

Support Our Future

Legacy Awareness Raising



Image of Carracci's 'Montalto Madonna', courtesy of National Gallery

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The National Gallery



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**ARTS COUNCIL
ENGLAND**

Arts supporters are some of the most likely people to leave legacies, on average 38% leave a legacy.

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Legacy Marketing

How The National Gallery changed its strategy

The National Gallery houses one of the greatest collections of paintings in the world and admission to see them is free.

Over the past five years we have been working to develop our legacy marketing strategy through audience research and annual campaigns (run through our owned channels and onsite).

Arts supporters are some of the most likely people to leave legacies, on average 38% leave a legacy.

However, arts supporters often do not consider arts organisations as charities. This was confirmed for the Gallery in results from research undertaken in 2015, which revealed that more than half of our visitors did not know the Gallery was a charity.

This discovery, alongside an increasing need for public support, prompted us to seek additional budget to broaden our marketing around donations and legacies.

A major push in this marketing activity was our 2015 Legacy Awareness Month.



Why we set up the project

The first step to setting up the Help Support our Future project was to identify the objectives we wanted to achieve.

- To raise awareness of the Gallery as a charity
- Engage the wider public in the Gallery's mission
- Increase donations and legacies in the short and long term
- Promote the Gallery's case for support – why support the Gallery
- Raise awareness of the Gallery's need for philanthropic support, at all levels, and the difference it makes
- Highlight key areas of the Gallery's work



Identifying our target audience

The next step was to determine who our target audience would be.

- Onsite visitors
- National Gallery core audience – those who already know about us e.g. regular visitors, academics, parents and grandparents of families, those who attend events at the Gallery, members etc.
- Beyond this – arts enthusiasts, advocates, academics and those passionate about Old Master paintings and the gallery.
- Financially aware, ABC1 demographic.
- Through our Google Grant we also focussed on an audience who are ready to give/looking to prepare or amend their will, keywords related to legacies; art enthusiasts, keywords relating to art collecting, conservation etc.



