

# CULTUREBUSINESSCANBERRA

## KEY LEARNINGS: Building corporate relationships that last: A model for Increased engagement and fundraising

<u>Speaker</u>	<u>Notes</u>
<p>Will Cary, Senior Director for Annual and Corporate Giving, Barnes Foundation, USA</p>	<p><b>Corporate Membership and Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Barnes Foundation – educational foundation to teach art</li> <li>• One of the largest collections of Impressionist and post impressionist collection</li> <li>• He hung is collection in a specific way – art can be taught democratically, and he taught art to his factory workers, focusing o, light, line, colour and space – anyone can learn about art from there.</li> <li>• They are hung to see connections between different types of works, named 'ensembles' to look at them together</li> <li>• Multiple outreach programmes, adult education, aim to develop and build local communities</li> </ul>
<p><u>Key Learnings</u></p> <p>Respect human relationships everywhere</p> <p>Aligning corporate giving with memberships allows for an understanding of corporations as many stakeholders</p> <p>Consult your employee groups</p> <p>There's a lot of power in community building: creative placemaking, education, etc</p> <p>What's good for one organization is good for its neighbours</p>	<p><b>Department Structure</b></p> <ul style="list-style-type: none"> <li>• When they think of Corp or Sponsorship – that is when they make a gift, receive benefits and then receive a tax reduction (USA model)</li> <li>• Sponsorship is for a particular event or exhibition</li> </ul> <p><b>Value Proposition to Corporations</b></p> <ul style="list-style-type: none"> <li>• Actual corporate giving is a mixed bag – (see next slide)</li> <li>• These results are declining in Aus and in the USA (see slide)</li> <li>• 2% of total expense to cover core contributions for Art Museums</li> </ul> <p><b>Companies have moved closer to cultural organizations</b></p> <ul style="list-style-type: none"> <li>• Growth of CSR, not about products but about positive social impact</li> <li>• Creative Placemaking – govts come together with NFPs, Cultural orgs, to build whole neighbourhoods around cultural vibrancy</li> <li>• Growth of empathy training, voluntourism etc</li> <li>• They want to work at a company that demonstrates positive social impact</li> <li>• All of our organisations are perfect places for these companies to be doing this work (Arts and Cultural orgs)</li> </ul> <p><b>Rethinking where corporate giving</b></p> <ul style="list-style-type: none"> <li>• Removed corporate giving and moved it alongside the general membership programs</li> <li>• This meant that there wasn't just one stakeholder at the organization, as a grouping of individuals, so it increased the</li> </ul>

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scale and level of the relationship

- See slide: Approach to Corporate Fundraising
- Barnes made a push to highlight their expertise, spaces and collections

## **Appeal to Client and Marketing Objectives**

- Corporate Membership is structured almost identically to personal memberships
- Money from Corp goes to operating budget which supports all of the Edu programs
- The key executives are always going to be important for these relationships – the separate boards (see slide)
- These people generally aim to raise awareness about the Barnes to their companies. They have to drive their connections to a many events and exhibitions at the Barnes. That way they can say they have engaged hundreds of staff members at the end of the year (outcomes)
- 'Peco Powers Appreciation' – an ad on a local bus, that advertises the relationship that the corporate has with the Barnes. Large advertising campaign was built from the depth of the relationship.

## **Employee Resource Groups**

- Every major company in the world has these, employee affinity groups eg 'Womens' Employee Group' etc
- They try to reach out to these groups to help with engaging with the Foundation – and that the Barnes is a great venue
- Overall huge engagement with a huge impact for audience development
- They are coming for free, but the company is paying for this
- The initiatives for their employees strengthens the corporate partnership
- Huge push with the interns and young associates – they are making the pitch of Philadelphia as being a great place to live and work – so that the interns remain in the companies

## **Expanding Reach through companies**

- How to cater specific tours through the collections to help with solving particular business problems
- Leveraged through a LinkedIn connection
- Colour theory, how people see, teaching different perspectives, organizational dynamics and team work – the collection is a new corporate experience.

What is good for the Barnes is good for all cultural organisations in Philadelphia.