



Philadelphia  
Museum of  
**Art**

CDR Fundraising *Group*™



Don't kill direct mail!

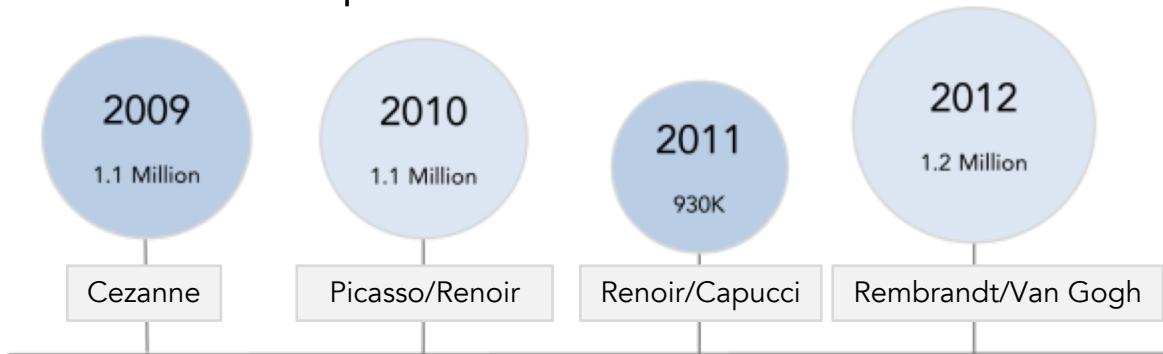
A case study on why you need to keep it alive



# Introductions and History

# Direct Mail History

## Reliance on Special Exhibitions



### FREE TICKETS

### A Great Value for Members

Join today and enjoy free admission to *Chagall* and free tickets to *Capucci*, *Rembrandt*, and *Van Gogh*. We now offer four free adult tickets beginning at the \$170-\$105 Family & Friends level of membership, which provides you even more value as a member.

Membership Categories	Free Adult Tickets Per Exhibition	Free Children's Tickets Per Exhibition	Guest Passes Per Year	Free Admission to 50 Museums Across the Country	Total Ticket Value
\$45-\$70 Individual	1	—	—	—	\$80
\$95-\$140 Dual Plus	2	4	—	—	\$416
\$170-\$105 Family & Friends <i>Four Free Adult Tickets</i>	4	4	2	—	\$608
\$195-\$205 Ambassador <i>Tour Passport to 50 Museums</i>	4	4	2	Yes	\$608

#### Museum Circle

We invite you to join the Museum Circle—\$350-\$499 Sustainor, \$675-\$950 Sponsor, or \$1,000 Patron—to enjoy exclusive social and educational experiences that will enhance your connection to, and appreciation of, the Museum's exquisite collections and special exhibitions. Incredible upcoming events include:

#### Please Touch Museum

April 13 and 16, 2011  
For Sponsors and Patrons  
Experience the history, art, and architecture of the Please Touch Museum's new location at Memorial Hall—the first home of the Philadelphia Museum of Art.

#### Rembrandt and the Face of Jesus Preview Lecture

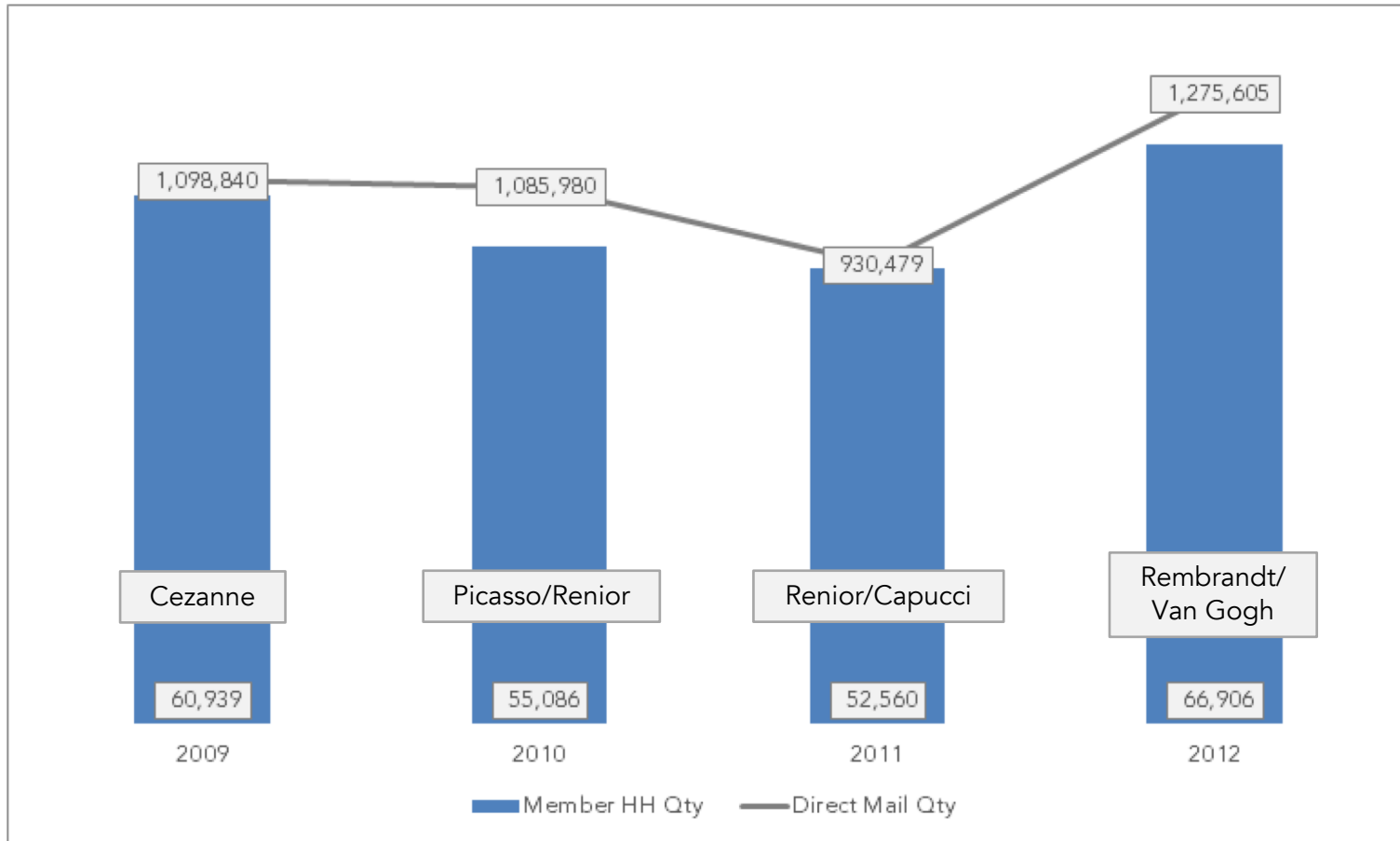
June 18, 2011  
For Sustainors, Sponsors, and Patrons  
Join curators Lloyd Gooden as he presents an exclusive preview lecture on this much-anticipated upcoming exhibition.

#### Behind-the-Scenes Tour

June 15, July 13, or July 28, 2011  
For Patrons  
Explore rarely seen areas of the famed "Wings on the Mount" and learn about the Museum's historic design, architecture, planning, and collection.

