

MoM Art Auction Report – 2025

- **76 Registered participants** (our goal was 100 registered participants)
- **We solicited 300 high net-worth individuals** over a period of three months with targeted emails, phone calls and post card mailings.
- **MoM sent 2 blogs, Newsletters and Social Media:** (total 600 specific subscribers) and 2 Newsletters (total 5,000 per send totaling 10k subscribers) and Social Media totaling 2.1 (FB Joy), 2.6 (FB MoM) 1,291 (Insta Joy) 4,677 (Insta MoM) 679 (Insta OXH) 3,687 (Insta Odeta) = 15,034 plus artists and board members approx. 20k = 35,034 estimate or higher if you include press (below)
- **Press Art Magazines** – ArtSpiel.org & The Artisan Florida Arts, News, and Cultural Events
- **58 in-person attendees**
- **Metrics of what sold** (attached) \$1,495 funds raised thus far / Auction is LIVE and also ‘BUY NOW’ option through April 2025.

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- **Costs: Approx 8.5 k** - covered by Odeta Xheka and OXH Gallery. Spiral Staircase Rental & Food Beverage & Food Report (attached)
- **Free - Volunteers:** MoM Executive Board Members Courtney Kessel, Barbara Lynch, Anna Lieggi and Joy Rose + Odeta, plus Mary Havlock and husband, one MoM intern, phone banks & post card mailings
- **Videographer** (cost?) by Odeta – video delivered and link is here: <https://youtu.be/NHJLdIGPbDs>
- **Photographer** (Free) by MoM – haven’t seen pics yet
- **\$1,800 MoM for Mary fundraiser** 15 hours per month x 3 months with a priority on the Art Auction
- **\$226 stamps \$150 post cards**

Assessment: Great team building and awareness raising for all. Spiral Staircase- our biggest mistake- was not a great ally (*in my opinion*). We did not know this info until we got into the event. They have practically no members yet as they just opened and did very little to support the event on social media or elsewhere. We would have done better to support OXH Gallery and cram in there. All-in-all a terrific first try in Tampa with super good vibes all around. MoM is so grateful for this ‘We Build Tampa Bay’ initiative and we hope to continue the great work together. The art auction will remain open online at least through April with a bid and ‘buy now’ option. *Feel free to edit, add, correct and amend this document.* *First edit by MJR

WOMEN’S HERSTORY MONTH



MOM * ART * AUCTION



MOTHER-MADE ART
BUILDING AWARENESS
A WOMEN’S MUSEUM
CULTURAL CONNECTORS
WE BUILD TAMPA BAY
OXH GALLERY

MAR 18
2025
6-8PM
THE SPIRAL
STAIRCASE,
TAMPA



REGISTER NOW
IN-PERSON & ONLINE

BUY GREAT ART FOR AN AWESOME CAUSE MOMmuseum.org