



Frequently Asked Questions

How does AIM work?

Arts groups registered with the Jersey Arts Marketers (JAM) network are invited to subscribe for the program annually, then asked to submit segmented lists of patron data to the AIM community database throughout the year using Data Center, a powerful, web-based data management tool.

Once collected, all of this data will be normalized then run through National Change of Address (NCOA) and against other third party databases (including Acxiom). Based on returns, your data will be updated with clean records and detailed demographic and psychographic profiles on the cultural consumers in the region. For each list created, a merge/purge will be run to ensure de-duplicated lists are pulled from the community database.

How does AIM help my marketing team?

The database can help your organization better market your programs to its existing audiences by identifying which patrons are most likely to be interested in the specific programs you have to offer.

For example: If you offer a summer arts camp for kids 8-12 years old, it would be helpful to know what segment of your patrons have kids in the household who match those ages. It might also be useful to match household income levels to the price point of the camp. This type of data can focus your marketing efforts and save you money.

In addition to segmenting your own data, AIM provides a platform for trading lists with other participating arts groups by using the reporting available through Data Center to identify new leads that match the profile of your existing patrons.

For example: If you are presenting a classical music performance, you can request list segments from other groups that match patrons who have attended similar performances in the past 2 years and who live within a 20 mile radius of your venue.

How do I request a list from another organization?

Organizations can request names from any combination of other participating groups at any time throughout the year via the permission-based Data Center system. Users can browse tradable names, use filters to target leads and build test lists before executing requests. Once a request is made, automated emails are sent to the designated contacts at each applicable organization for approval. As with traditional list trading, all lists pulled from AIM are for one-time use mailings only.

What if I'm not interested in list trading?

No problem. You always have the power to determine which segments of your list you are willing to make available for potential trade and which you wish to keep private, so only you know they exist in the community database. If you don't wish to engage in list trading, simply keep all of your data segments private and use AIM exclusively for your internal research.

How does AIM help my development team?

Your development team can use AIM to learn more about your existing patrons and identify potential new donors within your audience pool. By examining and cross-referencing your patrons' consumer behaviors, you'll be better able to determine which individuals might be inclined to -- and financially able to -- support your organization. This process may have seemed daunting in the past, but not anymore! Your team now has that information available anytime.

For example: You may know that Jane Doe attends your children's theatre series three times a year. Now you could find out that Jane Doe makes \$250,000 a year and has two kids in the household that are age appropriate, making her a good prospect for your annual appeal.

In addition, like many arts institutions, providing detailed demographics on your patrons helps make your case to potential funders. However also like most, your organization probably struggles to provide accurate reporting. By using the information available through the AIM database, you can feel confident in the detailed reports you provide to funders because they are based on real data, not assumptions and perceptions.

How does AIM help my programming?

The more you know about your audiences, the more you can provide the types of programs that they will find engaging. Having information on whom your organization serves, not necessarily whom you think it serves, can play a pivotal role in your organization's creative direction.

Are there restrictions to AIM?

There is no limit to the number of reports you can run, list requests you can make, or data you can pull from the database. Nominal licensing fees are assessed when you use demographic and/or psychographic filters to pull a list.

Since list trades are permission-based and require an explanation of their intended use, and since only data marked as available for trade can be accessed, the only restrictions to list requests are that they are for one-time-only use and can only be used for direct mail. Trading email addresses is prohibited and would be in violation of federal privacy laws. Data in AIM cannot be brokered for any organization outside of the list community.

Once I have signed up, how can I submit my data?

Before submitting names to the AIM community database, one or more representatives from your organization may attend a basic training webinar to learn how the Data Center system works – a submission guide is available to help. It is expected that all participants will observe best practices regarding segmentation when preparing lists for the database.

How much of my data should I submit to the Community Database?

We strongly recommend that you treat AIM as your own online data warehouse and submit all the data you have available on your patrons and their transactions. The more data you put into the system, the more control, marketing intelligence and savings you will get out of it. (Note: This should also include people you DO NOT want to receive mail. This way they can be removed from lists you trade for via your own suppression lists.)

We request that you only submit data that has shown activity within the past 5 years. This will help reduce the fees ArtPride pays to run NCOA on your behalf.

Since you control how much (if any) of your data you make available for trade, and since all list requests are permission-based, there is no reason to withhold list segments from the community database. We recommend you upload new lists quarterly to take full advantage of NCOA updates and ensure your data is as up-to-date as possible.

Where does the AIM Community Database reside?

The ArtPride New Jersey Foundation has partnered with [TRG Arts](#) to manage the AIM community database. TRG is a consulting firm dedicated to helping arts and cultural organizations increase patronage and revenues. The firm manages a number of similar community patron databases in markets across the country, including Atlanta, Boston, Denver, New York, Philadelphia, Pittsburgh, Portland, San Francisco and Seattle.

How safe is my data?

Data you submit to AIM is completely safe and 100% in your control. Your data is housed in a separate secure server; there are no unauthorized users. You decide which segments of your data are hidden (so only you know they exist) and which are available for trade with other participating organizations.

How much does the program cost?

The ArtPride New Jersey Foundation, through its ongoing partnership with the New Jersey State Council on the Arts and support from the New Jersey Theatre Alliance, works with TRG Arts to make AIM available at highly reduced rates.

Annual subscription fees are based on the size of an organization's general operating budget and whether or not that organization is a member of ArtPride New Jersey and/or the New Jersey Theatre Alliance.

Organization's Operating Budget	ArtPride Member Rate	Non-Member Rate
Up to \$499,999	\$250	\$450
\$500,000 - \$1.9 million	\$500	\$700
\$2 million - \$5 million	\$750	\$950
Over \$5 million	\$1000	\$1200



Groups must be organizational members of ArtPride New Jersey at time of registration or join/renew on or before their invoice date to be eligible for the member discount. An additional 15% discount is available for ArtPride members orgs that are also members of the New Jersey Theatre Alliance (*note: this discount is not applicable for NJTA member theatres that are not also ArtPride members*).

Additional licensing fees may be incurred if demographic and/or psychographic information is applied to list requests. These fees are not charged if you are using this information strictly for internal research. TRG Arts can provide additional services to assist your organization based on your needs. Contact TRG at TRGarts.com for details.

Two hours of TRG Help Desk support is included in your subscription. Additional help hours and other services to assist your organization, based on your needs, may be purchased directly from TRG Arts.

How do I register for the 2017 AIM subscription year?

Visit JerseyArts.com/JAM/AIM and complete the online form during open registration, scheduled from November 29, 2016 – January 17, 2017.

What if I still have questions?

Contact Shoshanna Wiesner, Membership Manager at the ArtPride New Jersey Foundation, at swiesner@artpridenj.com or 609.479.3377 x301.