

# GUTHRIE THEATER CASE STUDY



## ABOUT GUTHRIE THEATER

The Guthrie Theater engages exceptional theater artists in the exploration of both classic and contemporary plays connecting the community we serve to one another and to the world. Through its extraordinary artists, staff, and facility, the Guthrie is committed to the people of Minnesota, and from its place rooted deeply in the Twin Cities, influences the field as a leading 21<sup>st</sup> century arts organization.

## WHAT WE HEARD

Like nearly all of its peers, the Guthrie's operations were significantly impeded by the COVID-19 pandemic; the theater has continued to work to rebuild its live audience even as the pandemic has receded. Major gifts are critical to the Guthrie during this challenging time, but the development team observed that it was more difficult than they expected to secure meetings with prospective donors who "looked like" good major gift prospects based on their capacity and giving history. They urgently needed to understand which prospects their lean team should focus on and forecast what the organization might expect from these donors in current and deferred gifts.

## OUR IMPACT

Campbell & Company pulled a range of data from Tessitura that helped analyze each constituent's engagement with the Guthrie and developed a custom engagement score based on how they interacted with the Guthrie before, during, and after the height of the pandemic. We used these scores and the donor's capacity and giving history to forecast their gift amounts and demonstrate where the Guthrie should focus in order to reach its fundraising goals.

We also analyzed the Guthrie's planned giving expectancy file in order to assess how recent efforts to reinvigorate its planned giving society might impact the amount of annual endowment draws in future years, based on the forecasted realization of planned gifts.

## RESULTS

The Guthrie is proceeding with its fundraising plans, with a stronger prospect list and a more realistic sense of what contributions might be expected from the individuals on the list. The analysis identified a segment of highly-engaged patrons with strong capacity who were not managed by Guthrie staff; the team is taking steps to qualify and cultivate these individuals, who are key to the future major gift pipeline.

*"Campbell & Company has been our consulting team for a couple of years now, and this analysis is an example of how they work creatively and diligently to answer the questions we are wrestling with as an organization. We had an anecdotal sense of how we might achieve our goals, but Campbell & Company brought a level of rigor that gave our leadership confidence in our path."*

**- Jennifer Baumgartner, Campaign Director**



Campbell & Company is an employee-owned national consulting firm that helps mission-driven organizations create greater impact through fundraising consulting, communications, strategic information services, and executive search. Since 1976, Campbell & Company has helped over 2,500 clients grow their fundraising results through an integrated approach. In addition, our award-winning executive search team brings a record of success in placing exceptional leaders across the nonprofit sector.

Underlying all our work is a culture driven by integrity, candor, rigor, partnership, inclusion, creativity, and our dedication to collaborating with nonprofits invested in inclusive philanthropy to change lives and move the nonprofit sector toward greater justice.

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