

First-time buyers: deepening engagement early by fundraising and marketing

Discussion:

Identifying new ticket buyers and how to best incorporate them into a patron lifecycle plan for growing their engagement with the organization - in both attendance/marketing purchases and fundraising. The goal is to execute a holistic approach to touchpoints to maximize overall value to the organization, while engendering a stronger relationship with the organization. Fundraising is an integral part of that process, early in the relationship.

What has worked and not worked in planning and results, along with the shifting relationships between single ticket buying, subscribing, and giving.

- **Marketing appropriately to appropriate constituencies**
 - Growing subscription acquisition brochure ROI from 150% to 796%
 - Donors who don't subscribe are the most impactful in terms of total single ticket spending
 - Donor who is also a subscriber has the highest individual value (nearly \$1,000) vs. a donor who doesn't subscribe (\$746), and nearly double the value of a subscriber who doesn't give at all (\$545)
 - Recency, Frequency, Monetary Value, Seat Location, Show Type:
 - The “holy grail” isn't just “subscriber-donor”:
 - Some like being a donor and buying tickets - lots of tickets - but not subscribing
 - Others who are subscribers who also buy many, many one-nighters but who don't give or only give minimally for Advance Ticket Offer benefits.
 - Continuing to pursue each patron for both subscription and giving consistently is not a good spend - it's not to say you should categorically stop soliciting for either once they don't respond to that appeal after X number of attempt, rather look at the patron's behavior to determine the next best ask.
- **Timing of fundraising on relationship development**
 - Not holding back on making that first outreach to a single ticket buyer for fundraising. We find that those conversations, whether resulting in a gift or not, set a path for a relationship with the patron (relational v transactional). We often fight the impression that we are a for-profit venue vs. a not-for-profit performing arts center. This is a significant way we combat those perceptions.
 - Single ticket buyers who give are 2-3x more likely to buy a subscription of some type vs single ticket buyers who do not give



- **Measurement drives the next steps**
 - Renewal Retention Rate by buckets (TBD)
 - Giving Level Buckets; meaningful growth at \$100+
 - # years giving; e.g. 2+, 3+ year
 - Renewal Increase/Decrease Rate by Giving Level Buckets (Buckets TBD)
 - Lapsed (1 and 2-5 years) Reactivation Rate
 - Acquisition Gift Size
 - YTD dollars (front-loading)
 - Donor count

For further discussion:

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