

Adding Value to a Membership Program

AMMC 2010



Outline of Survey

- All current members (up to \$1000) with an e-mail address were surveyed or a total of 8,086 households
 - 1,340 members responded or 17%
 - 73% of respondents are Members (\$75) or Sustainers (\$125)
- Sent in January 2010
- There was a broad spectrum of length of membership
 - 17% were 1 year or less
 - 47% were 2 to 5 years
 - 26% were 10+

Demographics of Survey

- 62% were women
- Household annual income ranges varied
 - Less than 50K - 12%
 - \$50K - \$100K - 24%
 - \$100K+ - 30%
 - Prefer not to answer - 30%
- Age range typical of membership demographics
 - Under 44 - 21%
 - 45 - 64 - 51%
 - 65+ - 23%

Why did members become members?

- Members were asked to choose all that applied
 - Interest in art – 74%
 - Support of the Arts – 60%
 - Special Traveling exhibitions – 56%
 - Museum's Collections galleries – 44%
 - Place to take family – 30%
 - Education programs/Public programs – 29%
 - Received as a gift – 4%

What basic benefits have the most perceived value?

	Somewhat Important	Important	Very Important
Free Parking	5%	16%	76%
Unlimited access to the Museum's collections	4%	24%	70%
Free or discounted exhibition tickets	6%	23%	67%
Member-only events	32%	33%	26%
Member Magazine	47%	27%	13%
Discounts in café, store, and on classes	40%	30%	25%
Reciprocal program	33%	32%	33%
Sustainer groups (PML, Encore!, Kids Club)	65%	18%	10%
Friends groups	67%	16%	9%

All in All, respondents are happy with their membership

- 80% of the respondents at the Sustainer level and higher said they were very likely to renew
- We asked what would keep members from renewing –
 - Planning to renew – 38%
 - Cost – 29%
 - Moving – 20%
 - Exhibitions are not interesting – 8%
 - Bad experience – 2%

Opportunities and forward plan with current benefits

- Enhancing magazine with insertion of member event opportunities included on same page as exhibition articles and on the calendar
- Enhance member groups like encore! and Professional Members League
- Increase notification via email to members about programs to increase member attendance
- Special offers more frequently in restaurants and store to encourage visitation

What additional benefits are most appealing?

- 63.3% of Member level and below would upgrade to receive reciprocal museum memberships
 - We currently send monthly upgrades with this as main hook to go to Sustainer level
 - Currently this campaign has a 2.75% response
- Ability to purchase guest passes at a discount – 43%
- Discounted tickets to the Nasher – 47%
- Private docent led tours – 40%
- Free audio tours – 37%
- Travel opportunities – 23%

Additional benefits added in February 2010:

- \$250 Friend level:
 - 10% discount on gift memberships up to \$1000
 - Discounted admission for two adult guests
- \$500 Advocate level:
 - Admission for up to four adults per visit
 - Discounts on private entertaining at the DMA (previously was a Donor Circle benefit)
- \$1000 Contributor level:
 - One complimentary catalog per year chosen by the Museum
 - Docent led tour for ten

Member Visitation Findings

- Roughly 35% of members come 1-3 times per year
- Over 40% visited 4-8 times per year
- Over 10% visited 12+

- Programs they attended (asked them to choose all they attended in the past 12 months):
 - Exhibition openings/previews – 57%
 - Late Nights – 39%
 - Lectures/ Artist Talks – 26%
 - Arts & Letters Live – 26%
 - Concerts/Performances – 25%
 - Thursday Night Live – 24%
 - Gallery Talks – 16%
 - Studio Creations/[We]ekends – 12%
 - First Tuesdays – 5%

Opportunities and forward plan

- Focus on targeted e-communication to members
 - Collect data and create appeal codes for specific interests in RE (in progress)
 - Communicate to members based on their interests
- We need to know when members are in Museum and what they are attending - visit or something specific?
 - Just completed implementation of scanning membership cards.
- Make members aware of benefit groups – Friends Groups, Sustainer Groups – and make sure they are taking advantage of their benefits



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