



Patron Customer Service Tip Sheet

If the Patron is on your list, but does not want to be TRADED with other organizations:

Yes, I can make this change. I will make sure that we no longer share your contact information with other cultural organizations, but you will still be able to receive mail from us.

Please note, if you attend or subscribe to other organizations in the community and you have not contacted them, they may still trade your name with other organizations. You may either contact those groups directly or you can contact Melissa Cooper at the Greater Philadelphia Cultural Alliance at (215) 399-3524 and she can contact them for you.

Please note that it may take a few weeks for you to stop receiving mail as there may be some pieces already in the mail.

In eMerge:

- **Go to My Account**
- **Search/ Add Suppress -> Search Name**
- **Mark as Do NOT Trade**

If the Patron is on your list, but no longer wishes to receive MAIL from you:

I'm sorry to hear that you are no longer interested in receiving mail from us. May I ask why?

[If appropriate] Would you like to stay in touch with us via email so that we can continue to share information about upcoming shows/season/exhibits?

[If NO to email] You can also always find out what's going on either on our website at *[www.yourwebaddress.org]* or on Facebook (if that's true).

Please note that it may take a few weeks for you to stop receiving mail as there may be some pieces already in the mail.

In eMerge:

- **Go to My Account**
- **Search/ Add Suppress -> Search Name**
- **Mark as Do NOT Mail**

**** Be sure to make a note in your in-house database as well.**

If the Patron is NOT on your list and does not want to receive MAIL from you.

I'm sorry to hear that you are not interested in receiving mail from us. May I ask why?

Okay, well I can help you with that. I will make sure to remove you from our list. Please note that it may take a few weeks for you to stop receiving mail as there may be some pieces already in the mail.

[If they say they don't want to receive any mail from any Arts & Culture Organizations]

If you have specific groups in mind, you may either contact those groups directly or you can contact Melissa Cooper at the Greater Philadelphia Cultural Alliance at (215) 399-3524 and she can contact them for you.

In eMerge:

- **Go to My Account**
- **Search/ Add Suppress -> Search Name**
- **Mark as Do NOT Mail**

**** Be sure to make a note in your in-house database as well.**

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If the Patron emails you and no longer wants to receive printed pieces from you. You can email them using the following boilerplate:

Dear {First Name},

Thank you for taking the time to let us know about your preferences in hearing from us. We will remove you from our mailing list.

If you would you like to stay in touch with us via email so that you can continue to hear about our upcoming [*shows/season/exhibits*], sign up for our email list at [www.yourwebaddress.org] or follow us on Facebook.

Please note that it may take a few weeks for you to stop receiving mail as there may be some pieces already in the mail.

Thank you,
[signature]

In eMerge:

- **Go to My Account**
- **Search/ Add Suppress -> Search Name**
- **Mark as Do NOT Mail**

**** Be sure to make a note in your in-house database as well.**

FAQs - Do Not Call & Do Not Mail Lists

There is a Federally regulated Do Not Call list; however non profits are exempt from that regulation.

There is NOT a Federally regulated Do Not Mail List.

The Direct Marketing Association (DMA) runs a Do Not Mail list; however neither for profit or non profit organizations are required to remove names on this list from their databases

It is a best practice to NOT mail someone if they do not want to receive mail from you. It also saves you from sending pieces that will not be read.

If a customer wants to know why you participate in the List Co-Op Program

Every organization has their own specific reasons for participating in the List Co-Op Program, but these might be helpful ways to explain them to your patron.

We participate in this program to help us find new audiences who might enjoy our *productions/exhibits/events* and so that our patrons can receive information about related cultural activities that may be of interest to them.

We participate in this program because it provides with certain tools and reports that help us better understand who our audiences are so that we can better partner with other organization and it helps us choose where to best advertise our events.