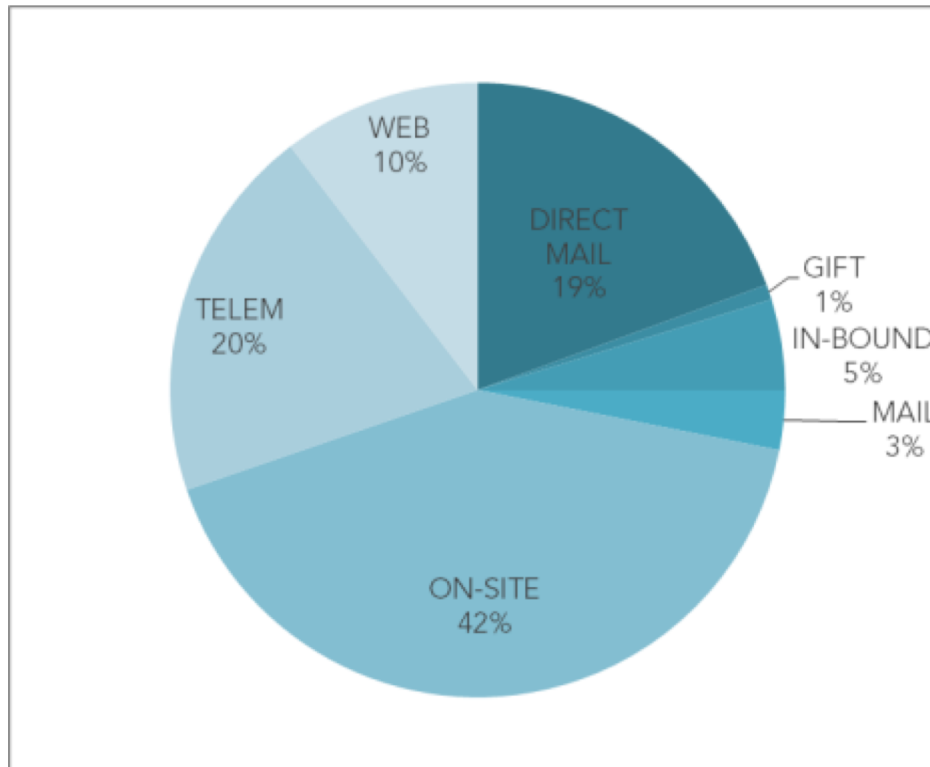
# Direct Mail History

## Member Households



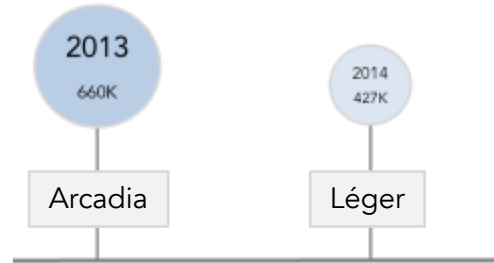
# Direct Mail History

## Gift Attribution



# Direct Mail History

## Reliance on Special Exhibitions



### Join now

Immerse yourself in all that membership has to offer: new experiences, memories, and ideas await you through our world-renowned collection and eclectic programming. Join today to begin years of enrichment through exclusive membership benefits. Your support will also help the Museum continue to bring you more—more artists, more offerings, more value, and more culture—right here in our beloved city.

Learn about special pricing and incentives at [philamuseum.org/join](http://philamuseum.org/join), or by calling 215-684-7840. Use code **DM** at checkout. Offer expires April 30, 2014.

**Your membership includes:**

**Tennessee from Nature: Art and Culture of the Jackson Dynasty, 1832-1918**  
Now through May 26, 2014

Discover a rare and successful opportunity to acquire a collection of historic watercolors in this one-of-a-kind exhibition devoted to four of the celebrated Jackson dynasty. You'll discover a number of designated National Treasures, many of which have never been outside of Tennessee, and learn about the grip and county life, Jackson family, accountancy, and the role of craftsmanship and architecture in the antebellum dynasty that generated both cotton and

**Renzo Piano: Myth, Memory, and Music**  
May 24–August 3, 2014

Marvel at Renzo Piano's classically inspired yet modern designs, which demonstrate his interests in ancient art, mythology, and literature as a source of inspiration. In this rarely seen work, you'll see mythological figures such as Icarus, Narcissus, and the legendary Minotaur. Piano adopted the Minotaur as his logo, portending a new, more vibrant life in the building's structure. Replicate these intriguing depictions of the hallmarks, half-bull symbolic of power, individualism, and creative genius, and complete your

**Paul Strand: Photography and Film for the New York Century**  
October 2014–January 2015

Discover hundreds of original prints by the renowned American photographer and filmmaker Paul Strand. Juxtaposed scenes of the greatest cities of the New York Century are paired with abstract and street photography in the early twentieth century that laid the groundwork for modern photography and film in the modern world.

## PHILADELPHIA MUSEUM OF ART

Get more with membership, including:

- Unlimited free general admission
- Free tickets and priority admissions for ticketed exhibits
- Special parking rates
- Savings in our restaurants and store
- Members-only tours and programs

Learn about special pricing and incentives at [philamuseum.org/join](http://philamuseum.org/join), or by calling 215-684-7840. Use code **DM** at checkout. Offer expires April 30, 2014.

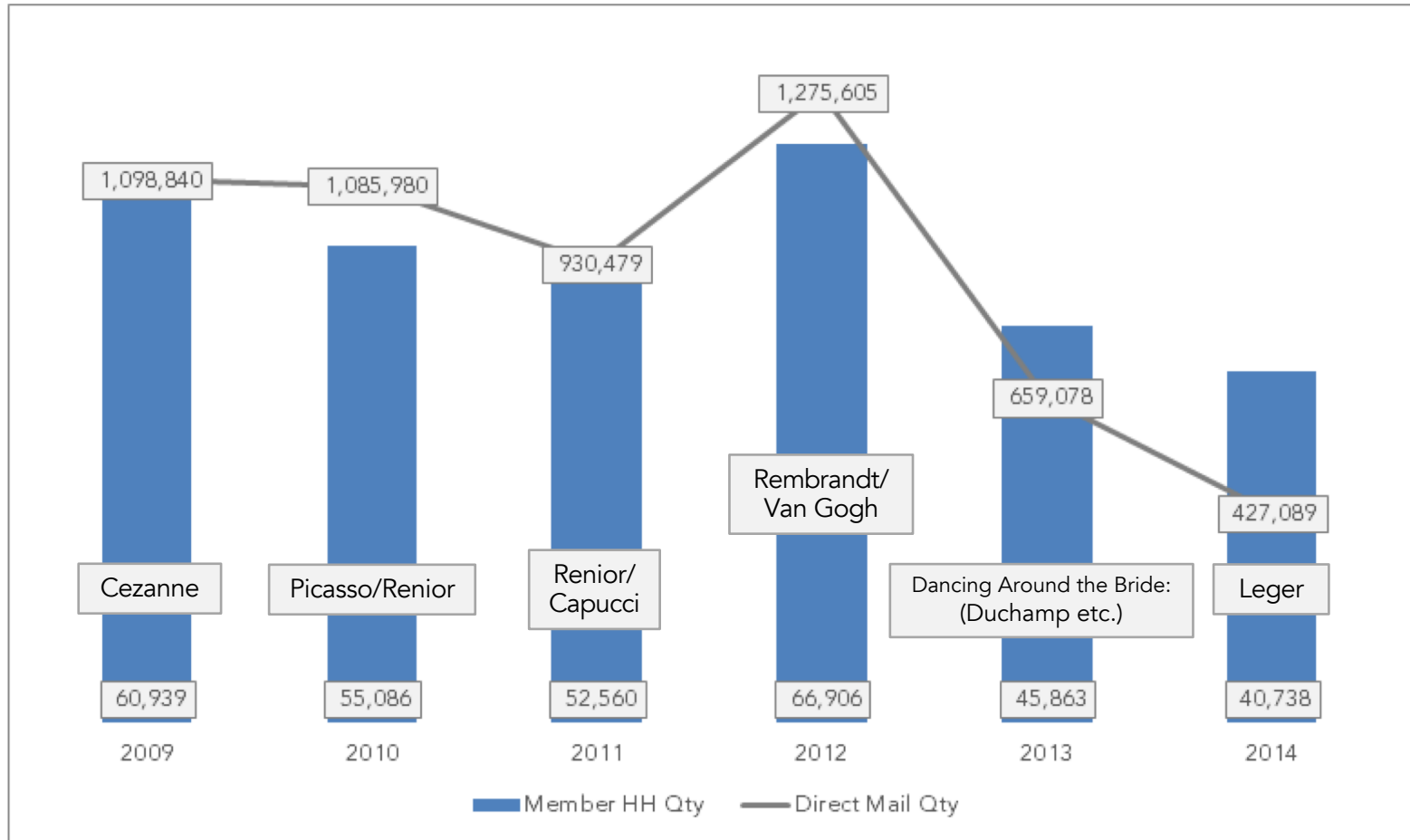
**Welcome Back: Art Splash "Meet the Masterpieces"**  
June 2–September 1, 2014

Children and their grown-ups are invited to a season of creative play, art-making, and interactive gallery programs. Members enjoy exclusive ticketed access. Come back again and again to meet each of Art Splash's ten masterpieces.

