

# *E-mazing*

## *How to really get the Web and email to reach out for your arts organization*

*Business Arts Council*

*December 16, 2004*

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# Agenda

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- Overview of ecommerce for arts organizations.
- Panel Discussion:
  - Laura Bergman, Z Space Studio
  - Mona Baroudi, Intersection for the Arts
  - Samantha Chanse, Kearny Street Workshop
- Small Group Q&A.

# *Ecommerce for Arts Organizations*

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## **Components:**

- Ticket sales.
- Merchandise sales.
- Online Giving.
- Email newsletters (& fundraising).

# ***Ticket Sales***

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## **General Issues:**

- Reserved Seating vs. General Admission.
- Linked to actual seat availability & seating chart?
- Linked to online calendar?
- Will box office staff work from the online system?
  - If not, need to prevent overbooking as well as appearance of sell-out when box office is holding offline seats.

# ***Ticket Sales (2)***

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## **Technical Issues:**

- Integration with your web site & design.
- Secure web server.
- Merchant account.
- Shopping cart (allows multiple purchases in one transaction).
- Payment gateway or credit card terminal.
- Linkage with inventory.
- Seating chart.

# Ticket Sales (3)

Intersection for the Arts - Make Reservations - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Refresh Home Search Favorites Media History Mail

Address <http://www.theintersection.org/reservations/reservations.php> Go

RoboForm RLWeiner.com Fill Id Fill Forms Ticketlife Ticketlife Go Fill

Google Search Web 1307 blocked Options

information is considered private and will not be shared.

- UNLESS YOU HEAR FROM US, PLEASE CONSIDER YOUR RESERVATION CONFIRMED.
- Intersection turns 40 next year! If you wish to make a commitment to honor the 40 years of fine work at Intersection, please become a 40th Anniversary Member. Please visit our [Membership page](#) for further information. Thank you for making Intersection possible. We couldn't do it without you.

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Please select an event:

11/28: Theatre: Fist of Roses-EXTENSION

full name:\*

email:\*

Number of tickets:\*

telephone:\*

please add me to your mailing list

mailing address:

city:

state:  zip:

\*=required

Submit

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© 2004 Intersection for the Arts

Done Internet

# Ticket Sales (4)

Crowded Fire: Box Office - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Refresh Home Search Favorites Media History

Address D:\Robert\Presentations\BAC\Crowded Fire Box Office 2.htm Go

RoboForm RLWeiner.com Fill Id Fill Forms Wellsfargo\_RLW Wellsfargo\_RLW

Google Search Web 1351 blocked Options

CROWDED FIRE THEATER COMPANY

WHAT'S PLAYING WHAT'S NEXT RESERVE TICKETS ABOUT US PAST SHOWS JOIN US

## BOX OFFICE

Note: reservations made here must be made at least one day in advance. To reserve tickets on the day of the show, please call our box office at (415) 675-5995.

Performance date: December 6

PayPal BUY NOW

Number of tickets:

First name:

Last name:

Telephone:

(we will contact you only if your reservation is **not** available)

Done Internet

# Ticket Sales (5)

**Aurora Theatre Company Online Ticketing - Microsoft Internet Explorer**

Address: <https://server9.lfhosting.com/aurora/cgi-bin/tm.cgi?online>

**AURORA THEATRE COMPANY**  
2081 ADDISON STREET, BERKELEY BOX OFFICE: 510.843.4822

TICKETS VIEW CART CHECKOUT LOGOUT

**Here are the Best Available seats**  
Emma  
on Sunday December 19 2004 at 2:00 PM

Section	Row	Seat	Pricing
South	D	109	Single Tickets/Single/\$36.00
South	D	110	Single Tickets/Single/\$36.00

Find Next Best Seats Add Tickets to Shopping Cart

Cancel Tickets and Return to Previous Window

NOTE: Please do not use your browser's 'BACK' button. Navigation is best when using the buttons provided on each page.

Aurora Theatre Company : 2081 Addison St. Berkeley, CA 94704  
box office: 510.843.4822 | admin: 510.843.4042 | fax: 510.843.4826



# Ticket Sales (6)

## Sample Vendors:

- [Acteva](#), [Sporg](#), [Cvent](#) – online event registration.
- [Center Stage](#), [Choice Ticketing](#), [SeatAdvisor Box Office](#), [Folio Box Office \(Martech\)](#), [Astor Street](#) - box office software with online option.
- [Ticketweb](#), [Tickets.com](#) – full service online ticketing.
- [PayPal](#) - no box office functions or seating inventory.

