

OSLP Arts and Culture Marketing Plan

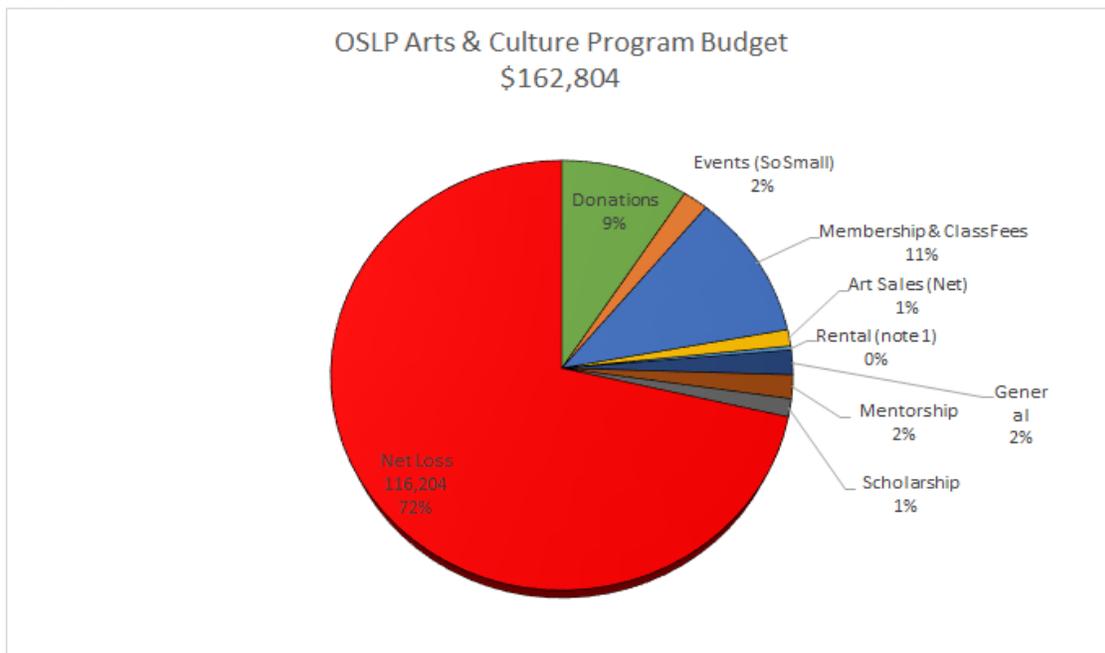
I. Introduction and Overview

OSLP A&C Backgrounder – Organization history, make-up, facility, intents/mission.

OSLP is an assisted living program with the goal of enriching the lives of adults living with developmental disabilities. An offshoot of this program is their Arts & Culture Program which provides arts workshops for both their core constituents as well as the larger community. The program has a mission, which is: “ The OSLP Arts & Culture Program breaks down barriers to participation in the arts for people of all abilities and builds bridges to a more diverse and inclusive community.” The Arts & Culture Program is proving beneficial and popular with the program recipients in that it provides opportunities for artistic expression, but also interaction with community members. In the spirit of inclusion, the Arts & Culture program is interested in raising awareness in and increasing participation from community members from outside of the OSLP organization.

The Oregon Supported Living Program’s primary activities, including their art gallery, are housed in the old QSL building on Charnelton Street in Eugene, now called the Lincoln Gallery. However, several of the arts programs take place at the facilities of volunteer and professional artists who lead the art workshops.

Our understanding is that interest in increasing participation from non-program participants is at least in part motivated by a desire to increase revenue streams leading to program viability and financial sustainability. Currently, revenue streams from all sources cover only 28.6% of their operating budget with only 9% coming from donations and 11% coming from membership and class fees.



