



Detroit Adventure Pass, presented by Macy's.

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Introductions

- **Brigette Felix** - Shared System Librarian
The Library Network
- **Jim Flury** - Head of Acquisition Services
The Library Network
- **Judith Moore, CFRE** - Executive Director
Library of Michigan Foundation
- **Tammy Turgeon** - Director
Sterling Heights Public Library



Overview

- Program Mission and Objectives
- Program Coordination
- Program Details
- Program Results
- Program Fund Raising/Marketing Plan
- How to do this in Your Community



Program Mission

Create a partnership between libraries, arts and cultural organizations and sponsors that is designed to enhance the learning experience for people of all ages through books and other library materials, and to provide complimentary access to arts and cultural organizations.



Program Objectives

- To get kids/families excited about visiting all of the arts and cultural gems in our community and to know that their library has many things to offer them beyond books.
- To provide free access to families who are otherwise unable to afford attending museums/cultural organizations due to cost.
- Build awareness of this new program and the participating arts and cultural organizations in the community.



Program Coordination

The 2009 Detroit Adventure Pass Program participants are located in the seven-county Greater Detroit metro area and include:

- 179 public libraries and three Coops (The Library Network, Suburban Library Cooperative & Detroit Public Library) administered by the Library of Michigan Foundation.
- 28 museums and arts organizations administered by the Cultural Alliance of S.E. Michigan.



Program Coordination

Participating Libraries Make the Following Commitments to the program:

- Web presence
- Prominent In-Library Promotion
- Tracking statistics
- Targeted programming
- Companion Resources



Program Coordination

Cooperatives Make the Following Commitments to the Program

- Coordinate Collateral Distribution
- Physically Distribute Collateral
- Create Bibliographic and Item Information for Automated Systems
- Provide a Level of Assistance between LMF and the Library
- Tracking Statistics



Program Details

How many passes do libraries have?

- Each of the 179 Detroit metro area libraries has 5 passes from each of the 28 museums/organizations.

Who can check out the Pass?

- Any registered library user may check out the Detroit Adventure Pass with their valid library card at their local library.



Program Details

How is the Pass checked out?

- Display racks at each library hold brochures describing the program along with slots for each of the participating organizations. Each slot holds one to five laminated cards with the name of a museum/organization on them. No cards in a slot for a specific museum indicate they have all been checked out. Library users take the laminated card to the circulation desk where the library staff member gives the visitor a "museum pass." Library staff fill in date pass was issued, name of the museum, number of people allowed per pass, and date the pass expires.
- The pass is valid only for the name of the museum printed on the pass and expires at the end of the date stated on the pass.
- Pass holders take their pass to the museum/institution as their ticket; the museum keeps the pass so nothing needs to be returned to the library.



Program Details





Program Details

What other information do library users need to know?

- Library users may check out a maximum of one pass every seven days. Up to four individuals may be admitted on each Pass.
- Museum Adventure Passes are available on a first come, first serve basis.
- Passes may not be reserved, held or renewed.
- Passes may be limited to general admission only—special exhibits may not be covered. Other restrictions for admission may apply.
- Some of the participating organizations will be offering membership discounts or other incentives to Passholders in addition to free admission (visitors are encouraged to check organization's website or ask at time of visit for more information).



Program Details

- **Participating museums/cultural organizations include:**

- Anton Art Center
- Arab American National Museum
- Birmingham Bloomfield Art Center
- Charles H. Wright Museum of African American History
- Cranbrook Art Museum
- Cranbrook Institute of Science
- Detroit Children's Museum
- The Detroit Institute of Arts
- Edsel and Elenor Ford House
- Grosse Pointe Historical Society
- Howell Nature Center
- Museum of Contemporary Art Detroit
- Rochester Hills Museum at Van Hoosen Farm
- The Scarab Club
- University of Michigan Exhibit Museum of Natural History
- Wyandotte Museum
- Arts & Scraps
- Automotive Hall of Fame
- Birmingham Bloomfield Historical Museum
- Cranbrook House & Garden
- Detroit Artists Market
- Detroit Historical Museum
- Dossin Great Lakes Museum
- Ford Rouge Factory Tour
- Henry Ford Estate, Fair Lane
- Lorenzo Cultural Center
- Pewabic Pottery
- Ypsilanti Historical Museum



Program Results to Date

The Museum Adventure Pass launched on October 25, 2007 and has received lots of praise from it's users....

