

What is the Jersey Arts List Exchange?

The Jersey Arts List Exchange is a community patron database comprised of mailing lists from participating Jersey Arts Marketers (JAM) member organizations. The purpose of the List Exchange is to simplify mailing list exchanges; share list hygiene expenses; identify a targeted, qualified and focused group of arts consumers; and examine consumer behavior through comparative market analysis.

Why should we have a List Exchange?

Exchanging lists of active patrons is the cheapest and most effective way to augment one's pool of prospective attendees. A community database provides a tool for quickly and easily sharing audience data while improving list hygiene, address correction, and merging/purging of patron databases – all necessary elements for mounting effective direct mail marketing campaigns. In addition, a community database provides an important research tool for learning about arts attendees and their behaviors within the market. Analysis can be performed to obtain demographic and psychographic information about patrons, as well as information about how attendees interact within and between each participating organization. This type of analysis can also play an important role in advocacy efforts.

How does the List Exchange work?

JAM member groups will be invited to opt into the program annually, then asked then submit segmented lists of patron data to the community database. Once collected, all data will be normalized, run through National Change of Address (NOCA), and uploaded to eMerge (a secure online database tool created exclusively for this purpose). A series of reports will then be generated describing the contents of the community database. For each mailing list created, an at-your-fingertips merge/purge will be run to ensure de-duplicated lists are pulled from the community database. Participating groups are then able to update their own lists throughout the year.

How do I get access to the Community Database?

As a registered participant in the program, you will be given a user name and password to access your eMerge account after attending a mandatory Basic Training Webinar on how to use the online system. Once you get started you can use eMerge anytime you like – day or night, 24/7 – to compare audience data, request lists, or analyze your own patron data for grant proposals and marketing reports. Your account will be updated annually upon your renewal to the Jersey Arts List Exchange program.

Where does the Community Database reside?

The Target Resource Group (TRG Arts) is the official vendor for the Jersey Arts List Exchange. TRG is a consulting firm dedicated to helping arts and cultural organizations increase patronage and revenues. They manage a number of similar community patron databases in markets across the country including Philadelphia, Seattle, Denver, Chicago, Los Angeles and Houston. You can visit them online at www.TRGarts.com.

How do I get a list from another organization?

Participating organizations can request names from any combination of member groups at anytime throughout the year via the permission-based eMerge system. Users can browse tradable names and build test lists before executing requests, which are done through automated emails sent to the designated contacts at each applicable organization. Requests work on a "regrets only" response basis to limit delays. Organizations will have up to (3) business days to respond to list requests, otherwise requested names will be automatically released. All lists pulled from the Jersey Arts List Exchange are for one-time mailings only. Please **Note:** No permission request will be necessary if lists are marked "Auto Approve," however an email will still be sent to all parties notifying them of the list pull.

What are the restrictions to the List Exchange?

Since this is a permission-based system, there are no restrictions to the number of times you can access the List Exchange or to the amount of data you can pull from the community database throughout the year. Since requests require an explanation of their intended use, there are also no restrictions as to the use of data other than it must be for your organization's use only. Data in the List Exchange cannot be brokered for any organization outside the list of participating groups and cannot be used for email or telemarketing.

What about telephone and email?

At this time there are no plans to collect telephone numbers or email addresses for the purpose of trade. This database will be used exclusively for sharing mailing addresses. However, phone numbers and email addresses can be included in an organization's list for its internal use only.

What list selection criteria are available within the Community Database?

The majority of segmentation options available for the community database are based on the quality of data provided by the participants. The more segmented the data is when it comes in the more options we can provide for extraction. Additional demographic information (i.e. age, income range, education level, ethnicity, etc) will be appended to all data submitted for extra filtering capability for an additional fee.

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

Before submitting names to the List Exchange, (1) or more representatives from each participating organization MUST complete a Data Submission Webinar hosted by TRG staff. Upon completion of this webinar, specific submission information will be made available. While it would be impossible to impose specific segmentation restrictions (considering the diversity of the groups participating in the List Exchange), it is expected that all participants will observe best practices regarding segmentation when preparing lists for the database. Details on best practices will be covered in the Data Submission Webinar. In addition, all lists will be reviewed by TRG staff as well as a JAM peer panel to ensure segmentation is in keeping with the spirit of this project.

To avoid any potential issues, please follow these general guidelines for list segmentation whenever possible:

SAMPLE (IF A PRESENTING ORGANIZATION)

08-09 CLASSICAL SINGLE TICKET BUYERS
08-09 JAZZ SINGLE TICKET BUYERS
08-09 BROADWAY SINGLE TICKET BUYERS
08-09 DANCE SINGLE TICKET BUYERS

SAMPLE (IF A PRODUCING ORGANIZATION)

08-09 SHAKESPEARE SUBSCRIBERS
08-09 COMEDY SUBSCRIBERS
08-09 SHAKESPEARE SINGLE TICKET BUYERS
08-09 COMEDY SINGLE TICKET BUYERS

FIRST NAME | LAST NAME | ADDRESS 1 | ADDRESS 2 | CITY | STATE | ZIP CODE

- Subscribers and/or Single Ticket Buyers should be broken down by discipline and/or specific show if possible.
- Both presenting and producing organizations are strongly encouraged to provide some degree of identification by type/genre in addition to year and ticket type.
- By nature, some organizations are able to provide only limited segmentation. This is acceptable assuming further segmentation is not practical and classification is intuitive.