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# Direct Mail History

## Member Households



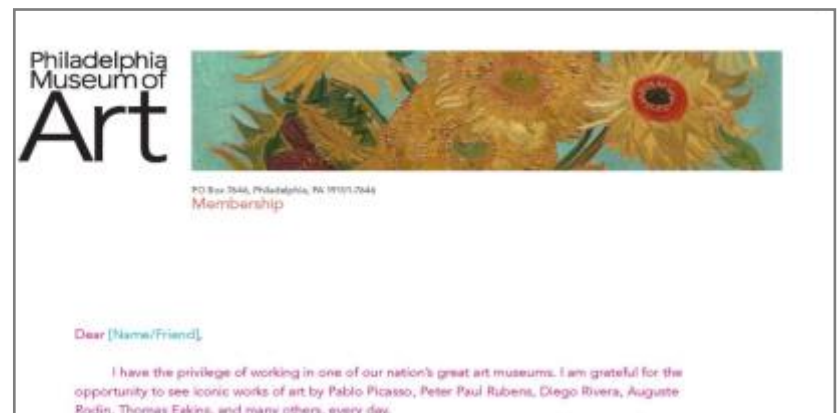
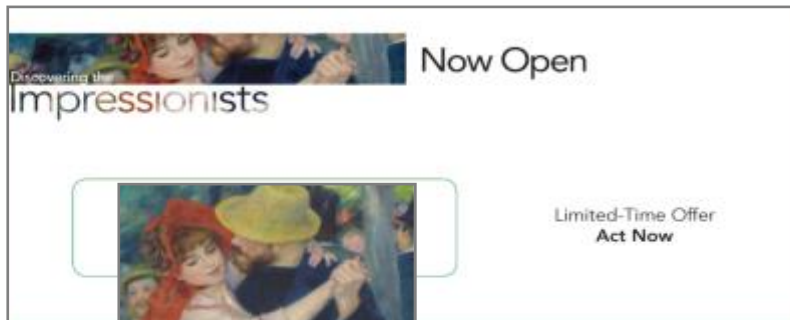
# Direct Mail History

## Reliance on Special Exhibitions

2015

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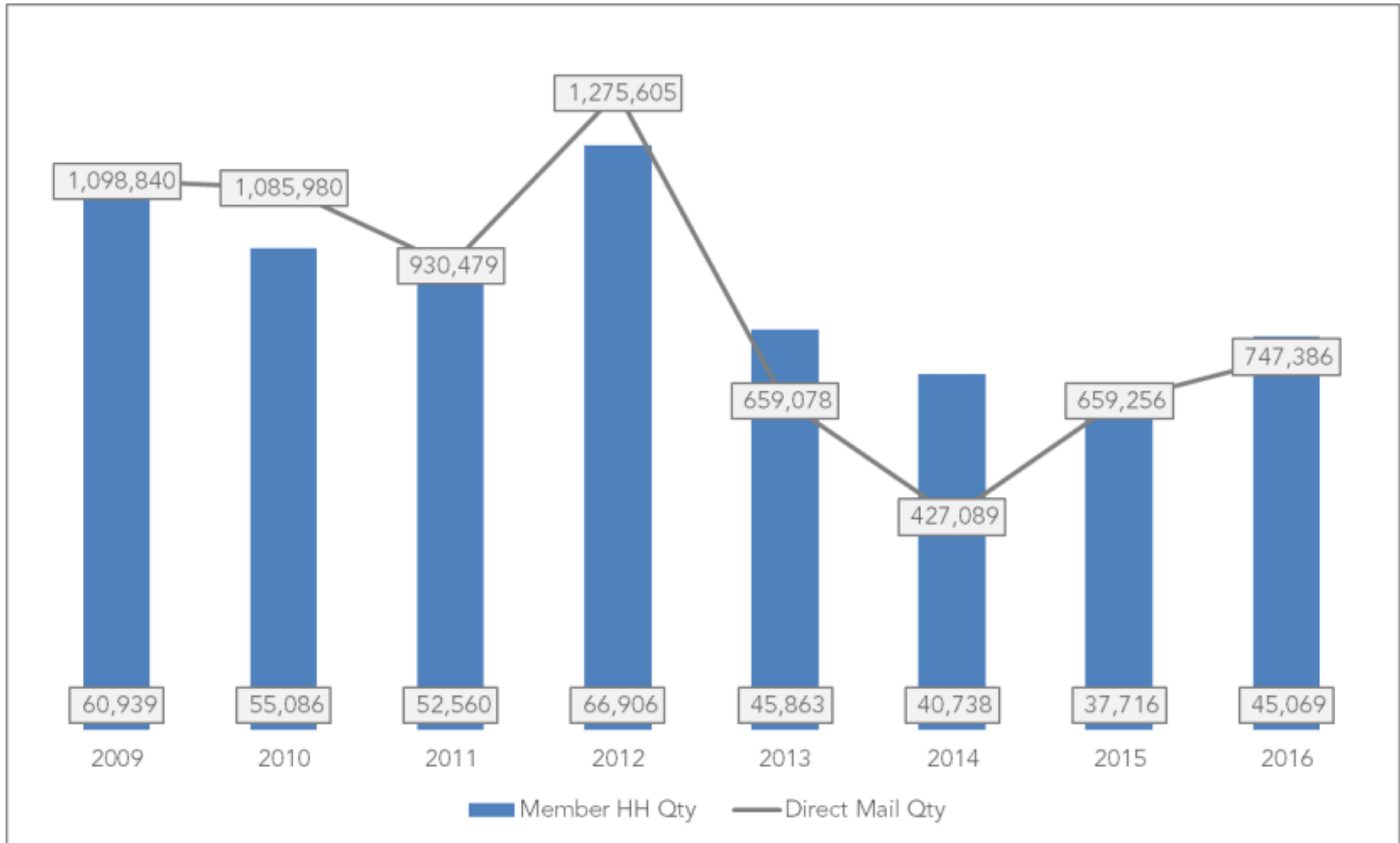
Discovering the  
Impressionists



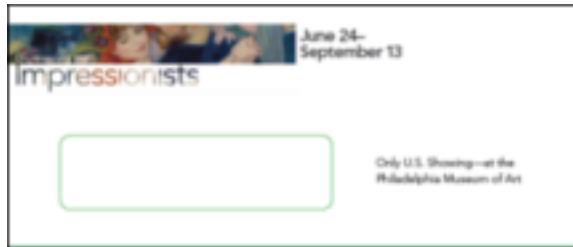


# Direct Mail History

## Member Households



# Packages Mailed



**Impressionists** June 24–September 13

**See the World's**

Seeing the world's pioneering Impressionist Paul Gauguin that rarely has been shown with other artists at the Philadelphia Museum of Art, and discover you can see other notable works in one experience for the best and most of the Impressionist exhibition.

Throughout the exhibition, you'll see the beautiful paintings of Claude Monet, the dynamic works of Pierre-Auguste Renoir, and the young French Master Henri Matisse, along with many other works from the world of color, gesture, and light.

