



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

Membership & Revenue Generation
Radical Generosity Campaign

November 29 (*Giving Tuesday*)- December 31, 2022

RESULTS:

\$4,140 Revenue (+\$640)

2 New
23 Renewals
17 TBA through TAG membership portal
42 Total members (-18)

MEMBERSHIP LEVELS

1 Producer - new!
4 Business
6 Group
8 Household
23 Individual

CAMPAIGN GOALS:

Recruit one new member
Make a donation

20 New
40 Renewals
60 Total

Grant Programs

FY24 Cultural Grant program

Diversity, Equity & Inclusion
Creating Spaces initiative

Next events: February 3 First Friday with DOMI Station
February 7 Coffee event with Capital City Chamber



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FY23 Board Sub-committees | Proposed focus areas and goals

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, Kati Schardl, E. Marie Sissle*, Dan Taylor

*chair

** co chairs



EOY Giving Tuesday Membership Campaign- Radical Generosity | November 29th, 2022

NEW THEME! Radical Generosity: Author M. J. Ryan writes that radical generosity can be defined as one's heart being so full of love and empathy that there is no separation between oneself and others.

How can we see radical generosity in the arts?

- Art can bring people together
- Art can break down barriers
- Art can increase empathy
- Art can foster interhuman connection'

NEW ONLINE SIGN-UP! Easy-to-use portal & additional options to give
<https://www.tallahasseearts.org/about-coca/membership/>

NEW GOAL! BOARD ACTION STEPS

- Recruit one new member
- Make a donation

2022 Giving Tuesday: \$3,500

Total: 60

Joins: 20

Renewals: 40

2021 Giving Tuesday: \$3,790

Total: 51

Joins: 8

Renewals: 43

2020 Giving Tuesday: \$2,530

Total: 38

Joins: 8

Renewals: 30

TIMELINE:

Early to Mid-November: Collect images, quotes, and stories to create graphics that align with this year's theme, Radical Generosity

Late November through December: Membership campaign goes out, November 29th, December 6th, December 13th, December 27th, December 31st

November 29th: Email introducing the Giving Tuesday campaign, explaining radical generosity, and highlighting an arts organization that embodies the theme.

December 6th: Email highlighting how memberships aid arts education.

December 13th: Email highlighting how memberships aid artists.

December 27th: Email highlighting how memberships aid grantees (highlight COCA grantees)

December 31st: Email wrapping up the campaign and highlighting COCA's support of arts organizations in Tallahassee, link memberships to end of year generosity.

Give Tuesday Membership Campaign

Council on Culture & Arts (COCA)

816 S. ML King Jr. Blvd.

Tallahassee, FL 32301

(850) 224-2500 office

info@tallahasseearts.org email

tallahasseearts.org website



Membership levels and benefits

\$1,000 Producer Membership- NEW!

- Logo use on gallery exhibition materials
- Producer credit at gallery opening reception
- Producer listing at 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

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

\$40 Individual: Artists, arts enthusiasts & educators

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



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Invest in COCA and become a member!

Benefits for All Members:

- Easy access to COCA's emails/newsletters, including events, funding & education resources
- Discounted advertising rates for COCA's websites and publications
- Priority access to COCA staff consultations
- Reduced entry fees in COCA's juried shows
- Priority access for featured event listings in COCA's Tallahassee Arts Guide "This Week!" email
- Use of COCA equipment, such as a binding machine for mailings or other projects
- Inclusion of your brochures for COCA's distribution
- Access to free workspace at DOMI Station on Wednesdays
- \$3 off pedicab rides from Capital City Pedicab
- 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

Levels with Additional Benefits

- **Business Membership: \$250**
 - Includes all benefits listed above
 - Additional Benefits
 - Includes social media promotion on platforms such as Facebook, Instagram, Twitter, LinkedIn, etc.
- **Business Sponsorship: \$500**
 - Includes all benefits listed above
 - Additional Benefits:
 - Includes logo and hyperlink on COCA Business Member webpage
 - Member image and hyperlink in COCA Classifieds newsletter
 - Includes all benefits listed above
- **Producer Membership: \$1000**
 - Includes all benefits listed above
 - Additional Benefits
 - Logo use on gallery exhibition materials
 - Producer credit at gallery opening reception
 - Producer listing at gallery exhibition

For more information, don't hesitate to get in touch with COCA at info@tallahasseearts.org.

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