

Connect with donors using Cross Channel Communications

PLEASE MAKE YOUR DONATION TODAY.
2011 ANNUAL APPEAL



“EVERY CULTURE NEED THEIR OWN MUSEUM.”

— Spike Lee Internationally acclaimed writer, director, and film producer and proud supporter of the African American Museum in Philadelphia

The African American Museum in Philadelphia is the first institution built by a major United States city to house and interpret the life and work of African Americans. Visitors experience the richness and vibrancy of African American heritage and culture in four magnificent exhibition galleries.

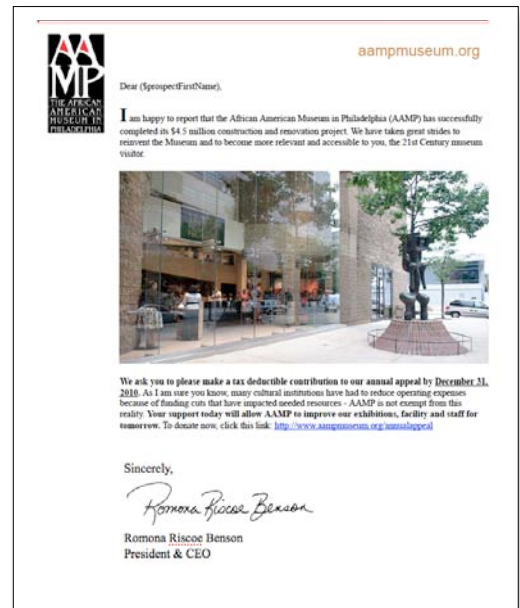


CHALLENGE

Create a new communications strategy that would resonate with donors and increase contributions to the Annual Appeal.

SOLUTION

Incorporate personalized messaging across multiple communications channels. To accomplish this MSP Digital Marketing recommended a dual-touch approach that combined a graphic rich appeal letter and a follow-on e-mail communication with a direct link to the AAMP on-line giving page. Graphic images that would create an emotional tie to the appeal were incorporated into both communications to provide a consistent look and feel to the campaign.



CONNECT ■ ENGAGE

65 Locust Avenue
New Canaan, CT 06840
203.594.7438
info@mspdigital.com
www.mspdigital.com