

# **Art Museum Membership Conference 2010**

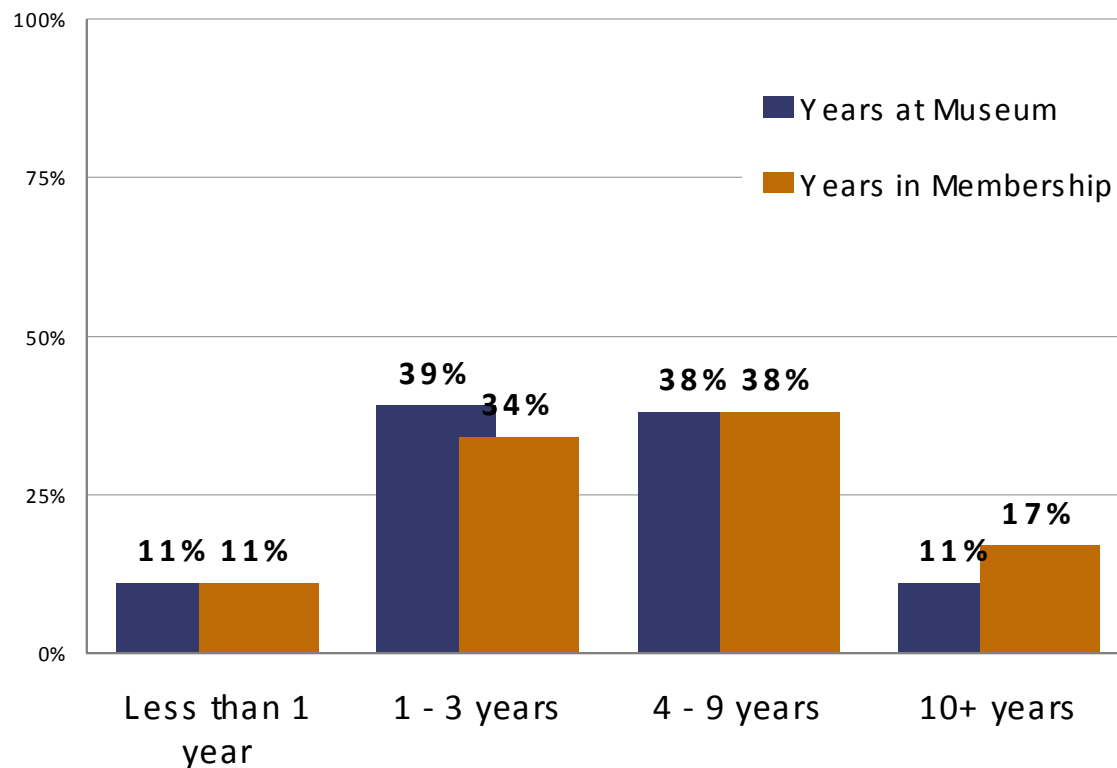
## **Attendee Survey**

**Campbell Rinker**

# Introduction

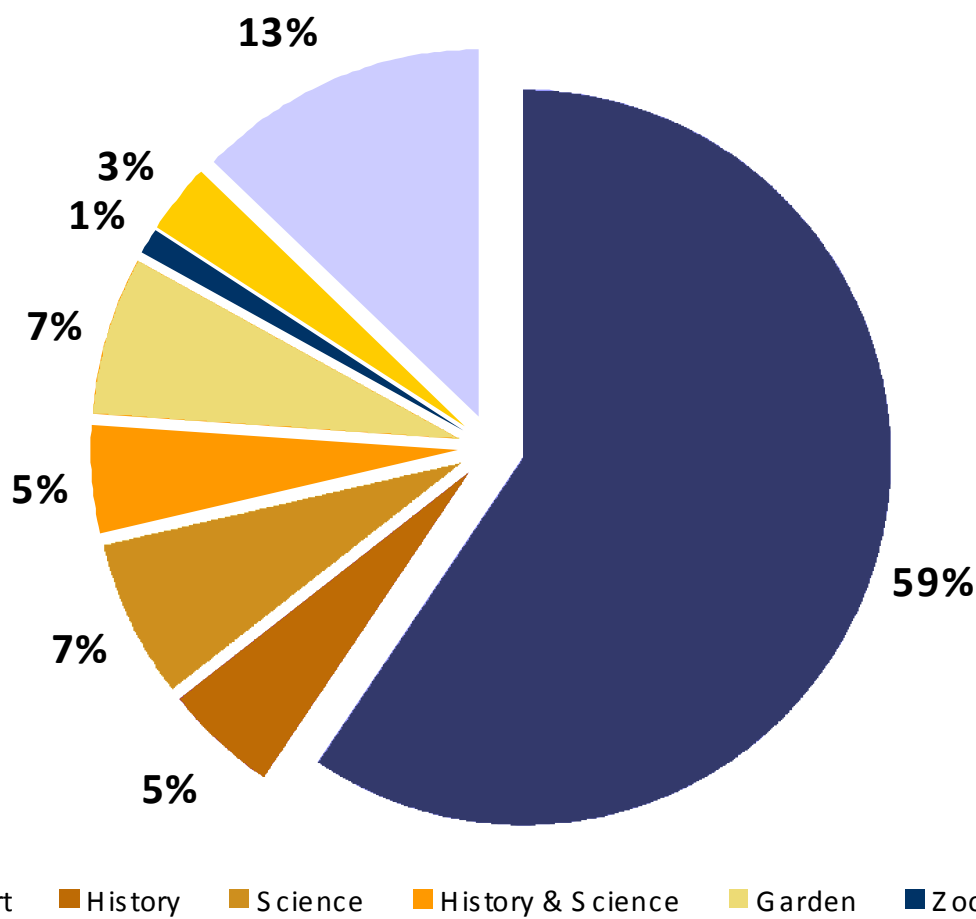
- Campbell Rinker partnered with AMMC to administer and analyze the 2010 AMMC Attendee Survey regarding issues key to Museum Membership programs.
- Approximately 160 registrants were invited to participate.
- Survey results reflect the responses of 88 museum representatives.