## Resources:

Australian Govt. Dept. of Commerce, IT, & the Arts - *Glen Street Theater Case Study*: [archive.dcita.gov.au/2001/10/ecommerce\\_cs/state/nsw/glen\\_street\\_theatre](http://archive.dcita.gov.au/2001/10/ecommerce_cs/state/nsw/glen_street_theatre)

Jim Royce - *Building an Online Presence for Live Theatre*:  
[www.tcg.org/pdfs/publications/centerpiece/centerpiece\\_0801.pdf](http://www.tcg.org/pdfs/publications/centerpiece/centerpiece_0801.pdf)

TicketLife ticketing resources:

[www.ticketlife.com/resources.php](http://www.ticketlife.com/resources.php)

# *Merchandise Sales*

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## **Technical Issues:**

- Integration with your web site & design.
- Secure web server.
- Merchant account.
- Shopping cart.
- Payment gateway or credit card terminal.
- Linkage with inventory.
- Photos of merchandise.

# Merchandise Sales (2)

## Sample Vendors:

- PayPal
  - no store, inventory, or photos.
- Yahoo Stores
- eBay Stores
- Kagi
- 2Checkout

## Resources:

Alder Consulting - *Accepting Credit Cards Online On a Shoestring*:

[www.alderconsulting.com/creditcard.html](http://www.alderconsulting.com/creditcard.html)

# Online Giving

## Technical Issues:

- Integration with your web site & design.
- Secure web server.
- Merchant account.
- Payment gateway or credit card terminal.
- Who is donor actually giving to?
- Secure connection to database & bank.
- Gift designation options.
- Recurring gifts.
- Receipting.

# Online Giving (2)

## Sample Vendors:

- [Network for Good](#), [JustGive](#), [PayPal](#).
  - Can't change design or text of giving page. Transfer of funds is delayed.
- [Entango](#), [GroundSpring](#), [Echo-Inc](#), [Contribute.com](#).
  - Control over design of giving page. Integration with your merchant account.
- [Convio](#), [GetActive](#), [Kintera](#).
  - Full service: email marketing, event registration, team fundraisers, web site management, advocacy, auctions.

## Resources:

Affinity Resources - *Comparison of Online Donation Services:*  
[www.affinityresources.com/pgs/awz55Online2.shtml](http://www.affinityresources.com/pgs/awz55Online2.shtml)

# Email Marketing (& Fundraising)

## **Jakob Nielsen** (study of email newsletter usability):

- “E-newsletters that are informative, convenient, and timely are often preferred over other media.”
- “Email newsletters are so powerful that the best of them have a future” (despite spam and information overload).
- From a study participant: “Bottom line, I’d rather (get information) in an email newsletter than in regular mail.”

<http://www.useit.com/alertbox/20040217.html>

# Email Marketing (2)

## Privacy Issues:

- Businesses generally use double opt-in. Higher education & nonprofits still tend to use opt-out.
- If you use opt-out, first email (and all subsequent) should offer it.
- Develop and post a privacy policy.
  - DMA Privacy Policy Generator [www.the-dma.org/privacy/creating.shtml](http://www.the-dma.org/privacy/creating.shtml)
  - Customer Respect Group privacy policy guidelines: [www.customerrespect.com/default.asp?hdnFilename=research\\_bp\\_privacypays.htm](http://www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm)
- Bottom line: make sure your audience wants to hear from you by email.

# Email Marketing (3)

## Neither Rain nor Snow nor AOL

- Use a consistent and/or easily recognizable Sender name.
- Don't personalize the Subject (e.g. Dear <name>), but do mention your organization.
- Don't overdo HTML or graphics.
- Test appeals with spam filters ([www.lyris.com/contentchecker/](http://www.lyris.com/contentchecker/), <http://spamcheck.sitesell.com/>, [www.spamassassin.org](http://www.spamassassin.org)) & accounts on AOL, Earthlink, Yahoo, etc.
- Avoid spam “trigger words” [www.businessknowhow.com/internet/spamwords.htm](http://www.businessknowhow.com/internet/spamwords.htm)



# *Email Marketing (4)*

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“People read books, scan web sites, and glance at email messages.”

– Brian Niles, TargetX

“If I'd had more time I would have written a shorter letter.”

