



Jersey Arts List Cooperative

Frequently Asked Questions | Terms and Conditions

2009

What is the Jersey Arts List Cooperative?

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

How does the List work?

Participating groups opt into the program annually then submit a list of names to the master database in January. This master database will run merge purge, NCOA (National Change of Address), and other standard suppressions to provide as clean a list as possible. Once complete, a notice will be sent to all participants in February announcing the availability of the List Cooperative through the end of January the following year along with a report cross-referencing its list with those of all other participants in the program. This report can help determine what lists within the master database might best support direct mail campaigns throughout the year. **New for 2009: The master list will be run through NCOA quarterly throughout the year to keep it current and in compliance with USPS Move Update requirements.**

How many names can I get out of the list?

The number of names you extract from the List Cooperative will be based on the net number of names you put into the master database. **EXAMPLE:** If your organization submits (6,000) gross records to the list that yield (5,000) total net records (after merge purge process) your organization would be permitted to extract a maximum of (5,000) names from each participating organization during the term of this agreement. In this scenario, if there were (20) participants you would be able to extract a maximum of (100,000) names. In short, the more names you submit to the list the more names you will be able to extract.

What happens if I take more names than I am allotted?

The Discover Jersey Arts (DJA) initiative will provide tracking of the list's usage on a quarterly basis. In the unlikely event an organization exceeds its allotment of names its rights to extract from the list will be revoked, however all names submitted to the list will remain open for other participants to access. In addition, the Discover Jersey Arts initiative will report the breach to the New Jersey State Council on the Arts (funding agency for the project). Reinstatement into the program will be reconsidered for the next annual cycle.

Where does the list reside?

Enertex Marketing is the official vendor for the Jersey Arts List Cooperative. You can visit them online at www.enertexmarketing.com.

How do I get a list from another organization?

Simply contact the appointed representative at Enertex Marketing for sort options and to place your request. No additional permission is required, however please note that this list will not be shared with any group outside of the Jersey Arts List Cooperative participants and it is for one-time use mailings only.

What are the restrictions to the List Cooperative?

There are no restrictions to the number of times you can access the list, just the overall total number of names you can extract from each participant during the term of this agreement. However, this list cannot be used for donor solicitation, email or telemarketing. The list may be used for "member solicitation" if a participant offers an on-going membership program, however this option is limited to museums, visual arts centers, service organizations and public broadcasting stations and cannot be combined with major donor solicitation.

What parameters are available for segmenting the Master List?

The majority of segmentation options available for the list 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. We are also able to offer additional demographic information (*i.e. age, income range, education level, ethnicity, etc.*) garnered from data we run against the master list. Participants will have the option of using this data to help refine extraction lists for an additional fee (based on list size). In order to respect privacy we will NOT provide demographic information on specific patrons from another organization's list.



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What about telephone and email?

At this time there are no plans to collect telephone numbers or email addresses for the List Cooperative. This database will be used exclusively for sharing mailing addresses.

How can I track responses from my mailings?

There are two ways an organization can track responses from a mailing. The organization's assigned mail house can encode each mail piece with key codes provided by Enertex Marketing. That key code can then be requested at the time of purchase and can be tracked internally by each organization. Enertex Marketing also offers response reports which are only available if the organization uses Enertex to manage a mailing. This report matches responder's files (*i.e. member, ticket buyer, attendee, etc.*) against the mail file that was used, providing data as to how many responses there were per list, what the response rates were, etc. This service is available for an additional fee to be determined by Enertex.

How much does the program cost?

Start-up costs associated with the input (*i.e. input set-up, merge purge, address verification, NCOA, standard suppressions, etc.*) and other analysis costs will be funded by the New Jersey State Council on the Arts through the Discover Jersey Arts marketing initiative. The cost associated with output (*i.e. list extraction, printing, postage, etc.*) is the responsibility of each individual organization. The extraction fees will vary depending on the size and complexity of each extraction, however fees start at \$75 (for output set-up) plus \$35 (for conversion) plus \$2/per thousand names extracted.

How do I sign up for the program?

JAM will recruit members for the List Cooperative once per year. If you are interested in the program for 2009 you must **register for the program online by 5:00pm, January 9, 2009**. The link to the online form can be found at www.jerseyarts.com/jam/initiatives.asp.

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

Specific submission information will be made available once all 2009 list co-op participants have been identified. Names submitted must have shown activity within the past (3) years to be eligible, however **your 2008-09 names MUST be included and represent the largest percentage of segmented data submitted (new for 2009)**. It is expected that participants will observe best practices regarding segmentation when preparing lists for the database. In addition, all lists will be reviewed by a JAM peer panel and may be rejected if it is deemed not in keeping with the spirit of this agreement. If rejected an organization will be given (5) business days to submit a revised list for consideration. To avoid potential issues please follow the following list segmentation whenever possible:

SAMPLE (IF 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
- ETC

SAMPLE (IF PRODUCING ORGANIZATION)

- 08-09 SHAKESPEARE SUBSCRIBERS
- 08-09 FAMILY SERIES SUBSCRIBERS
- 08-09 SHAKESPEARE SINGLE TICKET BUYERS
- 08-09 FAMILY SERIES TICKET BUYERS
- ETC

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

Notes:

- o Whenever possible Subscribers and/or Single Ticket Buyers should be broken down by discipline.
- o Both presenting and producing organizations are **strongly encouraged** to provide some degree of identification by type/genre in addition to year and ticket type.
- o By nature some organizations are able to provide only limited segmentation. This is acceptable assuming segmentation is not practical and classification is intuitive (*i.e. it is assumed a list coming from a dance company will be dance patrons*).

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

Contact Cynthia Barthole, DJA Membership Coordinator, at cbarthole@jerseyarts.com or visit the "Programs & Initiatives" section of JerseyArts.com/JAM.