



What's included in Cultural Resource Collective membership?

Access to quick and easy list trades with 30+ member organizations

Quarterly National Change of Address (NCOA) hygiene runs on your patrons showing:

- "Bad moves"—patrons who moved without providing forwarding address
- "Good moves"—patrons who moved and provided new addresses
- Undeliverable addresses—wrong or incomplete patron addresses

Access to geographic and psychographic report

- Run reports on your lists and the CRC as a whole about patron demographics including age, education, gender, ethnicity, income and more to learn about your audience

Apply filters to your mailing lists to target your marketing efforts

- Members can add filters to their mailing lists to target their campaigns by demographic characteristics or geography to help reach exactly who you want

Online and in-person training

- The Data Center has over 5.5 hours of videos and webinars available in the Training section, along with many documents and guides to help train new members or provide a refresher
- Members can also receive in-person training by request from CRC Coordinator Andrew Golden—see below for contact information to set up a training

How to add a new user in Data Center

If you or someone at your organization does not have an account already in the Data Center, you can e-mail Lee Henry from TRG Arts at help@trgarts.com with the following information for each person you'd like to have set up with an account:

1. Full Name
2. Job Title
3. Phone number
4. E-mail address
5. Trade approver/admin (Yes or No)

Lee will then set up the new user with an account and e-mail you with the log-in information.

If you have any questions, contact Katy Corella, CRC Coordinator, at katycorella@artsfund.org or by phone at (206) 508-0299