Because you'll see the world's pioneering Impressionist Paul Gauguin that rarely has been shown with other artists at the Philadelphia Museum of Art, and discover you can see other notable works in one experience for the best and most of the Impressionist exhibition.

When you see the world's pioneering Impressionist Paul Gauguin that rarely has been shown with other artists at the Philadelphia Museum of Art, and discover you can see other notable works in one experience for the best and most of the Impressionist exhibition.

**The more you will receive 3 months of:**

- Unlimited free general admission
- Free tickets and priority reservations for special exhibitions
- Free all-access passes for family and friends and the Museum Store
- Free all-access passes and shipping when you see us
- Free general admission for your guest
- Special Museum garage parking rates
- Access to special exhibits including artist talks, lectures, and exhibits
- Membership cards, and more items

**Membership Enrollment Form**

**Finished, Join Today and Get 3 Months FREE**

Philadelphia Museum of Art

**Be the First to See**

**Membership—Your Ticket to So Much More**

**More Art**

- Unlimited free admission to:
- Main Museum building
- Rotunda Gallery
- Art Store (11–12:30 on most days, Friday night)
- Study Museum and Research Center
- Book and Papermill, Academic Building
- Glass Pavilion and Center for the Study of the History of Art

**More Access**

- Free admission and priority reservations for all exhibits in your life and online
- Free tickets and priority reservations for special exhibitions
- Member purchase of special exhibitions
- An array of members-only events each month
- Members-only access to special cultural institutions
- Special programs presented by artists, curators, authors, and academics
- Member's Lounge and Member's E-Market

**More Savings**

- 50% general admission for your guests
- Special parking rates in the Museum's garage that "free" the car, and only \$8 for the rest of your trip
- 10% off Museum Store and shipping every time you see us
- 40% off Museum Store online
- 40% off Museum Store in-store
- 10% off Museum Store and shipping every time you see us
- 10% off Museum Store and shipping every time you see us

**Member \$75**  
\$85 for \$75 in new benefits

- Admission, benefits, and exhibition tickets for 7 adults and all children in your life and online

**Member Plus \$125**  
\$135 for \$125 in new benefits

- Admission, benefits, and exhibition tickets for 7 adults—includes 2 children, or make one of your memberships yours if you prefer—and all children in your life and online

**Keystone \$250**  
\$260 for \$250 in new benefits

- Admission, benefits, and exhibition tickets for 8 adults and all children in your life and online
- 2 one-time one-guest passes
- 2 one-time one-guest passes
- Admission for 100-day museum access for the Museum Store

**Sustainer \$500**  
\$510 for \$500 in new benefits

- Admission, benefits, and exhibition tickets for 10 additional adults in total and all children in your life and online
- 2 additional 100-day one-time one-guest passes
- Invitation for 100 printing program presented by members and online
- 10% off up to \$1000 Museum Store and shipping for the first 3 people
- Priority seating for select events only available
- No service fee for large orders
- Access to our dedicated Member Concierge phone for advice and assistance
- Recognition in the annual listing of Museum's Donors and Supporters

**Discussing the Impressionists: Paul Gauguin and the New Painting**

Members: Previous June 19–20, 2015  
On View June 24–September 13, 2015

Despite the popularity of Impressionism today, the groundbreaking efforts that occurred in French painting of the end of the nineteenth century were not immediately embraced by collectors, dealers, or the public. A vital figure in the rise of Impressionism was Paul Gauguin (1858–1903), a painter, writer, and visionary. Former art dealer who enthusiastically championed the new style of painting. Discovering the Impressionist movement in the 1890s from 1882 to 1903, when Gauguin painted his most important and powerful works: the Marae, Tahiti, Teiepo, Papeete, Maitani, Cane, and Teiepo.

# Packages Mailed



# Packages Mailed

Philadelphia Museum of Art



Dear [Name/First],

It was the privilege of working in one of our nation's great museums. I am grateful for the opportunity to see some works of art by Vincent van Gogh, Pablo Picasso, Peter Paul Rubens, Diego Velazquez, Auguste Rodin, Thomas Edison, and many others, every day.

Because I believe you also treasure the arts, I urge you to connect with the remarkable museum and be inspired by its astounding treasures in the best possible way—as a member.

When you renew by December 31, you'll receive 18 months of membership for the price of 12. That's an additional three months for free to enjoy all the Museum has to offer. In addition to being able to enjoy our incredible collections all year long, you'll also receive free member tickets for Audubon in Winter! The Art of American 18th C. (on view through January 15).

This first survey of American 18th C. art in more than 20 years brings together works by masters of the genre. You'll discover how the great and delicate—American tradition of artistic painting reveals the simple beauty and meaning of everyday things.

Enjoying the special exhibition is only the beginning. As a member, you'll be at the heart of our Museum family, helping to preserve a world-renowned collection, and in return, you'll receive the benefits and welcome access reserved for our most dedicated friends.

That means you will receive 18 months of:

- Unlimited free general admission
- Free tickets and priority reservations for special exhibitions
- Free admission and tickets for all adults in your life (18 and under)
- 10% off Museum shops and eating every time you visit
- \$10 general admission for your guests
- Special discounted garage parking rates

[www.pma.org](http://www.pma.org)

Philadelphia Museum of Art

**Membership Enrollment Form**

YES, I want your invitation to join the Philadelphia Museum of Art as a member. I will enjoy 18 months of membership for the price of 12 and two tickets to Audubon in Winter! I want to join as a:

Member \$75    Member Plus \$120    Corporate \$200    Lifetime \$500

---CAUSA--- Address ---  
 ---CAUSA--- Address ---  
 ---CAUSA--- Address ---  
 ---CAUSA--- City --- CAUSA--- State --- CAUSA--- ZIP ---  
 ---CAUSA--- Phone --- CAUSA--- Fax ---



**Membership**  
Your Ticket to So Much More

Philadelphia Museum of Art

Join today and get 3 FREE MONTHS, plus FREE TICKETS

Enjoy 3 Free Months of Membership

Philadelphia Museum of Art

# Packages Mailed



*International Pop*  
February 24–May 15

Bring a Friend for Free When You Join Today

Philadelphia  
Museum of  
**Art**

*Bring a Friend for Free When You Join Today.*

**Free Admission for a Guest**

This coupon entitles one guest to complimentary admission to our iconic Museum and all of its masterpieces, plus non-ticketed special exhibitions like *International Pop*, when you join the Philadelphia Museum of Art as a member before March 31, 2016.