- NOTE: These results are reflective of trends among museums represented at the conference and *not* necessarily of museums nationwide.

# Attendee Experience



- 47% are first time conference attendees.
- Previous attendees have been coming for an average of 4 years.

# Museums Represented



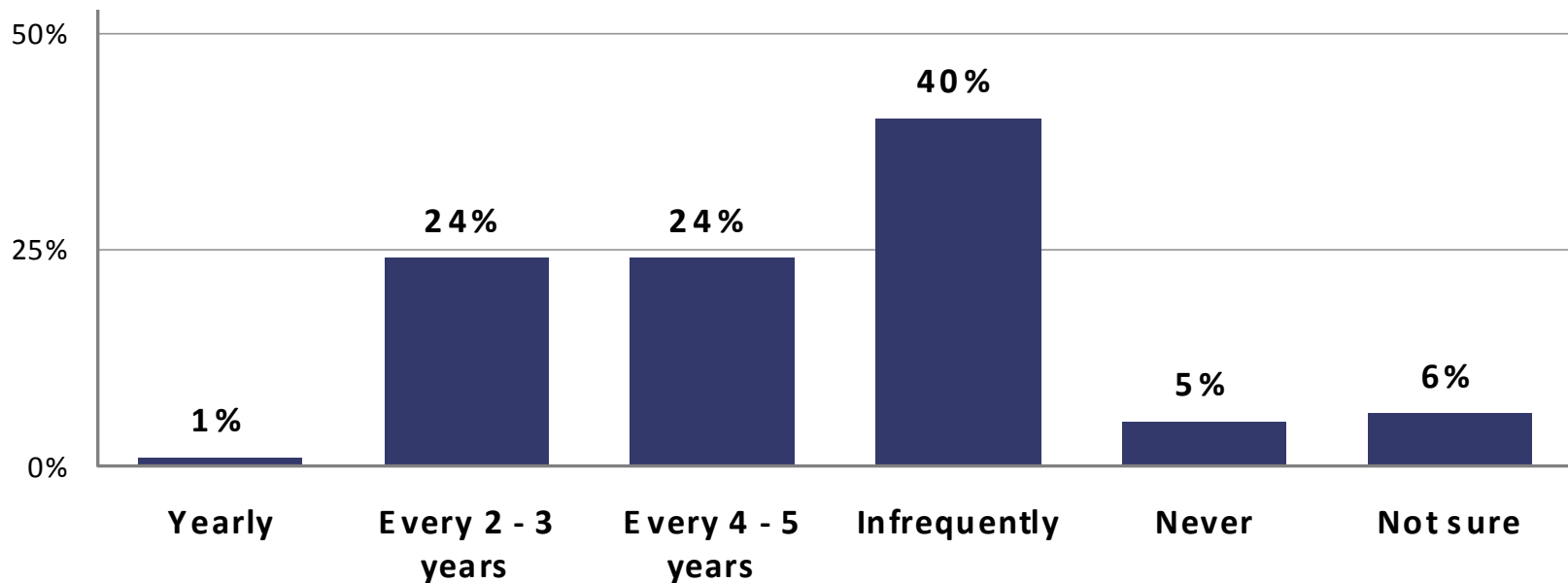
- For 60% of museums represented, annual visitation is over 150,000+.
- 51% have active memberships of less than 10,000.
- 21% offer free adult admission and half offer admission between \$10 and \$19.99.

