

# Let's Share Our Wealth: Reciprocal Membership Programs



*Reciprocity is a great benefit!*



# Session Panelists

## Caitlin DeMarco

Communications Coordinator  
Philadelphia Museum of Art

## Linda Jerolmon

Membership Manager  
Yale University Art Gallery and Yale  
Center for British Art

## Virginia Phillippi

Membership Coordinator  
Greenville Country Museum of Art

## Miriam Martinez

Member Services Specialist  
Corning Museum of Glass

## Kate Park

Executive Director  
Friends of the Dallas Public Library  
(Formerly Director of Membership and  
Development Operations at Fort Worth  
Museum of Science and History)

# What is a reciprocal membership program?



# How do reciprocal membership programs work?



- **Composition**

- Museum type
- Location
- Selective

- **Requirements**

- Price point
- Benefits
- Identification

- **Management**

- **Do your part!**

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# What reciprocal membership programs currently exist?

1. American Horticultural Society
2. Art Museum Reciprocal Membership Program \*
3. Art Museum Reciprocal Network \*
4. Association of Children's Museums
5. Association of Nature Center Administrators
6. Association of Science–Technology Centers
7. Association of Zoos and Aquariums
8. Automotive Museums Group
9. College and University Art Museums Reciprocal Program \*
10. Connections \*
11. Council of American Jewish Museums
12. Council of American Maritime Museums
13. Empire State Museums Reciprocal Program \*
14. Fairfield/Westchester Museum Alliance \*
15. Greater Baltimore History Alliance
16. Metropolitan Museum of Art's Reciprocal Membership Program \*
17. Michigan Art Museums Reciprocal Membership \*
18. Modern and Contemporary Museum Reciprocal Membership Program \*
19. Museum Alliance Reciprocal Program \*
20. Museums West Consortium \*
21. New England Consortium of Museums\*
22. North American Reciprocal Membership \*
23. Ohio Museums Reciprocal Membership Program \*
24. Southeastern Reciprocal Membership\*
25. Texas Reciprocal Membership Program\*
26. Time Travelers
27. Western Museum Group \*
28. Western Reciprocal Program \*
29. Whitney Museum of American Art's Reciprocal Membership Program \*

\*Details available in *Guide to Reciprocal Membership Programs*.

# Guide to Reciprocal Membership Programs

## Guide to Reciprocal Membership Programs

### Art Museum Reciprocal Network

**Program Manager Contact Information:**  
 Elissa Winer  
 Manager of Membership and Visitor Services  
 The Walters Art Museum  
 Phone: 410-547-9000, x335  
 Email: ewiner@thewalters.org

**Price Point Requirement:**  
 This reciprocal membership program has a minimum price point of \$100.

Participating Museums:	Price Points:
1. Albright-Knox Art Gallery	\$150
2. Art Gallery of Ontario	\$190
3. Asian Art Museum	\$150
4. Chrysler Museum of Art	\$150
5. Cooper-Hewitt, National Design Museum, Smithsonian	\$500
6. Corcoran Gallery of Art	\$160
7. Delaware Art Museum	\$100
8. Denver Art Museum	\$125
9. Farnsworth Art Museum	\$250
10. Frist Center for the Visual Arts	\$500
11. Georgia O'Keeffe Museum	\$150
12. Hill-Stead Museum	unknown
13. Honolulu Academy of Arts	\$150
14. Isabella Stewart Gardner Museum	\$250
15. Milwaukee Art Museum	\$150
16. Museum of Art, Rhode Island School of Design	\$150
17. National Academy Museum & School of Fine Arts	\$125
18. National Portrait Gallery	\$250
19. New Orleans Museum of Art	\$125

20. Newark Museum	\$100
21. North Carolina Museum of Art	\$250
22. Norton Museum of Art	\$250
23. Peabody Essex Museum	\$600
24. Philadelphia Museum of Art	\$225
25. Portland Museum of Art	\$250
26. Princeton University Art Museum	\$500
27. Smith College Museum of Art	\$150
28. Smithsonian American Art Museum and its Renwick Gallery	\$1,500
29. Taft Museum of Art	\$125
30. The Cleveland Museum of Art	\$100
31. The Frick Art and Historical Center	\$100
32. The Frick Collection	\$200
33. The Nelson-Atkins Museum of Art	unknown
34. The Phillips Collection	\$175
35. The Textile Museum	\$125
36. The Walters Art Museum	\$125
37. Wadsworth Atheneum, Hartford	\$370