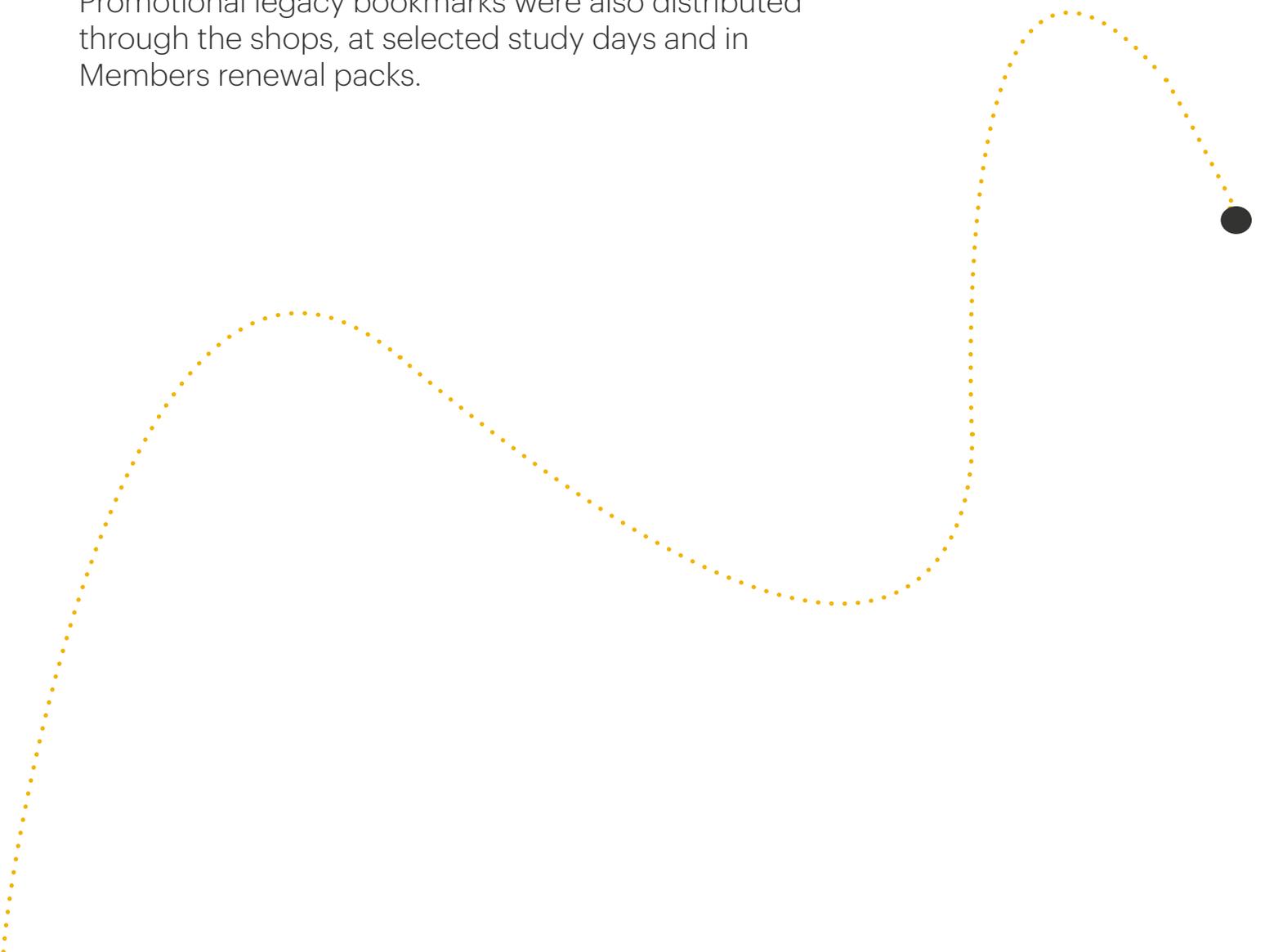
Focus on telling the story

For our owned channel campaign we focussed on stories. We published stories centred around three Gallery masterpieces which were acquired thanks to gifts in wills – Carracci's Montalto Madonna, Titian's Diana and Callisto and Wilkie's Young Woman Kneeling at a Prayer Desk. These stories were promoted throughout November through social media and e-newsletters.

Onsite, our free Ten Minute Talks (which provide bite-size insights into our paintings) were focussed on legacy acquired paintings, and as part of these sessions speakers also told visitors more about legacies and their importance to the Gallery.

We also used promotional posters, plasma screens and holding slides at all free events and installed labels beside a number of paintings which were acquired thanks to gifts in wills.

Promotional legacy bookmarks were also distributed through the shops, at selected study days and in Members renewal packs.



Wider campaign strategy

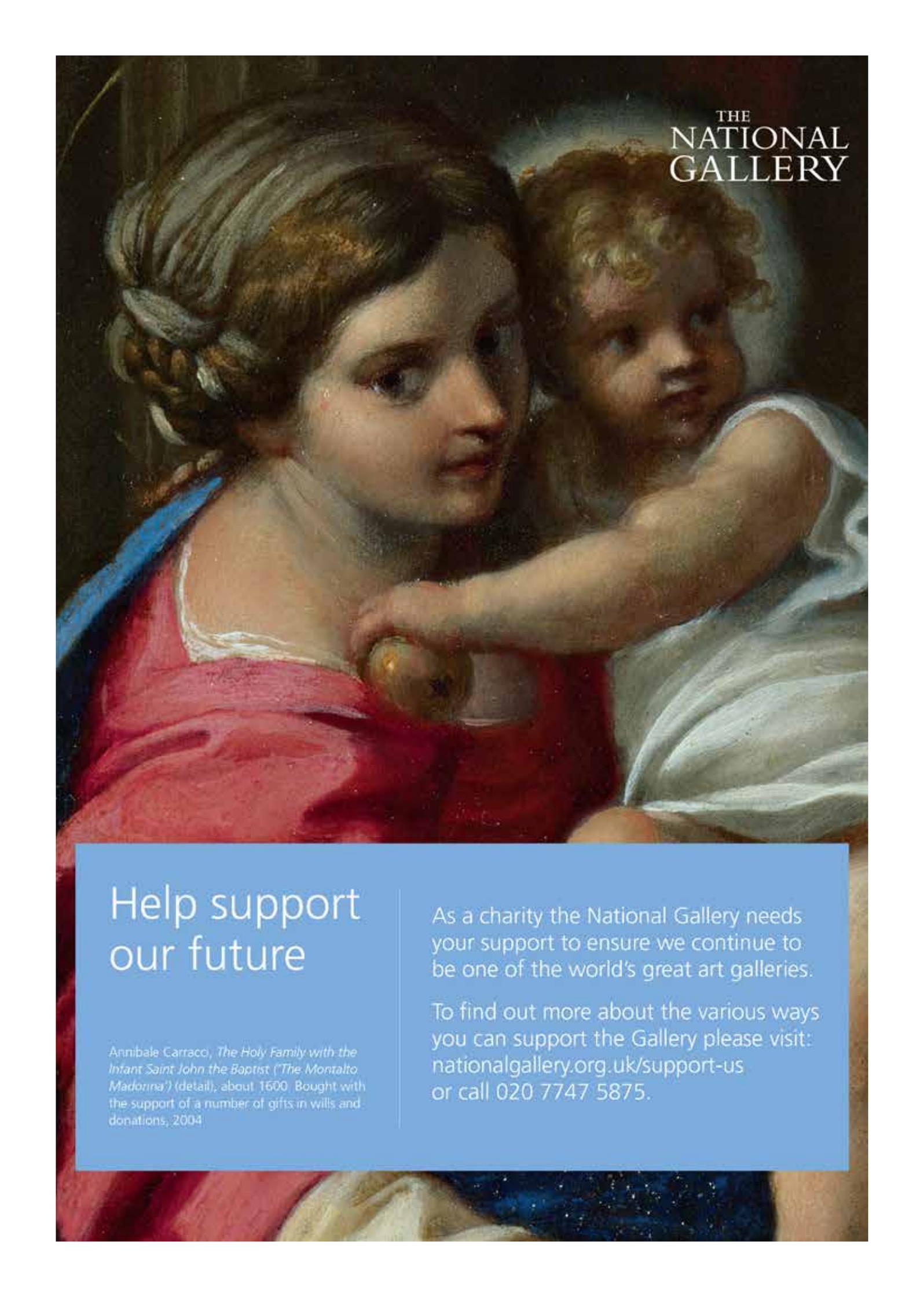
For the wider marketing campaign we maintained a focus on: specialist audiences through several specialist art titles and websites; and quality press aimed at a mature audience with large disposable incomes.