# Membership Categories

- 79% of museums have 7+ membership categories, with nearly four in 10 having 10+ categories.
  - Most populated membership level is typically between \$50 and just under \$100.
  - Lowest membership level for most museums starts at under \$50.
  - Upper level membership for half of the museums begins at \$1000+.
  - Highest membership level for six in 10 museums is at the \$10,000+.

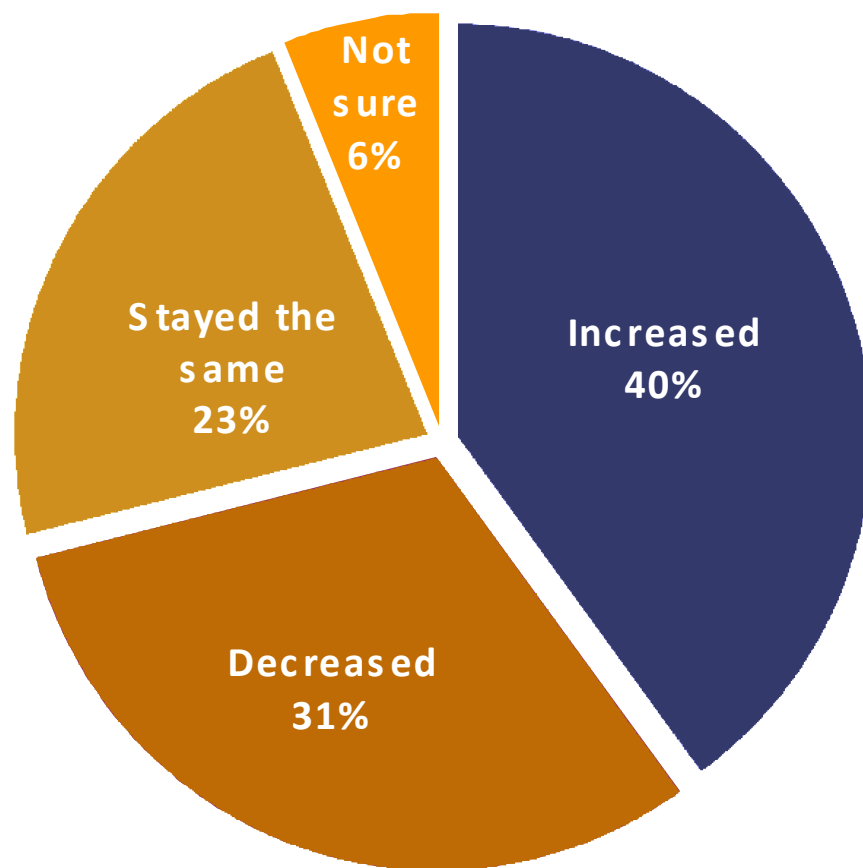
# Membership Price Increases

- Most museums raise prices infrequently.
- 23% raised membership prices in the last 12 months.
- 20% plan to raise prices in the next 12 months, while 31% are unsure.



