

## CUSTOMER SPOTLIGHT

## Carnegie Museums of Pittsburgh

CARNEGIE | MUSEUMS  
OF PITTSBURGH

*Four distinctive museums*

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—Arielle Bateman, Director of Prospect Engagement

Carnegie Museums of Pittsburgh used data and marketing insight to better understand every visitor. With Blackbaud as a partner, the museums tapped into new donors and prospects and learned to attract nontraditional members.

## Carnegie Museums of Pittsburgh use technology to grow members and donors.

Carnegie Museums of Pittsburgh serve nearly 1.5 million people with programming ranging from art and science to natural history. What began as a single building nearly 125 years ago now spans four distinctive museums with a singular mission of delighting and inspiring diverse audiences.

To ensure that Carnegie Museums provide the most impact to the community—through free and reduced admission and school programs—they must engage members and donors in the most effective ways.

“They’re the ones who are our evangelists,” explained Arielle Bateman, director of prospect engagement. “They’re the ones who are bringing their

Carnegie Museums of Pittsburgh are powered by Blackbaud solutions for:

- ✓ Analytics
- ✓ Fund accounting
- ✓ Marketing
- ✓ Fundraising and CRM
- ✓ Payment services

friends and family into the museums. We lay out the welcome mat for our members by providing them with great content and taking very good care of them so that they stay with us for the long term.”

Carnegie Museums rely on Blackbaud to build an experience that leads to retention. Blackbaud’s solutions help the museums identify people likely to become members or donors and engage prospects with timely communications that introduce them to exhibits and events at the museums.

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## Boosting Revenue with Small Changes

Carnegie Museums recently increased their focus on mid-level giving, which encompasses donors contributing \$1,000 to \$25,000 per year. Within five years, the museums experienced 20% growth in donors of that size.



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“We have also seen an increase in the amount of revenue we’ve received,” Bateman said. “We attribute that to being able to identify the people who have the potential to give now but haven’t come through the door announcing, ‘I am a major gift prospect.’ It’s been so exciting to find those gems, because we don’t have time to contact every single person. Screening tools and scoring help us use our time efficiently and effectively.”

Carnegie Museums also introduced an automatic renewal program. After only a few years, 11% of members—totaling nearly \$30,000 per month—use this feature with a one-time annual payment or with ongoing monthly payments.

“Because we’re offering people this flexibility with their payments, we have seen people come into the program that have a lower income level or are younger,” Bateman said. “That’s really exciting to us, because we’re bringing in new people to our membership base, and we’re also able to increase the accessibility of our program.”

Carnegie Museums also used Blackbaud’s Credit Card Updater to maintain over 130 sustaining gifts in the final two months of 2018 alone, during the most critical fundraising period.

## Retaining and Growing Membership

In 2018, Carnegie Museums grew their membership program to a record 31,000 basic-level member households. As the program continues to expand,



20%

growth in mid-level donors  
(\$1,000–\$25,000)

the museums want to increase communications with donors through both thoughtful touches and further education about the power of giving. With Blackbaud as a partner, Bateman and her colleagues can use analytics to see how each person engages with the museums and also that person's potential and ability to contribute financially.

"I am so grateful to have products that talk to each other, to know who my donors are, and to be able to quickly innovate and integrate content together," Bateman said. "A lot of my peers don't have that advantage, so I'm always encouraging them to think about products that integrate so that they can save their time and get rid of those friction points that are keeping their membership program at the level of existence, rather than growing."

In addition to attracting new members, Blackbaud's solutions alert Bateman and her team about memberships at risk through surveying. For example, at renewal time, Carnegie Museums ask members about what sustains their connection to the museums—critical information for retention.

"What I like about Blackbaud is that the people are very fun, passionate about what they're doing, and driven to helping us succeed," Bateman said. "I'm so grateful to have people that check in with me, give me best practices, and help me get the most out of the products that I can. We often have our heads in the weeds with the work that we do, and I appreciate those reminders to see the big picture."



11%

of members making recurring  
payments (nearly \$30,000 per  
month in revenue)

Learn how to cultivate extraordinary relationships.

Get started

#### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.