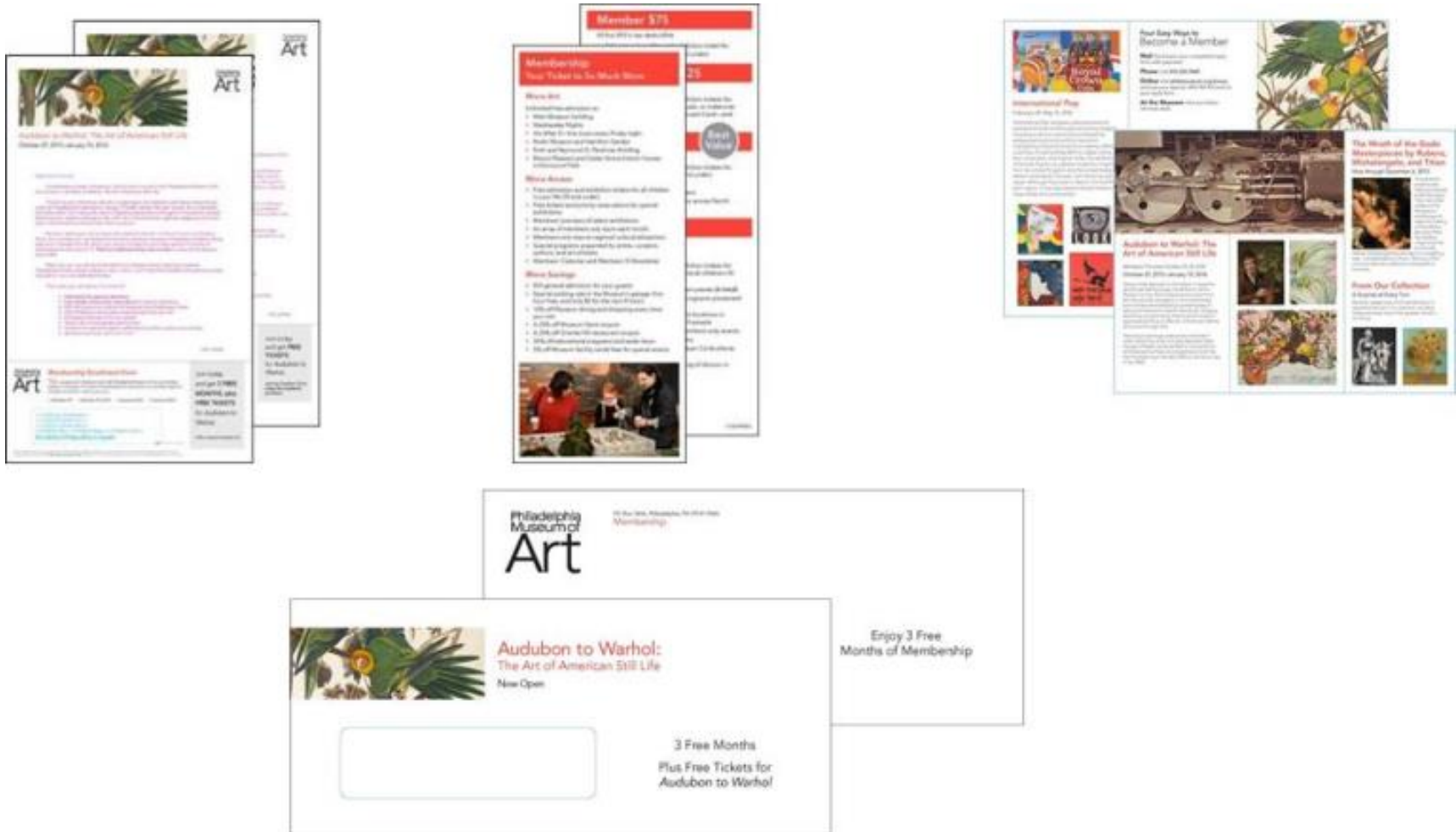
This special admission is a bonus on top of the valuable benefits and exclusive privileges that Museum members enjoy.

**Please present this coupon at any Membership or Visitor Services desk upon arrival.**



# Integration

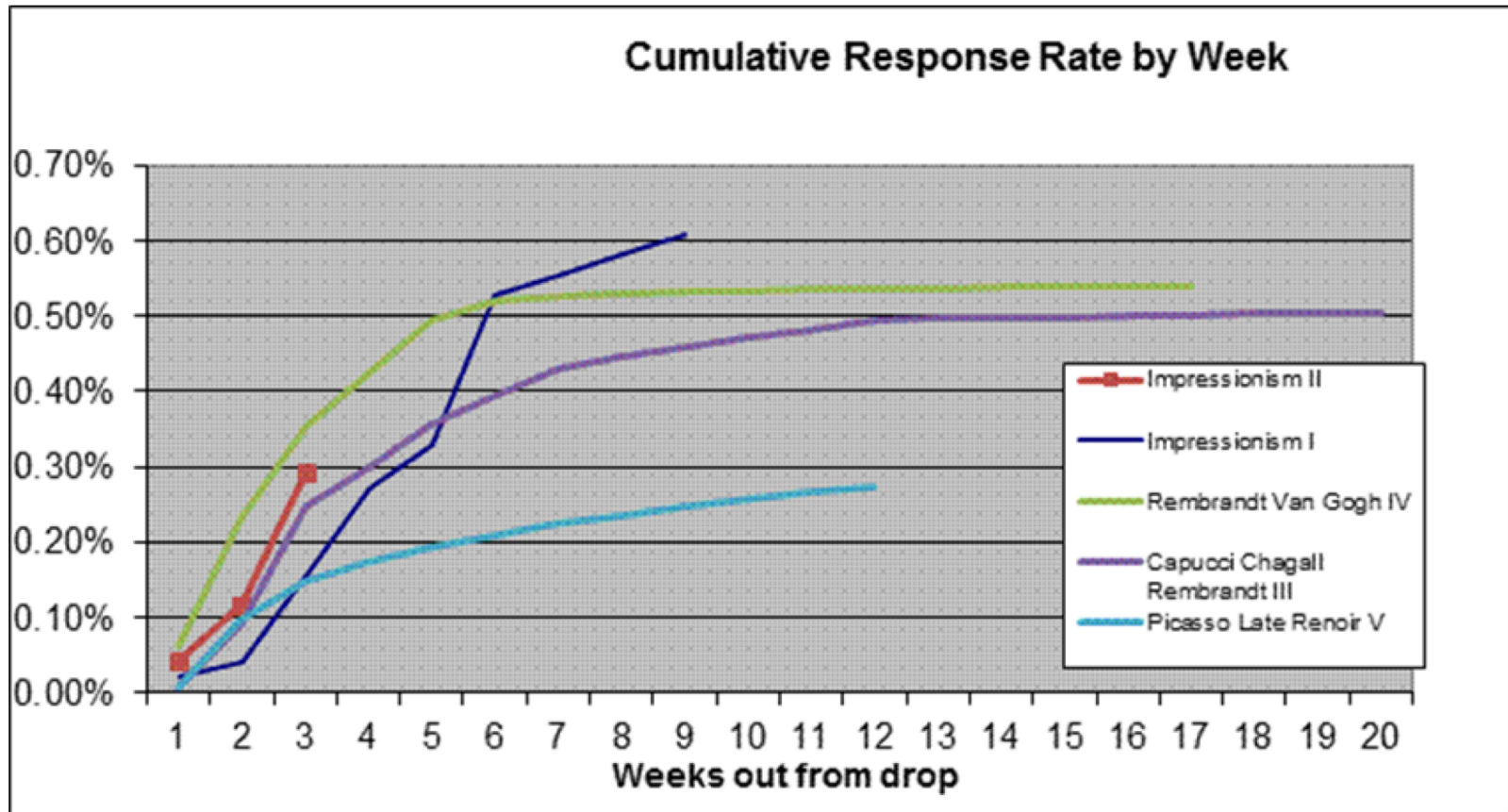
# Packages Mailed



- Facebook Custom Audiences for Renewals
- Facebook Custom Audiences for DM ACQ & Lapsed
- Integrated Pre and Post-Emails
  - ACQ, Lapsed, and Upgrade
- Full Scope Digital Advertising Campaign
  - Membership and Ticketing Ask
- Email Conversion Series to Sweepstakes Names
  - Membership and Ticketing Ask