How much of my data should I submit to the List Exchange?

Since all list requests in this system are permission-based, we strongly recommend that you treat the List Exchange as your own online data warehouse and send ALL the data you have available on ALL patrons and their transactions. The more data you put into the List Exchange, 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).* To be eligible, names submitted must have shown activity within the past (5) years and the most recent year's data MUST be included.

Do I have to submit my entire database?

No, but TRG and ArtPride New Jersey Foundation staff strongly encourage submitting your entire database to the List Exchange, even though you may not necessarily make all the segments available for trade. Contributing more data will help you identify “multi buyers” in your community. TRG’s national patron behavior research shows that, “the more patrons buy, the more they keep buying.” So, use List Exchange data intelligence to choose the most responsive lists for your offers. Having your complete list in the community database will also enable you to access your complete “do not contact” lists and improve your access to geographic, demographic and psychographic filters that will help you better target your mailings. And remember... **Your permission is always required for any request**, so yours is always the last word on who uses your names, when they use them, and what portions of your data they can use.

How safe is my data in the Jersey Arts List Exchange?

Data you submit to the Jersey Arts List Exchange 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. However remember, you must have at least one segment available for trade at all times.

How much does the program cost?

The ArtPride New Jersey Foundation underwrites the start-up costs associated with making the List Exchange available to JAM through its Discover Jersey Arts program – a cosponsored project with the New Jersey State Council on the Arts. So, registering for the program is FREE.

Free Option to Pull Data from the List Exchange:

- **eMerge Basic List Pull:** FREE + any applicable list charges (i.e. demographics filters)
This is the option that most organizations will utilize to pull their data from eMerge. Participating groups operate eMerge but can utilize TRG’s help desk and general strategic support via email or phone (MST). The only costs involved would be associated with adding optional demographic or psychographic filters to your criteria. These filters range from \$1.25 to \$17.25 per 1,000 records and would be outlined in advance of your list request.

The following additional Optional Services are also available:

- **TRG Basic List Pull:** \$150 + any applicable list charges (i.e. demographics filters)
For organizations that have a clear sense of the targets and objectives of their campaign, but do not have the time or staff to operate the eMerge system themselves. In this option TRG’s staff operates eMerge at the direction of the client organization. Additional costs would be associated with adding optional demographic or psychographic filters to your criteria.
- **TRG Best Prospect Recommendations & List Pull:** \$500 + any applicable list charges
For organizations that don’t know where to start, or want to supercharge their list. In this option the TRG staff will consult with you on the targets and objectives of your campaign and create a list for you. Additional costs would be associated with adding optional demographic or psychographic filters to your criteria.
- **TRG eMerge PRO License:** Customized Quotes Available
TRG will program a fully automated data transfer protocol from a participating organization’s resident CRM system directly into eMerge. This option eliminates the need for manual data transfers between systems. For more information contact a member of your TRG Service Team.

Options to Update Data in the List Exchange:

The quality and utility of a community database improves dramatically when the data is refreshed and updated regularly. The ability for an organization to update their data throughout the year is one of the major improvements of the List Exchange over the List Cooperative model offered in previous years. However, in order to make basic list pulls from the system free, there are some fees associated with making these updates. To keep these costs manageable, no matter the size or budget of your organization, we've created two pricing systems. Depending on how often you need to update your data, you can choose either the "A La Carte" or "Subscription" package.

- **A La Carte Package:** \$100 per/update (for lists up to 10,000 records)
 \$250 per/update (for lists over 10,000 records)

This is the best option for organizations who may only offer a few shows per year; therefore do not have the need to update their data frequently enough to justify a subscription package. Data is sent to TRG and added to your lists.

- **Subscription Package:** \$650 unlimited weekly updates (regardless of list size)
 \$50 bonus to first (20) groups that subscribe (reduces cost to \$600)

This is the ideal solution for organizations whose patron data changes frequently and requires regular updates to keep their data fresh. Data is added by the participating group directly into the eMerge system.

How can I track responses from my mailings?

There are two paths an organization can take when tracking responses to a mailing – manually and through TRG. The manual way is to assign a keycode to each segment in the eMerge Shopping Cart when creating a list; as patrons call to purchase, you can ask for that keycode to track it. TRG also offers the ability to track responses for the participating group through a reporting system. TRG would compare responders (purchasers) to either a mailing or to the client's database as a whole (for multiple drop campaigns, etc). This service is available for an additional fee to be determined on a case-by-case basis by TRG.

How do I sign up for the program?

JAM will recruit members for the Jersey Arts List Exchange once per year. If you are interested in the program for 2010 you will be asked to complete an Agreement Form and a PAF Form – a USPS required form which will allow TRG to perform National Change of Address (NCOA). These forms must BOTH be signed and either faxed or emailed by no later than **5pm (EST), February 23, 2010** to:

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How can I get more information on the Jersey Arts List Exchange?

Additional information on the Jersey Arts List Exchange, as well as links to copies of all associated forms, can be found online at www.JerseyArts.com/JAM/initiatives.asp. If you have any questions or concerns about the List Exchange, please contact Cynthia Barthole (see above).