



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

Membership & Revenue Generation

Build to 300 Campaign (attached)

Current Members

Type	Amt
Producer	1
Business:	8
Group	43
Household	35
Individual	176
Student	9
TOTAL	272

Grant Programs

FY24 Grant programs

Diversity, Equity & Inclusion

Creating Spaces – March 20 at the Legacy Center

Featured speaker- Dr. Genna Styles-Lyas, AEP6 Director, Community Engagement & Equity Americans for the Arts



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FY23 Board Sub-committees

MEMBERSHIP: To build a strong base of core supporters to COCA's mission, vision and values, by building membership and economic opportunity. Recruit new members, renew expired memberships, and support new ways to build value in membership investment. Build sponsorships, donations, and business initiatives.

Jennifer Wright, Lucia Fishburne, Paul Lewis, Jr., Katherine Maiorana**, Michelle Personette, Kristen Summers**, Heather Thomas

GRANT PROGRAMS: To maintain a strong grants program that meets the needs of our community. Review grant programs, community, County and City feedback, and make recommendations for any changes to the programs.

Amanda Clements*, Kim Harding, Beth Keating, Katherine Maiorana, Ayne Markos, Rachelle McClure, Carol Hill

DIVERSITY, EQUITY AND INCLUSION (DEI): To continue refining COCA's cultural equity plan and embed it throughout the organization and community.

Nathan Archer, Donmetrie Clark, Haiqiong Deng, E. Marie Sissle*, Dan Taylor

*chair

** co chairs



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BUILD TO 300 Membership Campaign | April-September 2023

GOAL: Raise the current membership total to 300.

BOARD ACTION STEPS:

- Distribute membership cards
- Share membership posts-social media; email
- Recruit three new members

TIMELINE:

Mar: Collect images, quotes, and stories to create membership testimonials and ads.

Template for Thank You email responses

Setup Email reminders for expired members

Share the campaign at the March 30 Board of Directors meeting.

Send renew email

Apr*: Launch campaign

Send renew email

May: Email/social media highlighting how memberships aid arts education & families.

Send renew email

Jun: Email/social media highlighting how memberships aid grantees (highlight COCA grantees).

Send renew email

Jul: Email/social media highlighting how memberships aid artists.

Send renew email

Aug: Email/social media highlighting how memberships aid businesses.

Send renew email

Sept: Email highlighting COCA's support of arts orgs.

Send renew email

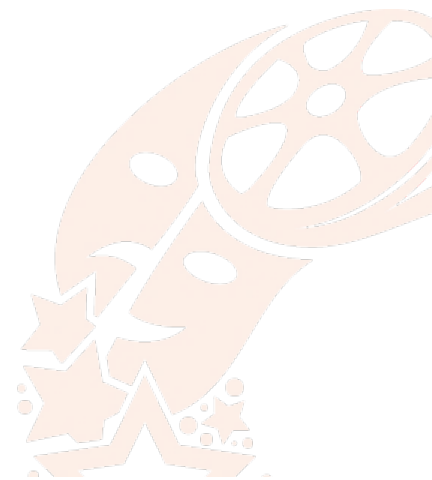
* April 1st Sign-up & Payment Options:

Sign Up: NEON; Tallahassee Arts Guide (*Opt-in for auto-renewal*)

Payment: NEON; Tallahassee Arts Guide; Check mail-in; Payment installment set-up underway

Survey members during campaign re: additional benefits

- Quarterly member newsletter
- Membership exclusive emails
- Members-only benefits
- Invite members to volunteer- COCA Street Team, events, and services.





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Membership levels and benefits

FOR ALL:

- Discounted rates for COCA's websites and publications
- Reduced entry fees in COCA's juried show
- \$3 Off Rides provided by Capital City Pedicab
- Access to free workspace and COCA equipment at DOMI Station on Wednesdays (*avail 2023*)
- Exclusive access to the COCA membership newsletter
- Priority access for featured event listings in COCA's Tallahassee Arts Guide "This Week!" email
- Priority access to COCA staff consultations
- Feature in member section at COCA attended community outreach events.
- Knowing you make a positive contribution to the quality of life in the Capital Area
- Recognizing your support of the region's officially designated local arts agency
- COCA equipment, such as a binding machine for mailings or other projects

\$1,000 Producer Membership- NEW!

- Logo use on gallery exhibition materials
- Producer credit at gallery opening reception
- Producer listing at a gallery exhibition
- Includes all benefits

\$500 Business Sponsorship

- Includes logo and hyperlink on COCA Business Member webpage
- Member image and hyperlink in COCA Classifieds newsletter
- Includes all benefits

\$250 Business Membership

- Includes social media promotion on Facebook, Twitter, and LinkedIn
- Includes all benefits

\$100 Groups: Non-profit organizations, associations, facilities/sites of all types

From FOR ALL list:

Discounted advertising rates

Priority access for featured event listings

Distribution of brochures and promotional materials

Access to free workspace at DOMI Station on Wednesdays (starts after "Amtrack Campus" opens)

\$60 Household: Families of all types sharing the same address

From FOR ALL list:

Exclusive access to COCA's membership newsletters

Knowing you make a positive contribution to the quality of life in the Capital Area

Recognizing your support of the region's officially designated local arts agency

Council on Culture & Arts (COCA)
914 Railroad Ave.
Tallahassee, FL 32310

(850) 224-2500 office
info@tallahasseearts.org email
tallahasseearts.org website





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\$40 Individual: Artists, arts enthusiasts & educators

From FOR ALL list:

COCA's website and publications

Reduced entry fees in COCA's juried shows

Materials at COCA-attended community outreach events

Access to free workspace at DOMI Station on Wednesdays (starts after "Amtrack Campus" opens)

Knowing you make a positive contribution to the quality of life in the Capital Area

Recognizing your support of the region's officially designated local arts agency

\$25 Student: Full-time students of all types

From FOR ALL list:

Use of COCA equipment, such as a binding machine for mailings or other projects

Access to free workspace at DOMI Station on Wednesdays (starts after "Amtrack Campus" opens)

Knowing you make a positive contribution to the quality of life in the Capital Area

Recognizing your support of the region's officially designated local arts agency

Campaign Example (Arts Education):

These would be updated for each month's theme, including artists, arts businesses, arts & culture organizations, and arts supporters.



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