

MEMBERS AND SUBSCRIBERS

IS IT WORKING FOR EVERYONE? IS EVERYONE WORKING FOR THEM?

New research by Deanna Varga and Dr Lynda Kelly that explores the link between an individual's membership/support or subscription for an organisation/the performing arts and their propensity to contribute philanthropically.

Taking voluntary financial support as one measure, the engagement and fundraising value among members is greater than the industry assumes.

90%

of members/subscribers give beyond their membership/subscriptions

Organisations targeting only one or two segments may not capture the total audience support available to them.

1 in 3

(or fewer) organisations target audience segments other than 'individual' and 'concession/student'

Simple changes to program mechanics and fundraising practices could increase money donated from members.

63% 29%

of organisations do not offer auto renewals

of foundations do not invite members to any fundraising events

A lack of benchmarking data is a challenge for organisations and an obstacle to making a business case and confident, informed decision making.

60%

of respondents don't know or aren't sure of the average member/subscriber donation value

Organisational structures are a threat, and an opportunity if addressed.

50% 36%

said their foundation had a different reporting line to membership

said membership management was not a dedicated role

THE OPPORTUNITY GAP

Members/subscribers will give if asked *but* they are not asked.

REMEMBER: If you are too afraid to ask, there are 56,000 other organisations that will... and happily take the donation that could have been yours.

WAS THIS HELPFUL? If you found this report helpful, we'd like to know. You can tell us by sharing on social media or writing to us directly.