We ran ads in publications such as Arts Quarterly, The Economist, Independent on Sunday, Financial Times, Apollo and Sunday Telegraph Living. We decided to use media with larger reach to expose the brand, and raise awareness of the National Gallery as a charity, to the broadest audience. We used specialist media, magazines and digital to focus on core audiences and conversion.

We also saw this as an opportunity to create a Development trailer for use on our owned channels and some external websites throughout the campaign. This video featured the Chair, the Director, our Curator of Later Italian, Spanish, and French 17th-century Paintings and myself speaking about the importance of donations and gifts in wills.

<https://www.youtube.com/watch?v=GrBEmjfIVOO>

In order to manage the expenditure we set a campaign budget to cover the main areas of expenditure, which were producing the video and procuring advertising space in mainstream media.

A detailed view of a painting by Annibale Carracci, showing the Virgin Mary in a red dress and the infant Jesus being held by the infant Saint John the Baptist. The background is dark, and the figures are illuminated from the side.

THE
NATIONAL
GALLERY

Help support our future

Annibale Carracci, *The Holy Family with the Infant Saint John the Baptist* ('*The Montalto Madonna*'), (detail), about 1600. Bought with the support of a number of gifts in wills and donations, 2004

As a charity the National Gallery needs your support to ensure we continue to be one of the world's great art galleries.

To find out more about the various ways you can support the Gallery please visit: nationalgallery.org.uk/support-us or call 020 7747 5875.

The results and the long game

The marketing campaign delivered 3,909,115 impressions (search 7,192, press 1,698,000, Digital 1,227,747, specialist 858,000 and social 118,176).

Digitally, this was also a high reach campaign with 1,227,747 impacts reaching 874,639 unique users. The campaign also had high click through rate (CTR) (0.65%) generating 8,021 clicks through to the National Gallery website.

In addition we delivered one targeted Facebook ad. This post had a high CTR (7.26%) and it had a reach of 83,889 and 6,355 likes/comments/shares.

Legacy marketing is a long game so we were not expecting a major uplift in donations instantly however the campaign did result in one large donation from a new donor and a major legacy pledge in the months after the ad. These were directly attributed to specific ads.

Overall the campaign generated 143% return on our investment (ROI) – this is excluding the major legacy pledge.

This campaign worked really well as a way to extend an onsite campaign to a wider audience through a broader marketing campaign.

We found that stories worked well in illustrating the impact of legacies in a tangible way and thus allowed us to successfully engage audiences with our message.

Recommendations

Get to know your audience and your target market. Analyse who you have in your audiences already and where audiences you want to attract might be.

When you have found them - continue to learn about/research your audience wherever possible to continually make campaigns more effective, keep talking to them and listening to their feedback, to make sure you build your relationships with them.

If the opportunity arises to run a broader marketing campaign focussed on fundraising, seize it! Your best supporter might not be your closest, so if you get a chance to cast a wider net you could pick up exactly the right person.

Broaden your reach

We were really pleased with the project. It worked really well as an extension of our established annual Legacy Awareness Campaign and allowed us to broaden our reach and engage new audiences in the work of the Gallery, its mission and its need for public support.



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