– Mark Twain

# Email Marketing (5)

Welcome to the Magic Theatre! - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send


Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss Fill Forms Save Forms Go Fill Identities Passcards

Address D:\Robert\Presentations\Email Marketing & Online Giving\Email Solicitations\Philip Kaufman Edna O'Brien at the Magic.htm


RoboForm RLWeiner.com Fill Id Fill Forms Ebay.com Ebay.com Go Fill More Forget Close

Search Web 1309 blocked Options

From: Magic Theatre [Magic\_Theatre@mail.vresp.com]  
Sent: Wednesday, November 12, 2003 6:32 PM  
To: rlweiner@yahoo.com  
Subject: Philip Kaufman & Edna O'Brien at the Magic




**HOME**  
**SEASON**  
**BUY TIX**  
**DONATE**  
**VOLUNTEER**  
**ADD A FRIEND**



Magic Theatre presents a special event in conjunction with the world premiere production of *Triptych*  
**THE WRITER AND THE DIRECTOR**  
an intimate conversation with Edna O'Brien and Philip Kaufman hosted by Larry Eilenberg

Monday, December 8 at 7:30pm  
Cowell Theatre at Fort Mason Center  
Tickets: \$18-\$22  
Call (415) 441-8922 for tickets.



Edna O'Brien (author of novels *The Country Girls Trilogy*, *Lantern Slides*, *In the Forest*) and Philip Kaufman (director of movies *Rising Sun*, *Quills*, *The Right Stuff*, *Henry & June*, *The Unbearable Lightness of Being*, and the upcoming *Twisted*) discuss their processes as a writer and a director, exploring the rules, the tensions, and the rewards of the collaborative creative process.

Edna O'Brien, who broke ground with *The Country Girls Trilogy* in 1960, has been a prolific and often controversial chronicler of life in Ireland, illuminating struggles within the Catholic society, spouse abuse, abortion, and priestly infidelities. Philip Roth calls her "the most gifted woman now writing fiction in English." Her subjects have often been taken from the news, up through her most recent novel *In the Forest* (2002) about a mad, institutionalized boy and his victims. Also a writer of screenplays and non-fiction work, Ms. O'Brien has received many awards, including the L.A. Times Book Prize for *Lantern Slides*. She is an honorary member of the American Academy of Letters.

San Francisco writer-director Philip Kaufman began his film career with the mystical comedy, *Goldstein*, which won the Prix de la Nouvelle Critique at the 1964 Cannes Film Festival. His career includes such critically acclaimed movies as *The Right Stuff* (8 Academy Award nominations, 4 Oscars, Writers and Directors Guild nominations), *The Unbearable Lightness of Being* (2 Academy Award nominations, British Academy Award, Writers Guild nomination), *Henry & June*, *Rising Sun*, and *Quills* (3 Academy Award nominations, National Board of Review Best Movie 2000). Mr. Kaufman has just completed *Twisted* starring Ashley Judd, Samuel L. Jackson and Andy Garcia. *Twisted* is due for release in April, 2004. Mr. Kaufman has been honored with numerous retrospectives including the Sundance Film Festival, the Cambridge, England Film Festival, the American Film Institute and the American Cinematheque (2004).

TELL US WHAT TO SEND YOU!  
If you haven't already done so, [click here to choose what you would like to receive from Magic Theatre.](#)

ADD A FRIEND!  
Think a friend should be receiving our emails? [Click here to add a friend to our email list.](#) Emails will not be shared or sold.

You are receiving this email because you requested to receive info and updates via email. To unsubscribe, reply to this email with "unsubscribe" in the subject or simply click on the following link: [Unsubscribe](#)

This message was sent by Magic Theatre using VerticalResponse's [iBuilder](#) (TM).  
[Read the VerticalResponse marketing policy.](#)

Powered By VerticalResponse

Done My Computer

# Email Marketing (6)

Happy Thanksgiving from The Marsh! - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: The Marsh [marsh1062@aol.com] Sent: Tue 11/23/2004 5:16 PM  
To: Friends of The Marsh:  
Cc:  
Subject: Happy Thanksgiving from The Marsh!

**NOW THROUGH DECEMBER 13  
RUSH LIMBAUGH IN NIGHT SCHOOL**

Written and Performed by Charlie Varon  
Developed with and directed by David Ford  
Saturdays-Mondays,  
through December 13 at 8:00pm  
Mention this email and get \$2 off at the door Nov  
27, 28, and 29!