# Membership Revenue

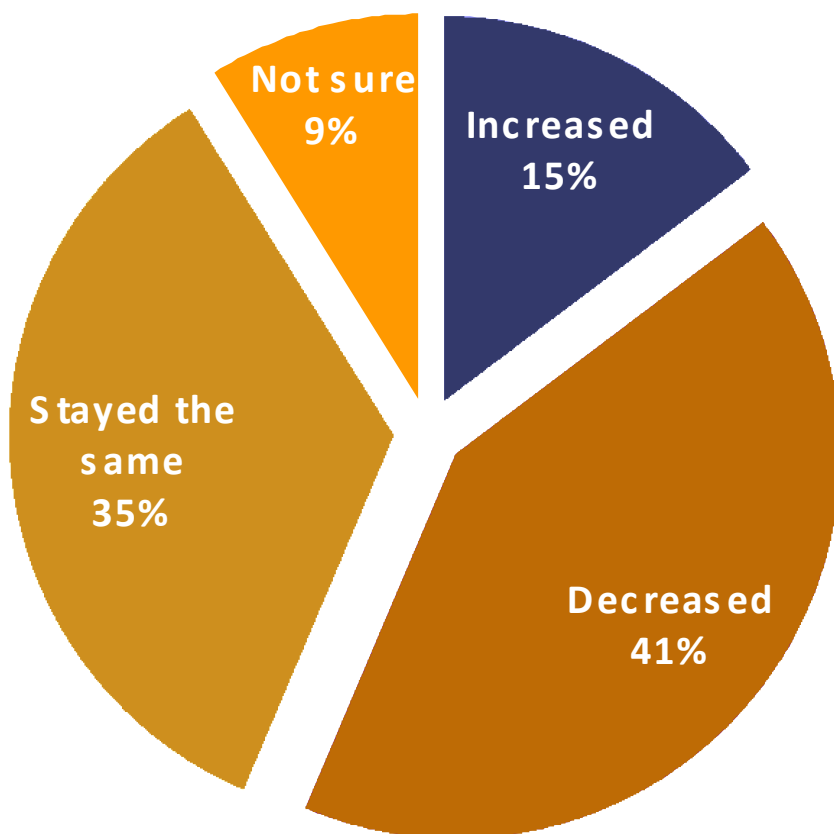
Change in Revenue in Past Year



- Annual Membership Gross Revenue:
  - Less than \$250K: 23%
  - \$250K to \$999K: 26%
  - \$1 mil to \$4.9 mil: 32%
  - \$5 mil or more: 15%
- For 75% of museums, revenue funds 25% or less of institutional income.

# Membership Expense Budget

Change in Expense Budget in Past Year



- Annual Membership Expense Budget:
  - Less than \$100K: 30%
  - \$100K to \$499K: 31%
  - \$500K to \$999K: 11%
  - \$1 mil or more: 21%



# Membership Expenses

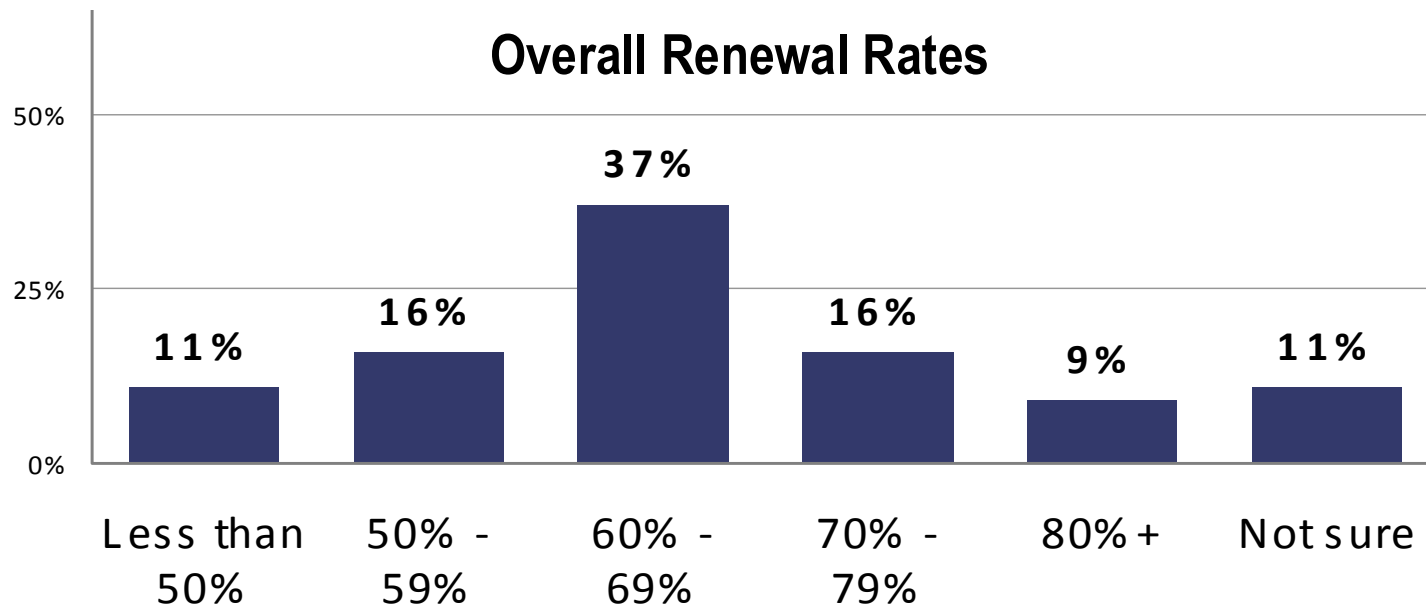
- Membership income supports:
  - Operations (85% of museums)
  - Education/outreach (58% of museums)
  - Exhibitions (53% of museums)
  - Art Acquisition (21% of museums)
- Expenses covered entirely by membership:
  - Staff Expenses (73% of museums)
  - Mailing expenses (63% of museums)
  - Event expenses (53% of museums)