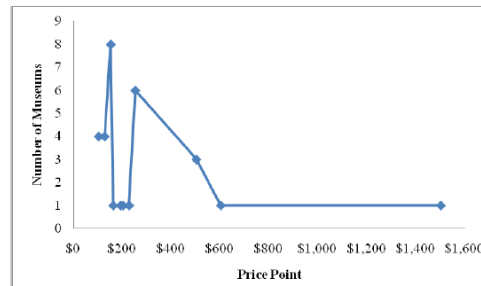


Figure 1. Number of museums offering the Art Museum Reciprocal Network by price point

### Benefit Requirements:

All participating museums must offer these benefits to qualifying reciprocal members:

- Free general admission
- Member discount on purchases, made on premises, in the art and bookshops
- Ticketed exhibitions, special events, and mailings are not included

### Identification Requirement:

¼" yellow dot sticker or imprint on membership card

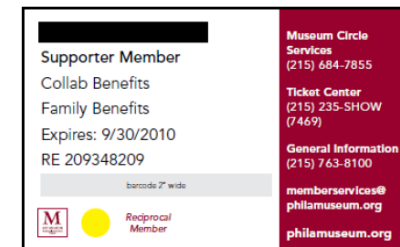


Figure 2. Sample of the Art Museum Reciprocal Network imprint on the Philadelphia Museum of Art's membership card

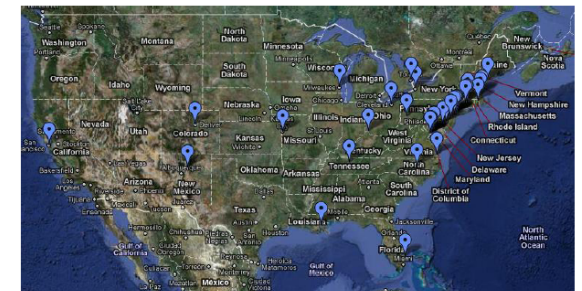
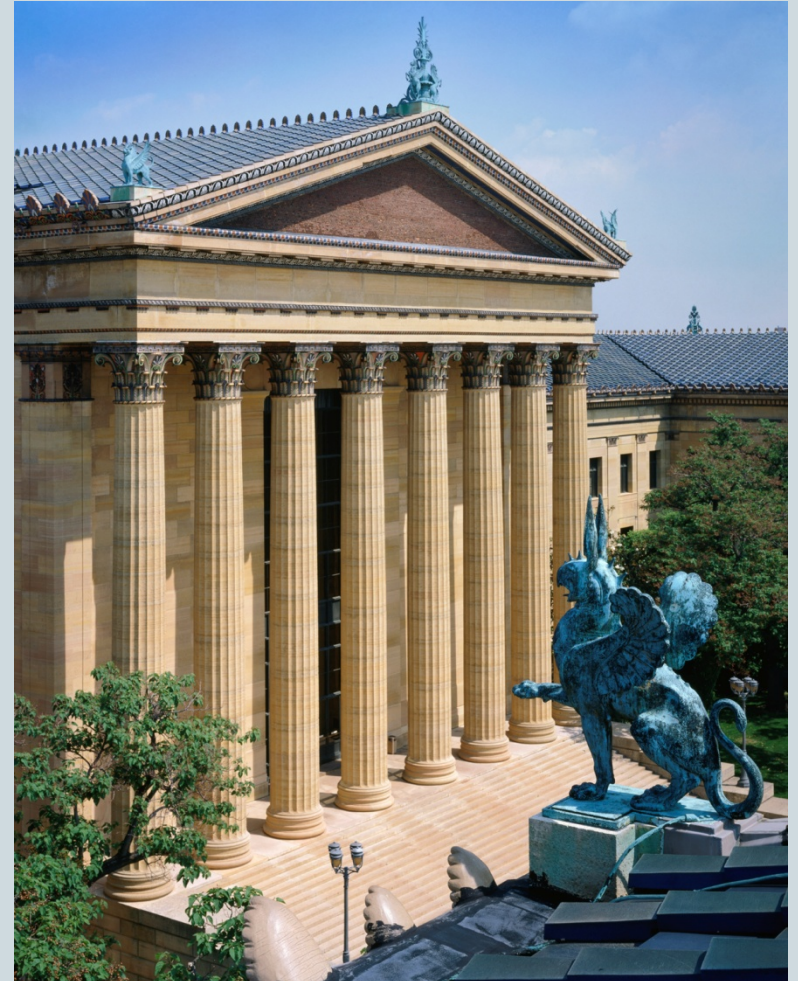


