers



The invitation for Arts Lovers features a large, stylized title "The music plays on" in white script on an orange background, circled in blue. Below the title, "GALA 2021" is written in red. A red box at the bottom lists the featured artists: Yefim Bronfman, Chris Thile, Elina Vähälä, Stephen Hough, Colin Currie, Pink Martini, Johannes Moser, Edna Vazquez, Simone Lamsma, Gabriel Kahane, Augustin Hadelich, Sarah Kwak, Gabriela Lena Frank, and Your Oregon Symphony Musicians, and more. To the right, the date "SATURDAY, APRIL 17" is in red, followed by a paragraph: "Join us for a free livestream concert event packed with performances, all celebrating Music Director Carlos Kalmar in his final season with us." Below this, it says "Hosted by Scott Showalter and Oregon Symphony Musicians Sergio Carreno, Marilyn de Oliveira, Jonathan Greeney, Braizahn Jones, and Karen Wagner".

For donors who support the arts but tend not to attend the gala, the team emphasized the musical performances and framed the event as a “livestream concert.”

Invitation for Community/Benefits Donors



The invitation for Community/Benefits Donors features a large, stylized title "2021 gala" in red and black script on an orange background, circled in blue. Below the title, "THE MUSIC PLAYS ON" is written in white. To the left, the date "SATURDAY, APRIL 17" and time "7:30 PM | ONLINE" are in white. Below this, a blue box contains the text "SHARE IN THE CELEBRATION". To the right, there is a photo of Carlos Kalmar with the text "Carlos KALMAR HONORARY CHAIR" in red and orange. Below the photo, it says "Be a part of Gala 2021 by lending your support today. Make a donation in honor of Carlos Kalmar, and we invite you to share a favorite memory, tribute, or farewell message for the Maestro." At the bottom, the website "orsymphony.org/gala" is in white.

Other donors are very engaged with events, as they make them feel part of an exclusive group. For these, the Symphony sent cards focusing on the gala as a social celebration.

Oregon Symphony's Deliberative Giving

Who is it to?

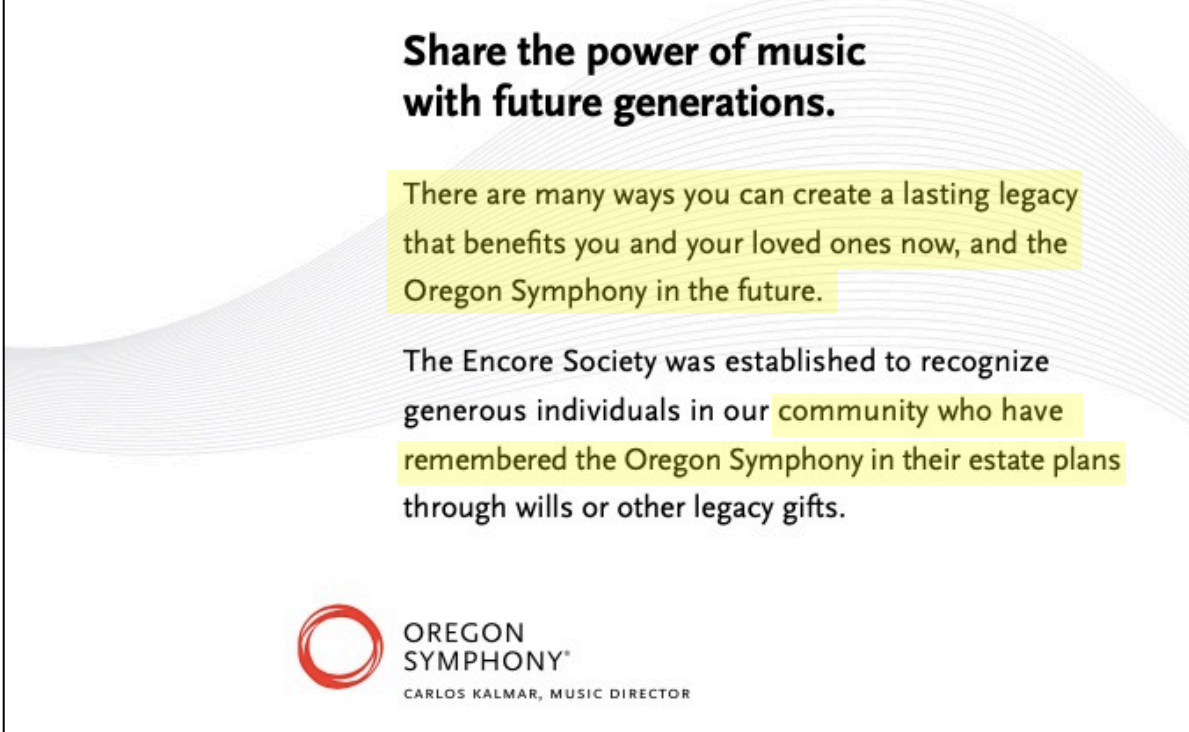
Donors, subscribers, past ticket holders