# Membership Staff

- 73% have 5 or fewer paid membership staff
- Changes in staff size in past year:
  - 69% report no change
  - 23% report a decrease
  - 9% report an increase
- 32% of museums have no paid on site staff.
- 62% do not pay a sales incentive or commission for on-site sales.

# Membership Renewals

- Changes in renewal rate:
  - 30% report increases
  - 27% report decreases
  - 30% report no change
- Average renewal gift is between \$50 and \$125.

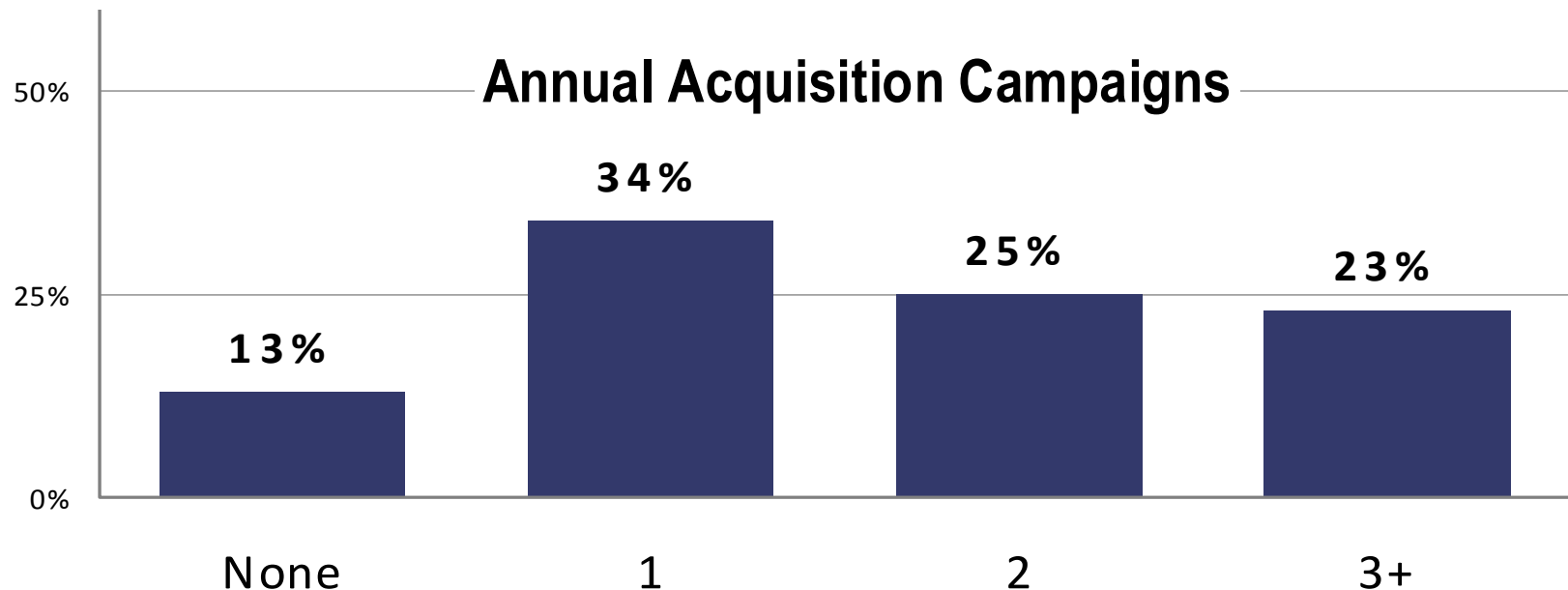


# Membership Renewal Practices

- 81% send 3 to 5 renewal notices.
- Mailed renewal notices are often combined with e-mail (61%) or telemarketing (38%).
- 45% offer premiums with renewals.
- 36% offer discounts.
- 42% offer neither.