Figure 3. Locations of participating museums in the Art Museum Reciprocal Network. "Art Museum Reciprocal Network" ©2011 Google - Imagery ©2011 TerraMetrics, Map data ©2011 Europa Technologies, Geocentre Consulting, INEGI

# Philadelphia Museum of Art

Price point: \$225

- Art Museum Reciprocal Membership Program
- Art Museum Reciprocal Network
- Metropolitan Museum of Art Reciprocal Program



## Ambassador \$225

Your Passport to over 50 Museums!

*\$137 is tax-deductible*

Join or Renew

Give As A Gift

- Membership benefits for two adults
- Two additional free adult tickets for each ticketed exhibition (four total)
- **Free admission for two to over 50 museums across the country**

[View Participating Museums >>](#)

### New York City

Cooper-Hewitt, National Design Museum

The Frick Collection

The Metropolitan Museum of Art

National Academy Museum and School of Fine Arts

### Washington, D.C.

Corcoran Gallery of Art

National Portrait Gallery

The Phillips Collection

Smithsonian American Art Museum and the Renwick Gallery

The Textile Museum

### Other Mid-Atlantic

Albright-Knox Art Gallery, Buffalo

The Andy Warhol Museum, Pittsburgh

Carnegie Museum of Art, Pittsburgh

Delaware Art Museum, Wilmington

Frick Art and Historical Center, Pittsburgh

Newark Museum, New Jersey

Princeton University Art Museum, New Jersey

The Walters Art Museum, Baltimore

### New England

Farnsworth Art Museum, Rockland

Hill-Stead Museum, Farmington

Isabella Stewart Gardner Museum, Boston

Museum of Art, Rhode Island School of Design, Providence



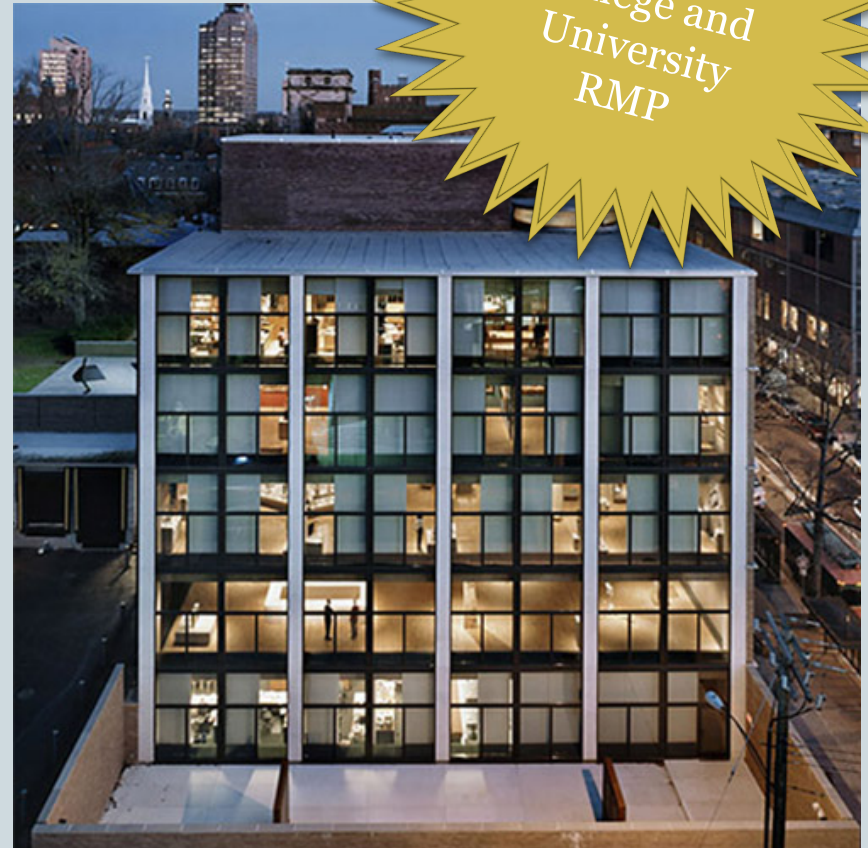
# Yale University Art Gallery and Yale Center for British Art

## All levels:

- College and University Art Museums Reciprocal Membership Program

## Price point: \$125

- North American Reciprocal Membership Program



## Levels of Membership

### **Student \$15, fully deductible**

All basic benefits for a full-time student with valid ID. Invitations to student activities and bus trips.