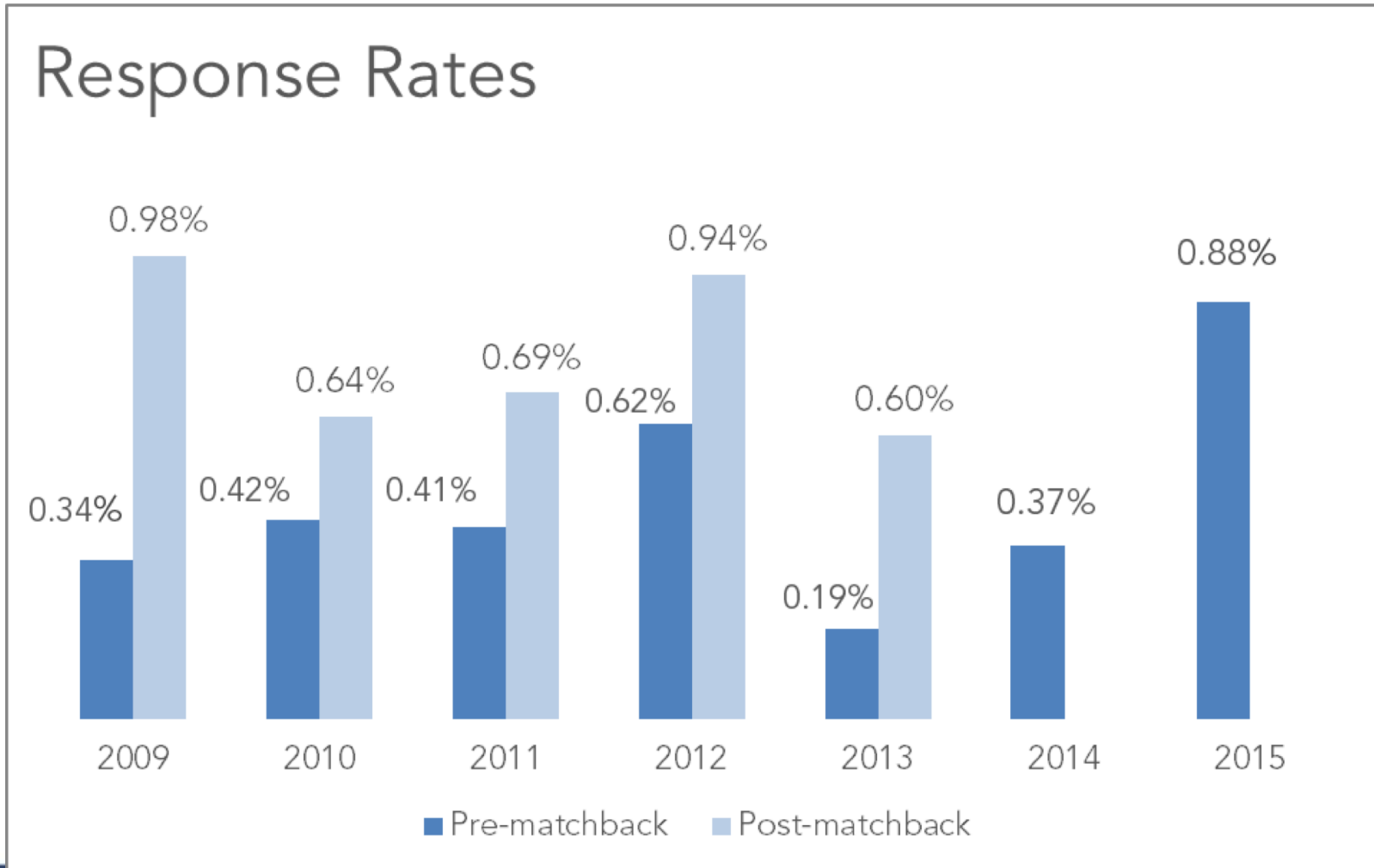
# Planning How to Measure Success



# Direct Mail History

Response Tracking

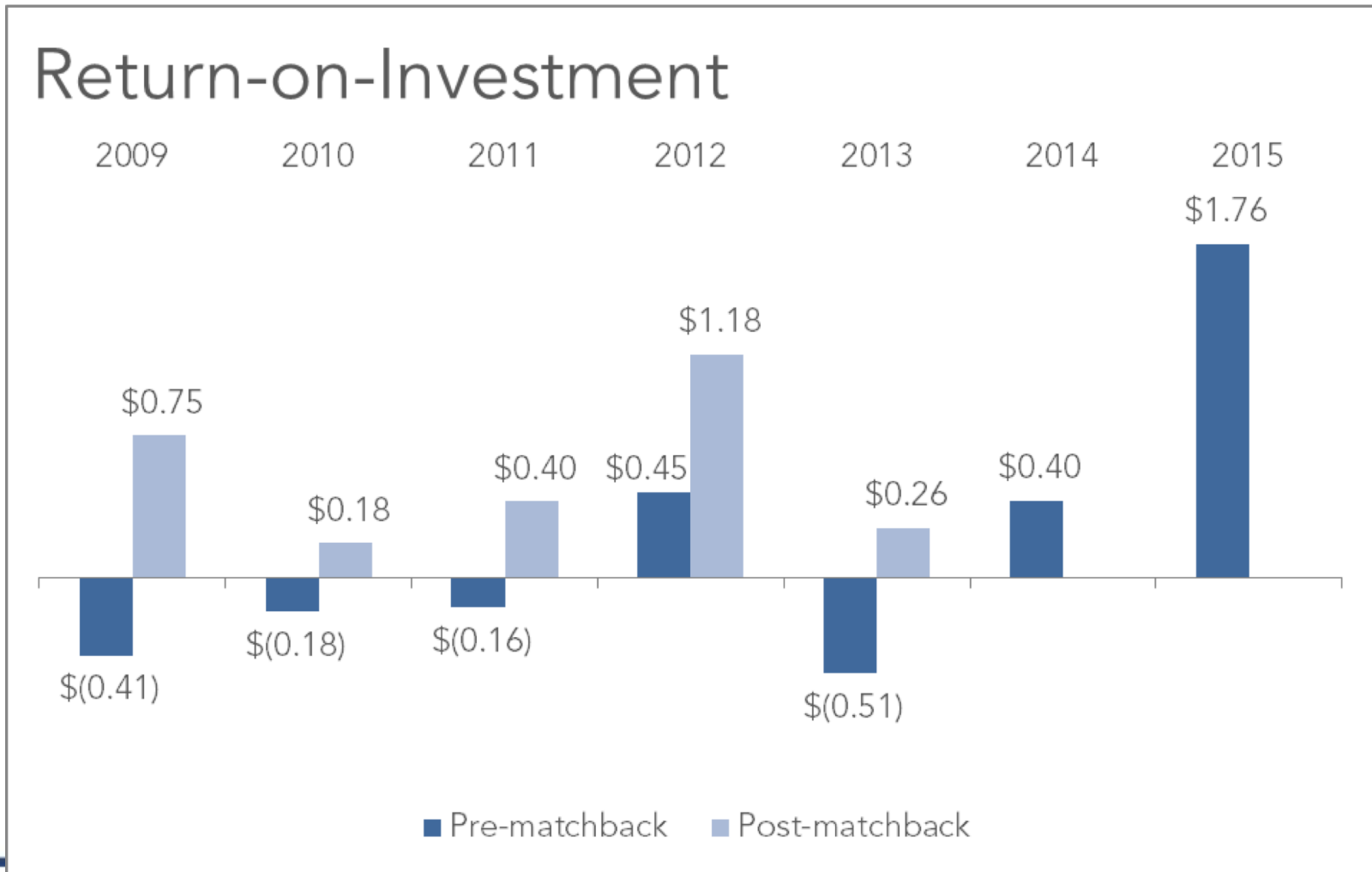
Gift Attribution



# Direct Mail History

Response Tracking

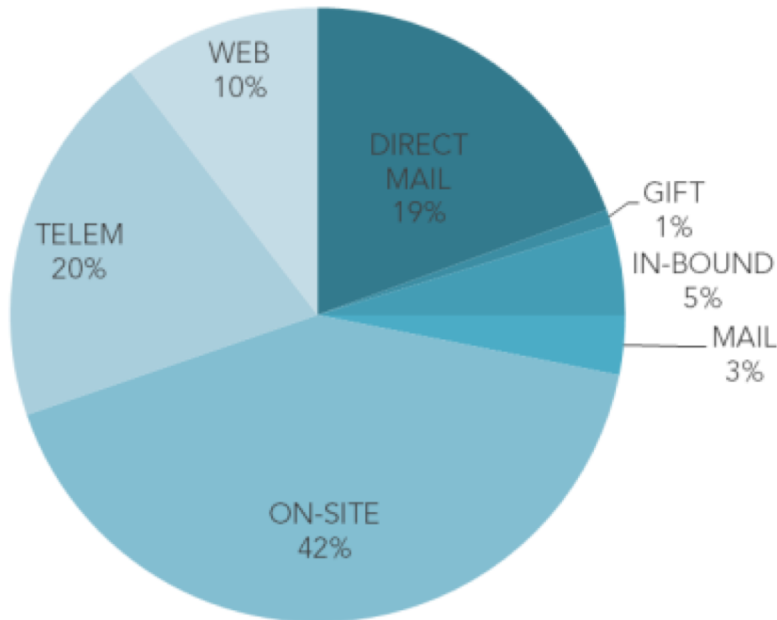
Gift Attribution



