



EOY Giving Tuesday Membership Campaign | launch November 28th, 2023

THEME: UNLEASH GENEROSITY: COCA GRANTEE SPOTLIGHTS

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

GOAL: 40 MEMBERS | \$4K

BOARD ACTION STEPS

- Recruit one new member
- Make a donation

2022 Campaign- Radical Generosity

- TAG \$1870 + NEON \$800+ MAIL-IN \$1,470= \$4,140*
 - *23= 9 Individuals + 14 Individuals*
 - *8= 4 Households + 2 Households + 2 mail-in households*
 - *6= 2 Groups + 3 Groups + 1 mail-in Group*
 - *4= 1 Business Membership + 3 mail-in business memberships*
 - *1 Producer Membership*

TIMELINE:

Late November through December: Membership campaign & weekly emails/social media posts
November 28th, December 5th, December 12th, December 19th - December 26th – holiday message; December 31st – new years/campaign wrap message

FY23 & 24: 45 grantees

November 28th: Launch-memberships aid theatres & literature (11)

December 5th: memberships aid history & heritage (6)

December 12th: memberships aid music & dance (19)

December 19th: memberships aid visual arts & film (9)

December 26th: holiday message and COCA link (membership)

December 31st (Sunday) Email highlighting COCA's support of arts organizations in Tallahassee, link memberships to end-of-year theme. Create collage of all grantee organizations

Membership levels and benefits

\$1,000 Producer Membership : Non-profit organizations, businesses, individuals

\$500 Business Sponsorship : Non-profit organizations, businesses, individuals

\$250 Business Membership : Non-profit organizations, businesses, individuals

\$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

<https://www.tallahasseearts.org/membership-account/membership-levels/>