What is the goal?

Reminding donors and non-donors of the option of making a legacy gift

What sets it apart?


Sometimes a simple nudge is all a donor needs to bring attention to a giving choice they can make. This postcard is short, direct, and acts as an easy reminder.



Share the power of music with future generations.

There are many ways you can create a lasting legacy that benefits you and your loved ones now, and the Oregon Symphony in the future.

The Encore Society was established to recognize generous individuals in our community who have remembered the Oregon Symphony in their estate plans through wills or other legacy gifts.



OREGON
SYMPHONY™
CARLOS KALMAR, MUSIC DIRECTOR

Key Result:

After sending these cards, the Symphony received **30 calls** to find out more – some of whom were not even current donors.

Midland Center's Personal Impact Stories

Who is it to?

All donors and prospects

What is the goal?

Soliciting donations for the year-end appeal

What sets it apart?

By focusing in on one recipient of the benefits of Midland's education program, donors can develop a deeply personal connection with the cause to which they are giving.



1801 W. St. Andrews
Midland, MI 48640
midlandcenter.org



Dear Center Friend:

Quotations, images, and videos are powerful tools to connect with your donors.

"I don't think I would be as ready as I am to face college, a career and my future if I had not had Midland Center for the Arts' theatre programs to build my skills and confidence through the years. I have learned so much about myself as a person and a performer, developing greater empathy and growing as a leader."

Emphasis on the direct tie between Emma's story and the donors given strengthens the ask.

THIS is the impact we can have on a young person – providing them with confidence, support and training that will carry them through their entire life. **THIS is the impact that YOU can have on a young person's life by supporting our year-end campaign.**

The Old Globe's Creation of Social Norms

Who is it to?
Donors & subscribers

What is the goal?
Encouraging participation in Million Dollar Match

What sets it apart?
Your donors can be some of the strongest advocates for your organization. Behavioral research shows that there is power in creating “social norms” around giving to encourage others to donate – people want to be like people in the “in group.”

Now Is the Moment to Be Part of The Old Globe

Sheryl and Harvey White Share Their Story

Dear Matthew,



Sheryl and Harvey White

Sheryl and Harvey White

Our story began when we met at The Old Globe over 20 years ago, and it's been such a meaningful part of our lives that we even chose to get married there! When The Old Globe rebuilt its 250-seat arena stage in 2009, we knew it was a rare opportunity to be part of this wonderful theatre's legacy. From the first production in the Sheryl and Harvey White Theatre, *Lost in Yonkers*, to the vast array of new works, Shakespeare, classics, and musicals that have been performed in that intimate venue since, we have enjoyed being part of supporting The Old Globe.

We love spending evenings at the Globe, and we can't wait until it's safe to gather with you once again at this special place. But until then, The Old Globe needs support from all of us to not only make it through this crisis, but to continue producing all of the amazing online programming.

We're proud to be associated with a world-class theatre that isn't letting a pandemic keep it from fulfilling its mission.

This couple's story of getting married at the Old Globe demonstrates a deep personal connection that others can see as a potential for their own involvement.

Sharing their own confidence and pride in their decision to give to the Old Globe inspires the same confidence in others.