# Direct Mail History

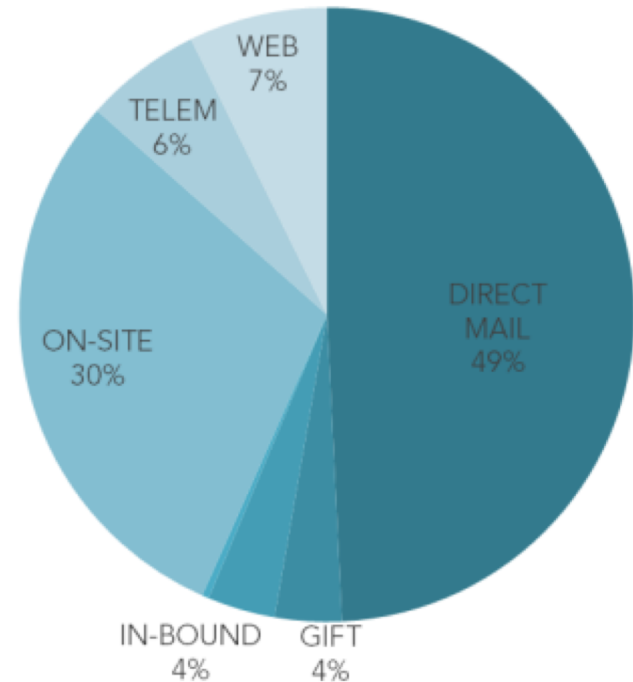
Making the Case  
Gift Attribution

THEN



NOW

[to date]



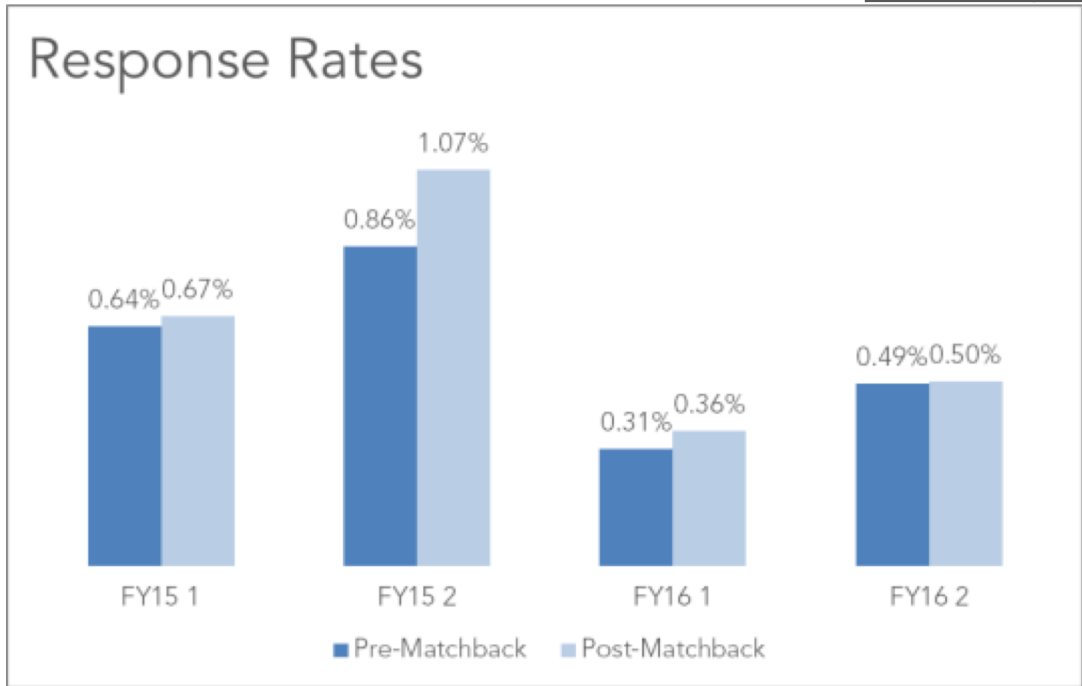
# Direct Mail

## Real-Time Gift Attribution

### Post-Campaign

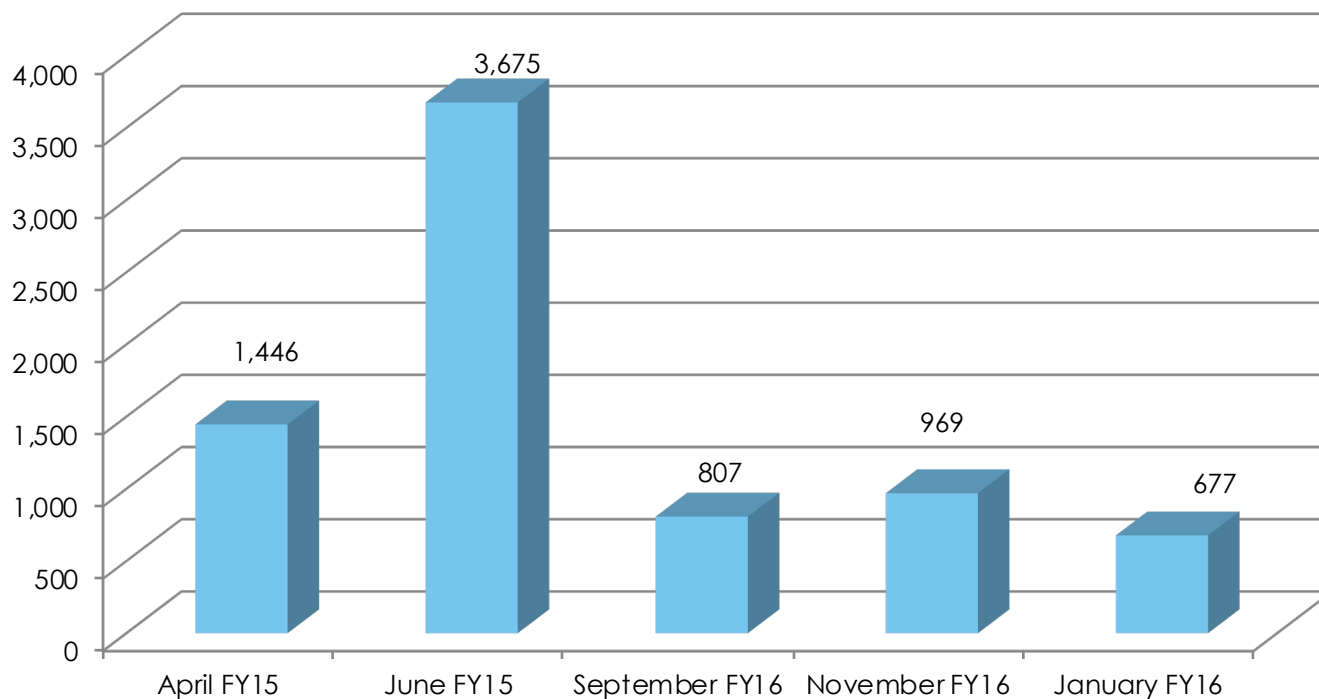
- Final matchback against
  - New members
  - Ticket buyers

