

CUSTOMER SNAPSHOT

High Museum of Art Grows Giving Circles

HIGH

With more than 18,000 works of art, “the leading art museum in the Southeast” offers a distinguished collection, dynamic schedule of special exhibitions, and engaging community-focused programs.

Based: Midtown Atlanta at The Woodruff Arts Center

The High Museum of Art is executing effective new strategies to involve more members in the Museum’s leadership giving Circles and move others already engaged in Circles to higher levels of giving, including the Director’s Circle for premier patrons. Using Blackbaud wealth screenings, predictive affinity ratings, and target gift ranges, they transformed annual membership renewals, boosting related Circles and Director’s Circle giving by 11.73%.

Incorporating a More Meaningful Message

The Museum’s development team began to implement these changes as the COVID-19 crisis forced museums to close and cancel in-person events. The team decreased its emphasis on member perks and shifted to more philanthropic messaging about the need for increased gifts to sustain the Museum, support education, and advance the larger mission.

Narrowing and Understanding the List

Blackbaud screened 72,000 names in High Museum’s database—members, past members, donors, and event participants—and presented 2,000 of the most promising prospects, along with affinity ratings and target gift ranges for appropriate ask amounts up to \$100,000. The Museum’s team shaped their outreach with these insights and used Blackbaud’s ResearchPoint™ to build constituent wealth profiles to better understand those who can give at the highest levels.

Getting Results at All Levels

In just two years of fine-tuning its approach to screening and outreach, 69 supporters moved from general membership to Circles, and 27 moved up from Circles to the Director’s Circle. Overall, annual giving in Circles and the Director’s Circle increased \$278,000 from fiscal year 2020 to 2022 to nearly \$2.65 million. In one instance, staff secured \$50,000 in giving over two years from a previously overlooked high-capacity donor who had been giving at the \$350 level.

High Museum of Art is powered by Blackbaud solutions for:

- ✓ Wealth Screening
- ✓ Predictive Modeling
- ✓ Prospect Research

Understand giving potential and identify top prospects.

[Learn more](#)