II. SWOC Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • Content, High quality artwork, classes, and gallery/studio space • The goal of inclusion meets a need in the community • Mission-driven organization supported by OLSP • Emotional pull of testimonials 	<p>Weakness:</p> <ul style="list-style-type: none"> • Finances: operating on a deficit • Visibility: not extremely well-known in the community • Struggle making direct ask for donation • Limited hours of gallery: no weekend or evening hours
<p>Opportunities:</p> <ul style="list-style-type: none"> • Deepen community partnerships with some of the many arts organizations in Eugene • Special events to thank cultivate more donors • Venue rentals of gallery space • Increase visibility of gallery • Leverage emotional pull to cultivate more donors 	<p>Challenges:</p> <ul style="list-style-type: none"> • Need for more robust revenue streams • Reaching out to potential donors who have not yet heard of OSLP A&C • Competition with other arts organizations • Cultivating long-term donors • Defining their goals as a charitable organization or community organization. <ul style="list-style-type: none"> ○ Specialization or inclusion?

III. Current Marketing Strategies

Summary of current marketing strategies, assessment/feedback on effectiveness from staff interviews/data.

Content Marketing

Marketing Kit: fliers for various programs

- Brochures: Could benefit from more cohesive collateral material and brand identity. A & C brand is different than OLSP main brand.

Social Media: Facebook, Instagram, YouTube

- These could be used more effectively. Facebook page is used the most, but seems to only be reaching people already involved in the organization. There is a need to reach a wider audience.
- Instagram account is rarely used.
- YouTube has good quality videos but there are not many views.

Email Marketing:

- eNewsletter very basic, not sent out to many people

Relationship Marketing:

- This seems to be something that they're actively working to cultivate. By seeking to bring more people into their workshops, OSLP seeks to cultivate relationships with participants and encourage them to become donors.
- Needs evaluation to determine efficacy.

Emotional Branding:

- Good use of this in videos, however videos should be shorter. Gives a nice overview of the organization and the benefits of the Arts and Culture Program to the people involved.
- Support with testimonials
- Support with rebranding once *stability is achieved*

IV. Recommended Marketing Strategies

- **Direct mail strategy.** Reach out to existing contacts. Create cards with artwork from OSLP artists. Thank participants and solicit donations. Ask people to sponsor an artist, become members to provide arts supplies
 - **Goal:** Turn more existing contacts (volunteers, partners, guests) into donors through direct solicitation.
 - **Evaluation:** Observe increase in donor activity after campaign. Provide envelope with direct mail solicitation to enable easy tracking of gifts.
- **Social media strategy.** Reach out to new contacts and increase donor participation beyond the norm. Highlight program artists. Offer membership levels. Don't rely on organic reach. Pay to push ads and target specific markets.
 - **Goal:** Increase donor participation and build upon donor pool via social media campaign
 - **Evaluation:** Monitor metrics offered using social media marketing tools in real time.
- **Relationship Marketing** with corporate donors. Hold events and gallery shows featuring different levels of corporate sponsorship by offering to show partner logo in different places and at different sizes according to level of contribution. Reserve most significant contribution for title sponsors. Hold events to cultivate these relationships and honor and thank sponsors for their significant and (hopefully) lasting contributions.
- - **Goal:** Increase opportunities for corporate sponsors to give
 - **Evaluation:** Observe increase in corporate donor participation

V. Desired Outcomes

- Increase donorship to bridge revenue gap and improve chances of sustainability.
- Increase visibility of program and gallery.
- Maintain relationships with existing contacts and turn those contacts into donors.
- Expand digital marketing efforts to expand pool of donors.
- Increase corporate sponsorship.

VI. Final Plan, Including Feedback

Final marketing/strategies plan including feedback from “pitch” session”.

- Feedback largely revolved around a preference to increase inclusion by targeting more non-OLSP program participants to participate in OSLP Arts and Culture Program classes. Our assessment and understanding of the budget compel us to stand by our assessment to concentrate marketing efforts to donors to help bridge the Arts & Culture Program’s revenue gap. That said, the same strategies can be used to target additional program participants if that is desired.
- Staff reinforced the importance of avoiding exploitation of vulnerable adults, and that they feel a responsibility to educate the public about inclusion. We still feel a need to define the mission and goals of the organization, as this is the first step in creating an effective marketing plan.