### **Individual \$50, fully deductible**

All basic benefits for one person only

### **Dual/Family \$75, fully deductible**

All basic benefits for two adults and children under 18 at the same address.

### **Contributor \$125, \$40 deductible/year**

All benefits of Dual/Family membership, plus:  
A copy of the *Yale University Art Gallery Bulletin*.  
Invitations to master classes taught by curators and conservators.

### **Sponsor \$250, \$150 deductible/year**

All benefits of Contributor membership, plus:  
One catalogue published by one of the museums.  
A special event for Sponsor-level members and above.

### **Benefactor \$500, \$300 deductible/year**

All benefits of Sponsor membership, plus:  
Two catalogues—one published by each museum.  
Invitations to *Art and Learning at Yale* and other special programs.

### **Louis I. Kahn Fellow \$1000+, \$780 deductible/year**

All benefits of Benefactor membership, plus:  
All catalogues published by both museums.  
Invitation to exclusive art tours in the United States and abroad. Invitation to a private luncheon with the Directors.

## Basic Membership Benefits

Membership at both the Yale University Art Gallery and the Yale Center for British Art

A personalized membership card

Invitations to exhibition openings and Members-only events at both museums

Calendars of exhibitions and programs from both museums

Reduced rates for Members' programs and excursions

Present your membership card and receive:  
20% discount on books and gifts at the museum stores of the Gallery and the Center for British Art

Reduced rates at Chapel-York parking garage near the museums

Members benefit from the College and University Art Museums Reciprocal Program, which allows complimentary admission to participating museums. [Download the list.](#)

Members at the \$125 membership level and above are also affiliated with the [North American Reciprocal Museum Program](#), which offers free entry into more than 400 museums throughout North America.

[Become a member today -->](#)

For more information about joining the Members, please contact Linda Jerolmon at 203.432.9658 or [art.members@yale.edu](mailto:art.members@yale.edu). The membership application is also available as a [downloadable PDF](#).

highlight the permanent collections. For more information about the benefits of membership, please contact Linda Jerolmon, Membership Manager for the Yale Art Museums ([art.members@yale.edu](mailto:art.members@yale.edu) | +1 203 432 9658).

To become a Member of the Yale Art Museums right now, use our [secure registration system](#).

### Basic Membership Benefits

- Membership at both the Yale Center for British Art and the Yale University Art Gallery
- A personalized membership card
- Invitations to exhibition openings and Members-only events at both museums
- Calendars of exhibitions and programs from both museums
- Reduced rates for Members' programs and excursions
- Present your membership card and receive:
  - 10% discount on books and gifts at the museum shops of the Center and the Art Gallery
  - Reduced rates at Chapel-York parking garage near the museums
  - Members benefit from the College and University Art Museums Reciprocal Program, which allows complimentary admission to participating museums. [Participant list](#) (pdf, 431 kb).

### *Sponsor \$250, \$150 deductible/year*

- All benefits of Contributor membership
- One catalogue published by one of the museums
- A special event for Sponsor-level members and above

### *Benefactor \$500, \$300 deductible/year*

- All benefits of Sponsor membership
- Two catalogues—one published by each museum
- Invitations to *Art and Learning at Yale* and other special programs

### *Louis I. Kahn Fellow \$1000+, \$780 deductible/year*

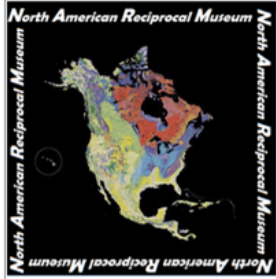
- All benefits of Benefactor membership
- All catalogues published by both museums
- Invitation to exclusive art tours in the United States and abroad
- Invitation to a private luncheon with the Directors

# Greenville County Museum of Art

Price point: \$100

- North American Reciprocal Membership Program





# North American Reciprocal Museum (NARM) Program

## NARM INFORMATION

[NARM Guidelines](#)

[Enrollment](#)

[NARM Stickers](#)

[Official NARM Lists](#)

The North American Reciprocal Museum (NARM) program is an association of arts and cultural institutions in Bermuda, Canada, El Salvador, Mexico and the United States which offers select benefits of membership to each others qualifying members. On this website you can find the NARM Guidelines, official lists of NARM institutions and instructions on how to enroll in the program.