Audiences - From October 25th to August (10 months), 162 participating libraries (six counties) distributed nearly 94,000 passes.

In the first 6 months of the program, the 25 participating cultural organizations contributed over \$500,000 in free admissions.

Monroe County with its 17 libraries will be added to Year II of the program, starting on October 25, 2008.

Quotes from pass users:

"This free pass got the family out of the house and they had a great time. They could not have afforded it otherwise. Thanks so much Macy's!"

"Loved it!!! I highly recommend everyone to go and visit the museums you have never seen or maybe never even hear of. Get up, get out and go see a museum. It's for free!!!!"

"This was a great chance to bring the kids out to see some things around town. Thank you!"



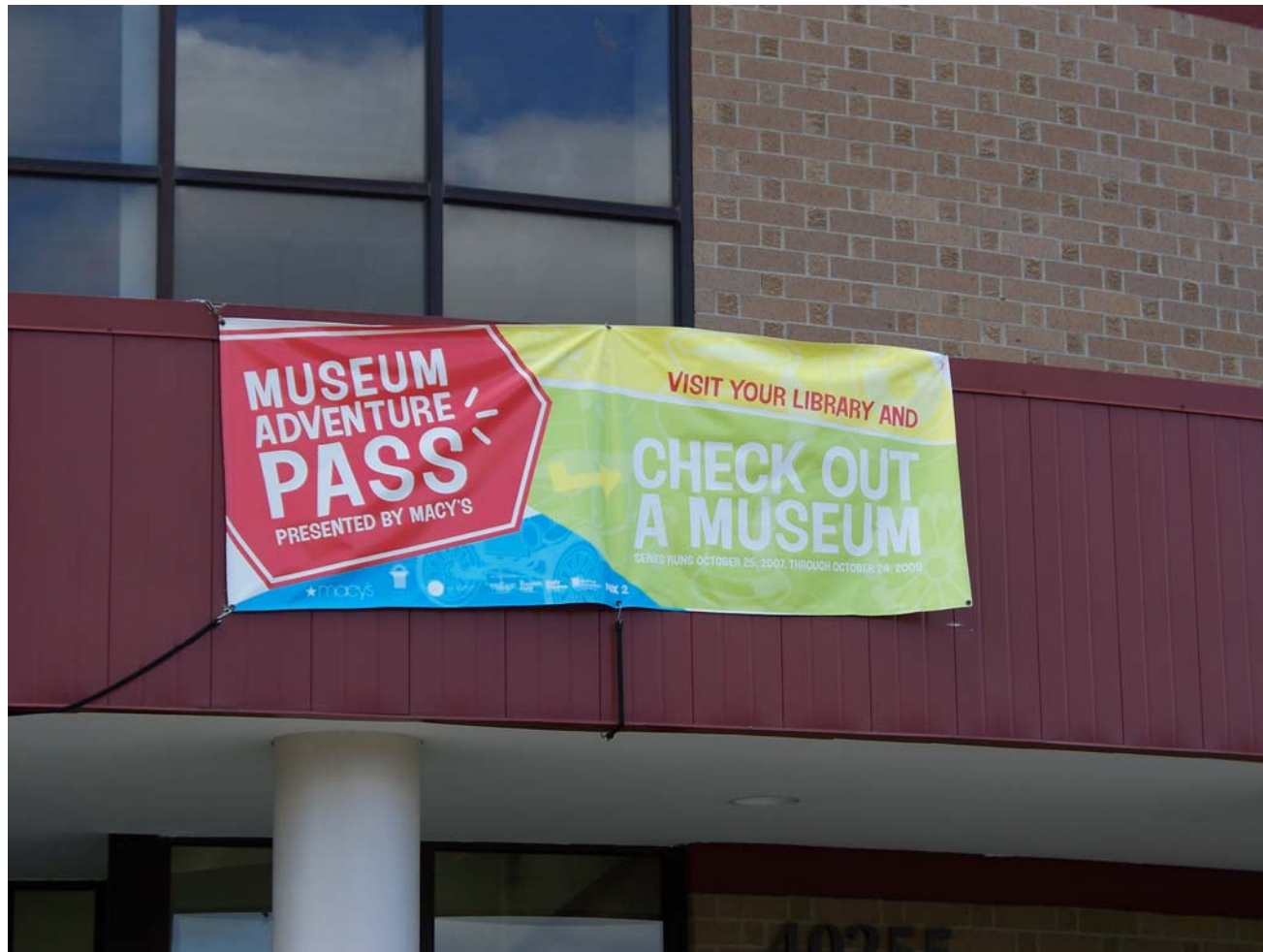
Marketing Plan

The comprehensive marketing plan for MAP included:

- Collateral and signs:
 - Outdoor Library Banners
 - Museum Adventure Pass Brochures
 - Fixtures/Signing for Pass Checkout
 - Posters/Bookmark Rack Cards
 - MAP promotional buttons for Library Staff
- Kickoff Event/Reception for libraries and museums staff
- Press kit and press releases
- Website (www.detroitadventurepass.org) listing participating libraries websites and museum link pages
- Media partnerships developed with local newspapers and radio
- Newspapers paid ads
- Signage displayed at SE Michigan Macy's stores
- Libraries provided their own communication and promotional vehicles



Local Library Marketing





Program Sponsorships 101

'Direct Benefit' Giving = Sponsorships:

- Allows corporations/businesses to make donations to institutions as long as these donations serve the needs of their employees. (Put their money into the communities where their employees live).
- Corporation/Business receives publicity, but not a direct financial return.

'Cause-Related' Marketing:

- Creates a partnership with non-profits that can provide increased sales or revenues for the corporation/business, raises their image, and raises recognition for both parties.
- The corporation agrees to donate a percentage of the sales of a product to the non-profit partner or may offer a fixed donation.
- Funds to underwrite these partnerships come from the corporation's sales and marketing budgets.



What are the Benefits of Cause-Related Marketing

- Both the non-profit organization and the business promote the partnership.
- The business hopes that the customer will try their product and they can increase sales.
- The non-profit organization secures a new stream of revenue.
- Both are seeking and will receive increased publicity and visibility.



Why Do Corporations Give?

- To build a positive public image
- To increase revenue
- To get tax deductions
- To reward employees
- To improve the communities in which they operate
- Because it has been a tradition of the corporation
- Because it puts them in good favor with their public
- Because being a good corporate citizen may help them attract more customers



Know the Donor You'll Be Soliciting

- 1. Do your research.**
 - What are the corporation's (donor) interests?
 - Have they made gifts before? To Whom?
 - Why would they be interested in your program?
 - How can your organization be of interest to them?
 - What gift levels are they used to?
- 2. Never send a blind proposal. "People Give to People."**
- 3. Get to know the owner or staff. Work with them to develop the proposal.**
- 4. Success is also a matter of timing and relationship building.**
- 5. Consider if the program can be custom-made for the corporation.**
- 6. What type of recognition would appeal to the donor?**
- 7. Corporate budgets are set in the fall. Send your proposal before September.**



Steps to Building Donor Relations

Donor Cultivation

- Give lots of credit to the donor, whenever possible and as much as you can.
- Keep donor informed of your successes throughout the program.
- Invite the donor to attend.

Thanking the Donor

- Always thank the donor whether your proposal got funded or not.
- Make sure the thank you letter goes out promptly – within 24 to 48 hours.
- Include the ways they will be recognized for their support.
- Contact local media to provide recognition of the gift.



When Things Don't Go as Planned

- Never wait until the project has ended to evaluate the project.
- If you find that you're not going to meet your objectives, take corrective action and prepare the donor for the change.



About Corporate Sponsorships

- Provide different sponsorship levels. Each level should have different benefits and types of recognition.
- Corporate logos on the organization's materials are not considered advertising and therefore are not taxed. (The corporation receives publicity, but not a direct financial return).
- Corporate Sponsorships can be paid in:
 1. Cash
 2. In-kind services/non-cash assistance
 3. Combination of cash and in-kind services
- Examples of in-kind contributions include products, supplies, facilities, services, publicity, equipment.



So How Do I Start A Program In My Community?

Partnerships... The key is in the partnerships!

- Look around you... Who's there? How far a distance can you go to seek your partners? The more partners on board the better!
- Start a dialogue with the organizations. Are they interested? Do they share your same goals?
- Set the terms of the partnership. What does each partner have to offer? Who will do what?
- Discuss funding. How much is required? Cash or In-kind? Or Both?
- Who are the potential donors? Do your research.
- Start the dialogue with the prospect donors. Make the case. What can you do for them in exchange for their support? How will they benefit?
- Develop the program once the parameters are set and the funding is confirmed.



Questions?