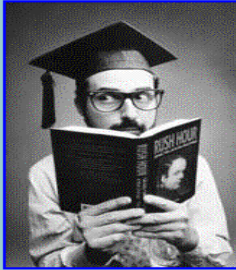
In 1994, Charlie Varon created a hit play predicting Rush Limbaugh's downfall. In 2003, Rush Limbaugh publicly admitted his drug addiction. Charlie says: "Ten years later, I still prefer my version."

Rush Limbaugh learns Spanish in Greenwich Village, falls in love with a feminist, plays Othello in New York's Central Park... Charlie's one-man, 20-character satiric feast is back! The Marsh is thrilled to celebrate the 10th anniversary updated version of this award-winning, rollicking show.

**TICKETS:**  
Sundays and Mondays \$15-22 sliding scale,  
Saturdays \$22

**RESERVATIONS: (415) 826-5750  
or e-mail: [tickets@themarsh.org](mailto:tickets@themarsh.org)**

"A wondrous  
tour de force!"  
-The San Francisco  
Chronicle



**Brian Copeland's  
NOT A GENUINE BLACK MAN  
NOW THROUGH DECEMBER 11**


"Copeland is a winning, magnetic performer who knows how to work an audience." - Rob Hurwitz, San Francisco Chronicle

Written and performed by Brian Copeland  
Directed by David Ford  
Thursdays-Fridays at 8:30 pm  
Saturdays at 5:00pm

Brian Copeland's first solo show, NOT A GENUINE BLACK MAN, reveals a little-known chapter of Bay Area history. In 1971, San Leandro was named one of the most racist suburbs in America. Congressional hearings were held. The next year, the then eight-year-old Brian Copeland and his African-American family moved to San Leandro. In a monologue that's both funny and poignant, Brian explores how surroundings make us who we are.

**TICKETS: Thursdays, \$15-22 sliding scale;  
Fridays and Saturdays, \$22**

**RESERVATIONS: (415) 826-5750 ext.4  
or e-mail: [tickets@themarsh.org](mailto:tickets@themarsh.org)  
For more information, visit [www.briancopeland.com](http://www.briancopeland.com)**



# Email Marketing (7)

GotMarketing - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss Fill Forms Save Forms Go Fill Identities Passcards

Address D:\Robert\Presentations\Email Marketing & Online Giving\Email Solicitations\SFMOMA members' e.news.htm

RoboForm RLWeiner.com Fill Id Fill Forms Ebay.com Ebay.com Go Fill More Forget Close

Search Web 1309 blocked Options

From: SFMOMA Membership [SFMOMA\_Membership\_stbsvy@postsnet.com]  
Sent: Tuesday, October 07, 2003 2:01 PM  
To: rlweiner@yahoo.com  
Subject: SFMOMA members' e.news

LINKS : SFMOMA HOME MEMBERSHIP EXHIBITIONS CALENDAR JOIN/RENEW SEND TO A FRIEND

MEMBERS' E.NEWS


SF MO MA SFMOMA

October 2003

connect SFMOMAMEMBERSHIP


INSIDE SCOOP  
PICK OF THE MONTH  
EXHIBITIONS  
EVENTS  
MEMBERS ONLY

INSIDE SCOOP

 **Record-Breaking Attendance in August**  
Could late summer be the season for art? In August, SFMOMA hosted a record-breaking 111,201 visitors. Attendance was driven in large part by the critically acclaimed *Marc Chagall* exhibition and beat all previous tallies, including those from the Museum's Ansel Adams retrospective, the Alexander Calder show, and the inauguration of SFMOMA's world-famous Mario Botta building.

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PICK OF THE MONTH

 **Diane Arbus Revelations Book Available Next Week**  
Published in conjunction with the upcoming exhibition, the *Diane Arbus Revelations* book has already received rave reviews from *American Photo* magazine (Sept. 2003) and the *New York Times Magazine* (Sept. 14, 2003).

