

2005 ARTWorks for Kids Working Group Six Recommended Marketing Strategies

Summary of Discussions

The working group has been discussing issues related engaging major donors to come to special events hosted by the coalition and its members. In addition, the group addressed raising the profile of small and medium-sized arts organizations so that major donors are more likely to attend coalition events and so that they are more open to giving larger amounts to coalition members, which are mainly small and medium-sized organization. Specifically, the group struggled with:

- Strategies to increase the visibility of organizations in the coalition so that these would appear as viable and as “safe” an investment as larger cultural organizations;
- Marketing that is targeted at major donors rather than activities that cast a broad net; and
- Awareness raising activities v. marketing events or other specific call to action.

Recommendations

The working group suggests the following activities for 2005-2006:

1. Developing a mission statement for the coalition. Draft language suggested by the group: “The coalition promotes the funding of arts organizations so that arts can transform young kids lives today.”
2. Conducting focus groups with major donors to understand better how to engage this audience through marketing and programming.
3. Placing three feature or op-ed articles next year, targeting publications that would have a high impact on the coalition’s target population, including the *Boston Business Journal*, *Commonwealth Magazine*, and alumni publications of local universities and their graduate schools. WBUR’s “This I Believe” would also be targeted.
4. Speaking one or two times before associations of influential people, such as the Chamber of Commerce.
5. Convening an “advisory committee” of business people to discuss solutions to business problems faced by the coalition and its members to engage participants in the coalition at a higher level.
6. Developing appropriate materials to market special events the coalition will hold.