# Membership Acquisition

- 52% send less than 50,000 pieces per mailing.
- 38% report a decrease in mail volume since last year.
- 22% report an increase in mail volume.



# Membership Acquisition Results

- 57% offer a discount in their acquisition mailings.
- For those joining at a certain level...
  - 58% of museums offer intangible benefits
  - 43% offer tangible benefits
  - 29% offer no gift
- 50% of museums have average acquisition gifts between \$50 and \$99.99.
- 21% have response rates of less than .50%.
- 25% have response rates between .50% and .99%.

# Appeals & Acknowledgements

- 48% of museums send 1 to 2 special appeals per year.
- Most common types of appeals include:
  - Lapsed/re-join campaigns (86%)
  - Annual fund (81%)
  - Upgrade campaigns (59%)
- The typical acknowledgement letter is produced in-house (81%) and sent out weekly (56%) in response to gifts at the \$500+ level.

# Websites & E-mail

- 92% of museums allow members to join/renew through their website.
- 57% use e-mail to send renewal notices, most almost always in conjunction with direct mail renewal notices.
- 56% publish a monthly e-newsletter; 22% publish one more frequently.
- 96% have a presence on Facebook; 75% are on Twitter.

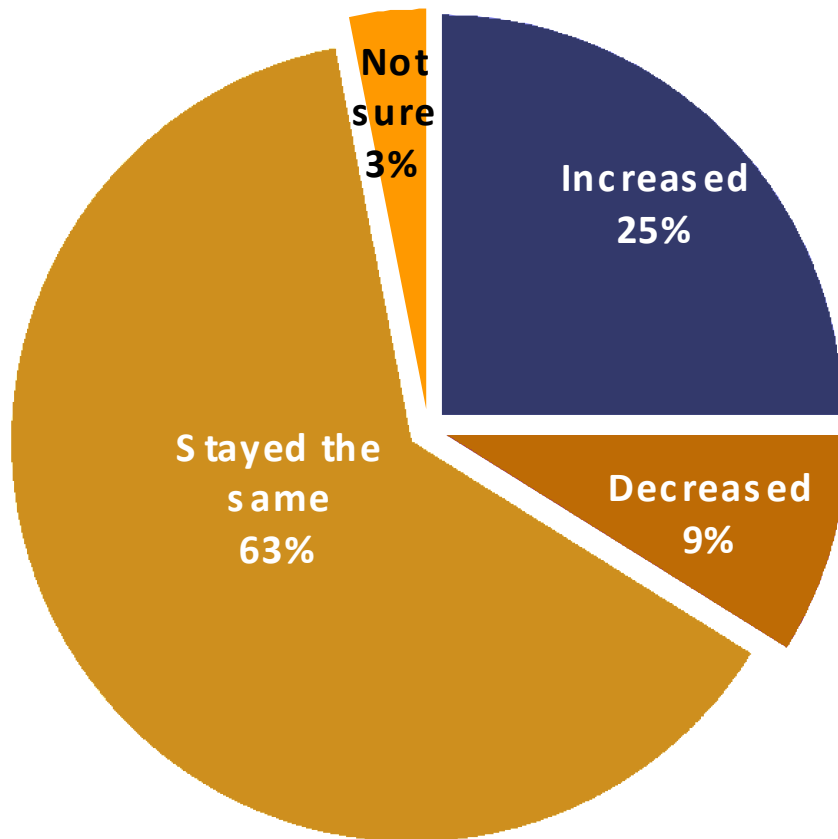


# Exhibitions & Special Events

- 53% of museums host at least one “blockbuster” exhibition a year; 27% do not host any.
- Most (82%) do not surcharge members for the major exhibitions.
- 69% of museums host 6 or more events or receptions per year.
- 70% say they have not cut back on these events in the past year.

# Member Benefits

Changes in Benefits in Past Year



- Top benefits overall:
  - Discount in shop (95%)
  - Reciprocal Membership (87%)
  - Free admission (86%)
- 84% belong to at least one reciprocal membership program.