NARM currently has 534 member institutions!

Please note: Allentown Art Museum will be re-opening October 15th, 2011.

Welcome to our new members since mid-June, 2011

State	City	Museum	Phone	Website
CALIFORNIA	Homewood	Tahoe Maritime Museum	530-525-9253	<a href="http://www.tahoemaritime.org">www.tahoemaritime.org</a>
CALIFORNIA	Monterey	Museum of Monterey	831-372-2608	<a href="http://www.museumofmonterey.org">www.museumofmonterey.org</a>
CALIFORNIA	Oceanside	Oceanside Museum of Art	760-435-3720	<a href="http://www.oma-online.org">www.oma-online.org</a>
CALIFORNIA	San Francisco	The Walt Disney Family Museum	415-345-6800	<a href="http://www.waltdisney.org">www.waltdisney.org</a>
CALIFORNIA	Turlock	Carnegie Arts Center	209-632-5761	<a href="http://www.carnegieartsturlock.org">www.carnegieartsturlock.org</a>
BERMUDA	St. Johns	St. Johns Museum	224-237-5300	<a href="http://www.stjohnsmuseum.com">www.stjohnsmuseum.com</a>

## About This

This website contains information for staff members of cultural institutions which participate in the NARM program.

# North American Reciprocal Museum Guidelines

## NARM INFORMATION

[Enrollment](#)

[NARM Stickers](#)

[Official NARM Lists](#)

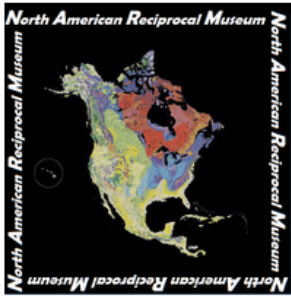
[Home](#)

## North American Reciprocal Museum (NARM) Guidelines

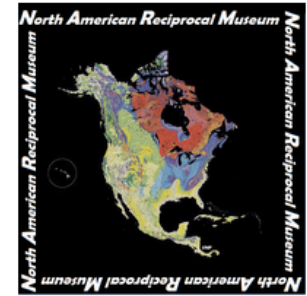
- To qualify, your institution must continuously provide the following reciprocal benefits to qualifying NARM members:
  - your member admission price **and** your member shop discount if your institution has both
  - or
  - your member admission price if your institution does not have a shop
  - or
  - your member shop discount if your institution does not charge an admission fee
- There is no fee to join NARM.
- The program is for your members who pay \$100 US (or equivalent) or more for their membership to your institution. **Guest members are not included. Also Note:** Members with a price below \$100 do not qualify for NARM benefits.
- A [gold NARM sticker](#) must be placed on the qualifying members card in order for the member to receive reciprocal privileges. Each member who qualifies must have a gold NARM sticker and a valid membership card should display the expiration date, or the member should have documentation of their expiration date available.
- **'Family' memberships are not defined by NARM, but according to each institutions' policies.** Please advise your qualifying members to contact the institution the out their 'Family' membership policy to avoid confusion.
- Upon presentation of a valid membership card with the gold NARM sticker from one of the participating institutions the member will receive the following\*:
  - Free/member admission at all times during museum hours
  - The same discount on purchases made on the premises of concert and lecture tickets, as those offered members of that museum
  - The same discount on purchases made on the premises in the gift stores as those offered members of that museum

(\*Note: footnotes placed by the institutions name in the official NARM Listing may restrict some privileges)

## NARM



# 2011 North American Reciprocal Museum (NARM) Program



(Updated 9/14/2011)

Members from one of the NARM institutions listed below, who present a membership card validated with a gold North American Reciprocal sticker, are entitled to the following privileges at participating museums: Free/member admission during regular museum hours, member discounts at museum shops, and discounts on concert/lecture tickets. Please note: Some museums restrict benefits. Please see notes at the bottom for more information.

