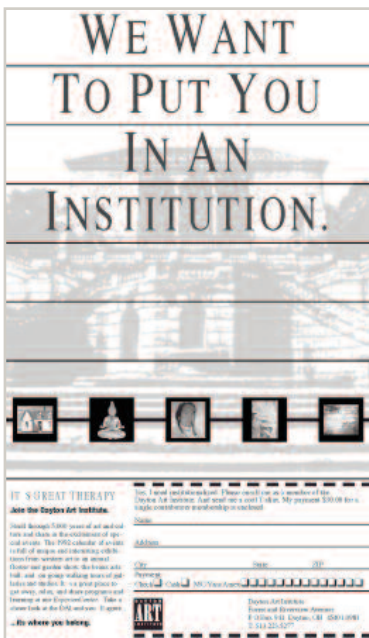


6c

Institutional Membership and Fund-Raising Communications Program



The Dayton Art Institute is a historically significant art museum and art school. It was built in 1919 and had original patrons as prominent as Orville Wright, John Patterson and Charles Kettering. The structure, built on one of the highest points in the city, is one of the finest examples of Italian revivalist architecture in the United States and is on the National Registry of Historic Places. As is the case with many regional arts organizations the membership of the DAI had begun to lose patrons through both attrition and advancing age issues.

A decision was made to re-think how the museum was promoted to the community. With an average members age of over 60, it was decided to develop a communications initiative focused on a more youthful audience in an attempt to both increase membership and inject a younger patron into the process. Working with an extremely limited budget a theme was developed which incorporated humor attached to the typical image of a museum member, then spread across an entire scope of program components. "We Want To Put You In

Highlight:

The utilization of all the tools involved in this process the program in an integrated fashion, allowed the DAI to exceeded the goals established for both attendance and membership roles. The pARTy program was nationally recognized and emulated by a wide range of museums and other art organizations. Perhaps the most interesting highlight is the approach itself. Making art interesting and even fun for a group; young professional adults, who had a completely different view of the museum and its importance to the community.



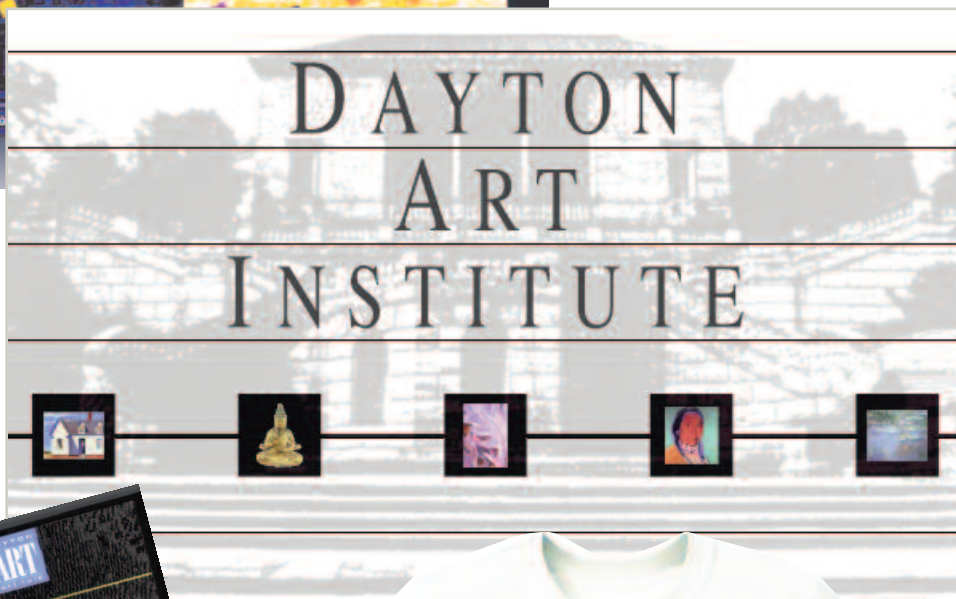
Prism Design Group

Integrated
Strategic
Marketing
Communications
Solutions
Through
Design



6

Institutional Membership and Fund-Raising Communications Program



An Institution” was an overwhelming success. The first program was a simple direct mail effort explaining the museum history and benefits. The direct marketing was supported with a simple direct response newspaper ad campaign and outdoor program at sites near the museum location. In addition, an individual special art and public event mail programs were developed

as an on-going membership device. This was supported with a simple flyer sent, in bulk, to state agencies, schools and businesses as handouts. The most successful component of the program was a monthly “open house” promoted as a *pARTY* at the DAI, which included live music, dancing, and a cash wine bar.

These events were promoted on local radio with a distinct youthful positioning, with membership recruitment promoted at the events. Depending upon the level of membership, a new or renewing member received a poster, t-shirt or coffee cup among other benefits. The latter two with the statement “I’ve Been Institutionalized!”.

The t-shirts and mugs became coveted collectors items.

