



COCA MEMBERSHIP UPDATE

SachsMEDIA
THE BREAKTHROUGH AGENCY.

2024 RECOMMENDATIONS

Sachs Media surveyed 952 Leon County residents between October 30 and November 5, 2023. The sample includes 805 responses collected through COCA mailing lists and 147 through the Leon County Voter File. Overall, 12% of respondents are current members, 8% are past COCA members, 38% only subscribe to the newsletter, and 41% have no relationship with COCA at all.

SURVEY METHODOLOGY



KEY FINDINGS

SATISFACTION LOCAL ARTS & CULTURE

- 77% Satisfied with arts & culture opportunities
 - 89% Current COCA Members
 - 81% Former/Subscribers
 - 74% Zero COCA Relation

71% have heard of Tallahassee Arts or TAG

- 89% Current COCA Members
- 80% Former/Subscribers
- 64% Zero COCA Relation

FAMILIARITY TALLAHASSEE ARTS/TAG

WHY MEMBERS JOIN COCA

- Identify as an artist, musician, or performer (48%)
- Work with nonprofit/cultural org (20%)
- Supporting arts in the community (36%)

- Word of Mouth (38%)
- Email Newsletter (37%)
- Social Media (35%)
- Website (22%)
- Current/Former member (16%)
- Print (10%)

HOW PEOPLE HEARD OF COCA

REASONS UNLIKELY TO JOIN

- Already supporting other or specific nonprofits (48%)
- No tangible benefits (30%)
- Too expensive (22%)

Men (40%) and people under 35 (50%) were more likely to say they don't see tangible benefits. Being 'too expensive' was a feeling held by greater portions of those under 35 (41%) compared to older (20%)

BENEFITS TO JOIN/REMAIN

- Invite-only events (32%)
- Meet & greets (29%)
- Priority listings (26%)
- Funding/Education resources (23%)
- Reduced entry fees (22%)
- Domi workspace (14%)

72% of members say they are "highly" likely to renew membership, while 26% said they are "somewhat likely". Only 2% said they are somewhat unlikely to renew; none said they are not likely at all to renew.

FEEDBACK

Based on the survey results and internal discussion, Sachs Media sent feedback and recommendations highlighted two areas: website & social media presence

WEBSITE INCREASE TRANSPARENCY

- Add "Become a Member" Tab
- Simplify dropdown menus
- Transparent Dashboard Layout

INSTAGRAM & FACEBOOK

- More sponsored COCA ads
- Reels highlighting artists with collab feature
- Shorter, more impactful captioning
- Posts highlighting tangible benefits
- Interactive stories/videos highlighting COCA events
- Posts showing COCA supporting other causes/nonprofits



- Sachs Media recommends recruiting more non-artist members, in addition to artists and other individuals who directly benefit from COCA's services
- Board members can continue to recruit both artist and non-artist members

- 30% of surveyed individuals claimed they saw "no tangible benefits" to the COCA membership program
- We're asking Board members to recommend exciting members-only programming. COCA staff will work on recommendations as well



- Sachs Media recommended multiple changes to COCA's social media presence including shorter captions, increased usage of Instagram reels, and posts highlighting the benefits of COCA membership
- Board members should continue to repost COCA's social media posts on their own social media, as well as tag and interact with COCA on all social media platforms, boosting engagement

- Sachs Media recommends more sponsored COCA ads, along with collaborative posts and posts displaying COCA's support of other organizations and causes
- The Board, through their connection to other businesses, organizations, schools, and artists, should keep an eye out for collaborative opportunities





GOALS

- Maintain 300 members
- Build towards 400 as approaching COCA's 40th anniversary celebration
- Reach 350 members by the end of fiscal year 2024

TIMELINE MONTH-BY-MONTH

- January – February
 - Add membership tab to the website - **DONE**
 - Simplify the website's dropdown menu - **DONE**
 - Partner with a videographer to create more video content for social media to increase engagement. – **IN PROGRESS**
- March
 - Continue sending out reminder emails to lapsed members. Continue recruiting new members.
 - **ACTION STEP**: finalize one new member-exclusive program or event
- April
 - During tabling and festival season, recruit members in person at events. Utilize membership info cards.
 - **ACTION STEP**: develop/recommend new member benefit, can we incentivize this through a raffle?
- May – July
 - Summer membership campaign aimed at businesses.
 - **ACTION STEP**: Each Board member recruits one new Business Member
- August-September
 - Social media campaign highlighting community members & partnerships with new content created from February – July.

BOARD ACTION STEPS

- Continue to recruit new members (one business and one non-business)
- Develop and recommend new member benefits
- Share social posts
- Seek out business and organization partnerships
- Host a lawn sign