[Click here for a printable version of the list.](#)

State	City	Name
ALABAMA	Auburn	Jule Collins Smith Museum at Auburn University
ALABAMA	Birmingham	Birmingham Civil Rights Institute
ALABAMA	Birmingham	Birmingham Museum of Art
ALABAMA	Gadsden	Gadsden Museum of Art
ALABAMA	Huntsville	The Huntsville Museum of Art
ALABAMA	Mobile	Mobile Museum of Art
ALABAMA	Montgomery	Montgomery Museum of Fine Arts
ALABAMA	Northport	Kentuck Museum
ALABAMA	Talladega	Jemison - Carnegie Heritage Hall Museum
ALASKA	Anchorage	Anchorage Museum at Rasmuson Center
ALASKA	Valdez	Valdez Museum & Historical Archive
ARIZONA	Flagstaff	Museum of Northern Arizona
ARIZONA	North Scottsdale	Heard Museum North

# Corning Museum of Glass



Price point: \$125

- North American Reciprocal Membership Program

Formerly

- Empire State Museums Reciprocal Membership Program



- 15% discount off the [Annual Seminar on Glass](#)

#### **Friend \$75.00 (Join or Renew)**

All General benefits, PLUS

- Invitations to major exhibition previews
- Members-only exhibition tours with curators

#### **Donor \$125.00 (Join or Renew)**

All Friend benefits, PLUS

- Invitations to private Meet the Artist receptions
- Discounts or free admission at other cultural institutions participating in the [North American Reciprocal Museums \(NARM\)](#) program
- Complimentary Museum admission for two accompanied guests each time you visit

#### **Supporting \$250.00 (Join or Renew)**

All Donor benefits, PLUS

- Complimentary copy of *The Corning Museum of Glass: Annual Notable Acquisitions*
- Complimentary Museum admission for four accompanied guests each time you visit
- Invitations to private Conversations on Glass

#### **Patron \$500.00 (Join or Renew)**

All Supporting benefits, PLUS

- Option to participate in domestic glass-focused trips
- Customized private tour of the [Rakow Research Library](#)
- Customized private tour of the Museum's conservation lab
- Complimentary Museum admission for six accompanied guests each time you visit

#### **Ennion Society \$1,000.00**

The Ennion Society is an honorary group of donors of \$1,000 or more. Donations are used for acquisitions to the Museum's glass collection unless otherwise designated by the donor. The Museum offers exclusive privileges at this level. Contact the development office at 607.438.5555 or [development@cmog.org](mailto:development@cmog.org) for information.



**Miriam Martinez**

Member Services

Tel: 607.438.5600

[membership@cmog.org](mailto:membership@cmog.org)

Corning Museum of Glass

# Fort Worth Museum of Science and History



All levels

- Association of Science and Technology Centers

Price point: \$115

- Association of Children's Museums

#### All Basic members receive these benefits:

- FREE admission to Fort Worth Museum of Science and History exhibits.
- FREE or significantly discounted tickets to special traveling exhibitions
- FREE admission to over 250 science and natural history museums across North America through the [Association of Science and Technology Centers](#) - PDF (ASTC) Passport program
- Discounted tickets to Noble Planetarium and IMAX films in the Omni Theater
- Discounts in [Shop Too!](#), our new Museum store, the [Stars Café](#) and [Reel Refreshments](#) concession stand
- Invitations to special events, lectures and IMAX screenings
- Free admission to the National Cowgirl Museum and Hall of Fame



#### All MAX members receive these additional benefits:

- Invitations to exclusive Innovation Studios programs
- FREE admission to the Noble Planetarium
- FREE exhibit admission to more than 130 children's museums nationwide through the [Association of Children's Museums](#) (ACM) Reciprocal Program
- FREE exhibit admission to the Museum of Nature & Science in Dallas and the Heard Natural Science Museum & Wildlife Sanctuary in McKinney (excluding special engagements)
- A select number of IMAX eTickets (not valid with extended-length special engagement films)
- All members receive the following benefits for a full 12 months from the date of joining.



#### MEMBERSHIP LEVELS

Find the [Membership level](#) that's right for you then join [online](#), by phone, or in person. Questions? We're here to help, Monday through Friday, 9 a.m. to 5 p.m. Call us at 817-255-9404 or e-mail [Membership](#).

# Questions?