Done My Computer

# Email Marketing (8)

**October 2003 Newsletter - Microsoft Internet Explorer**

File Edit View Favorites Tools Help Send

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss Fill Forms Save Forms Go Fill Identities Passcards

Address D:\Robert\Presentations\Email Marketing & Online Giving\Email Solicitations\Successful Fundraising Online.htm

RoboForm RLWeiner.com Fill Id Fill Forms Ebay.com Ebay.com Go Fill More Forget Close

Search Web 1309 blocked Options

**From:** Mal Warwick & Associates, Inc. [news@malwarwick.com]  
**Sent:** Thursday, October 16, 2003 11:56 AM  
**To:** Robert Weiner  
**Subject:** Successful Fundraising Online

**MW MAL WARWICK & ASSOCIATES, INC.**  
Fundraising and marketing for nonprofits

## Mal Warwick's Successful Fundraising Online

Dear Robert,

Here are the latest fundraising tips and insights from Mal Warwick & Associates, plus highlights from the most recent issue of Mal Warwick's Newsletter: Successful Direct Mail, Telephone, and Online Fundraising.

[www.malwarwick.com/newsletter/success0310.html](http://www.malwarwick.com/newsletter/success0310.html)

WHAT TO EXPECT FROM A TELEPHONE APPEAL  
By Mal Warwick

Let me guess: You don't like the idea of telephone fundraising.

Chances are, you've got five or six objections to using what most people in the industry so clumsily refer to as "telemarketing." Calling your donors on the phone seems intrusive. It's a technique widely known to be used by fraudulent charities. It puts your organization's reputation at risk because you may not be able to exert direct control over the individuals who make the phone calls. And, besides, you just hate it when somebody calls you at dinnertime to ask for money -- and so does everyone you know!

Complete text:  
[www.malwarwick.com/newsletter/success0310.html#telephone](http://www.malwarwick.com/newsletter/success0310.html#telephone)

SPREAD THE WORD

Our free e-Newsletter now has over 2,800 monthly subscribers in 40 countries! But we know there are many more, at nonprofits of all sizes, who can benefit from the new ideas and insights that you receive with each issue. If you have friends or colleagues who could use a little help with their fundraising (and isn't that everyone?) you can use the link below or simply forward this message. Thanks!

ASK MAL

Mal Warwick is waiting to answer your fundraising questions -- just go to [www.malwarwick.com/askmal.html](http://www.malwarwick.com/askmal.html). Here's a recent question from a reader:

My Computer

# Email Marketing (9)

## Sample Vendors:

- [Yahoo Groups](#), [Topica Lists](#) - free
  - plain text, advertisements.
- [Constant Contact](#) - \$75/month for  $\leq 10,000$  msgs.
- [Groundspring.org](#) - \$19.95/month for  $\leq 10,000$  msgs.
- [Sparklist](#) - \$89/month for up to 25,000 messages.
- [Topica Publisher](#) - \$49/month  $\leq 2,500$  names &  $\leq 50K$  msgs.
- [Vertical Response](#) - \$.015 to \$.0075 per 1,000 msgs.

# Email Marketing (10)

## Resources:

Alder Consulting - *E-Newsletter Tools on a Shoestring*:

[www.alderconsulting.com/enews.html](http://www.alderconsulting.com/enews.html)

Allison, Rachel - *Testing e-mail without testing your sanity*:

[www.malwarwick.com/newsletter/success0403.html#testing](http://www.malwarwick.com/newsletter/success0403.html#testing)

dotorgEssentials - *Best Practice for Email Campaigns*:

[www.dotorgessentials.net/browse\\_issues.php?switch=1&dir=20040116](http://www.dotorgessentials.net/browse_issues.php?switch=1&dir=20040116)

DotOrg Media – *Electronic Mailing Lists - Resource List*

[www.dotorgmedia.org/Publications/Publications.cfm?ID=76&c=18](http://www.dotorgmedia.org/Publications/Publications.cfm?ID=76&c=18)

Groundspring.org - *Online Fundraising Handbook* (chapter 3 discusses email newsletters): [www.groundspring.org/learningcenter/handbook.cfm](http://www.groundspring.org/learningcenter/handbook.cfm)

NP Advisors - *Guidelines for Preparing E-mail Copy*:

[www.npadvisors.com/NewContent/100244.asp](http://www.npadvisors.com/NewContent/100244.asp)

Stoner, Michael - *Creating Effective Email Campaigns*:

[www.mstonerblog.com/archives.php?id=A2004081](http://www.mstonerblog.com/archives.php?id=A2004081)

More resources are at: [www.rlweiner.com/resources.html](http://www.rlweiner.com/resources.html)

# Any Questions?

PLANET 501C3 TALES FROM THE NONPROFIT GALAXY BY MIRIAM ENGELBERG



© COMPASSPOINT 8/25/02

WWW.PLANET501C3.ORG