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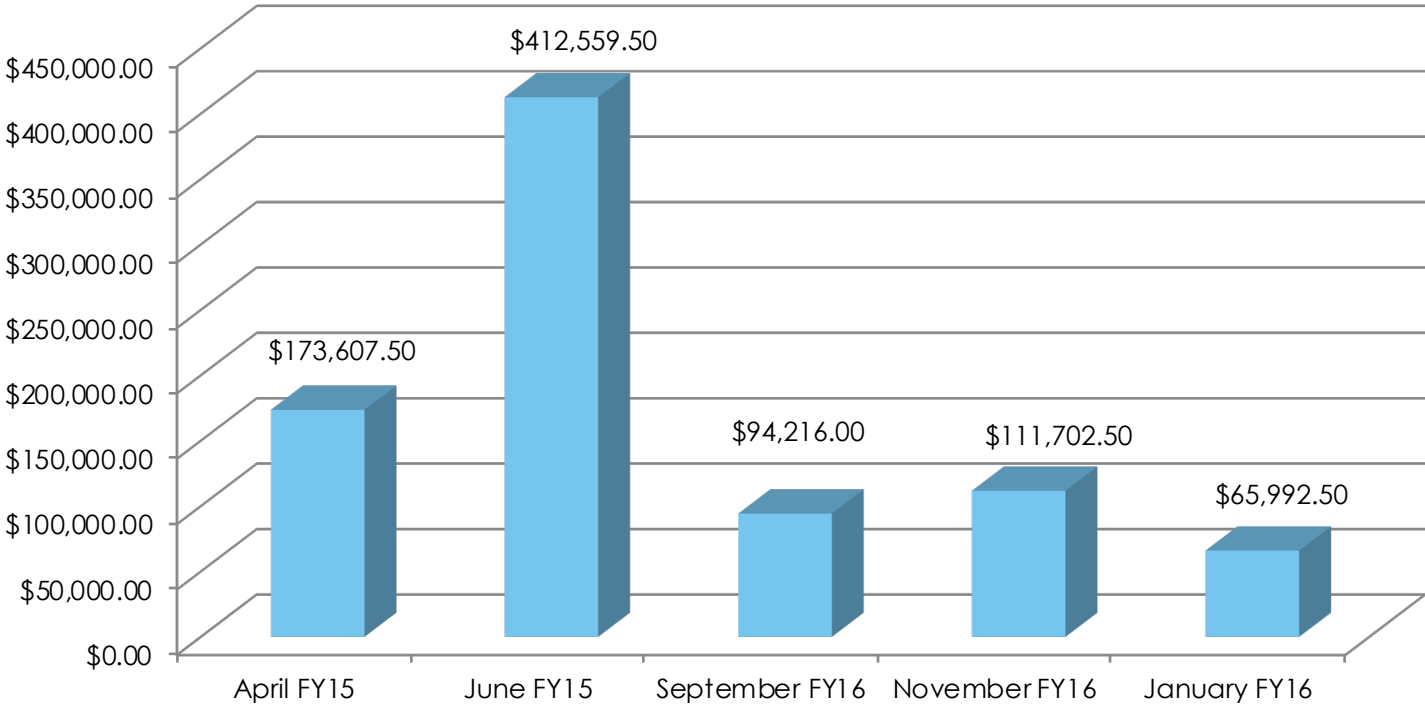
# Acquisition & Lapsed Overall Results by Campaign

## Renewed/New Members



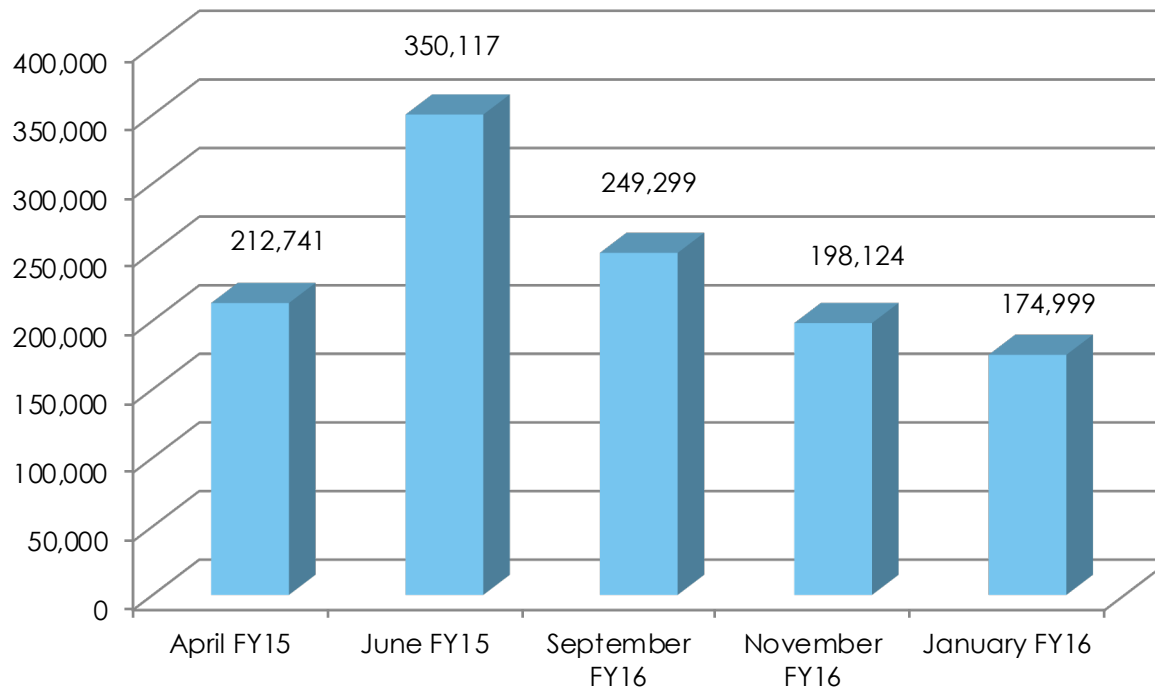
# Acquisition & Lapsed Overall Results by Campaign

### Gross Revenue



# Acquisition & Lapsed Overall Results by Campaign

## Mail Quantity





# Facebook Custom Audiences for Renewals

## Goal:

- Provide lift to renewal response



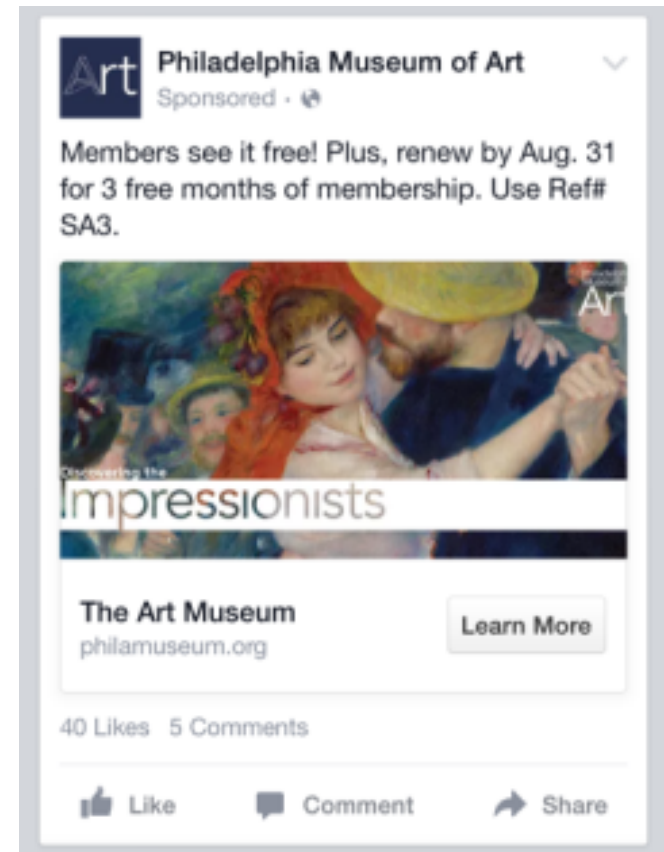
# Facebook Custom Audiences for DM ACQ & Lapsed

## Goal:

- Provide lift to DM ACQ & Lapsed campaigns

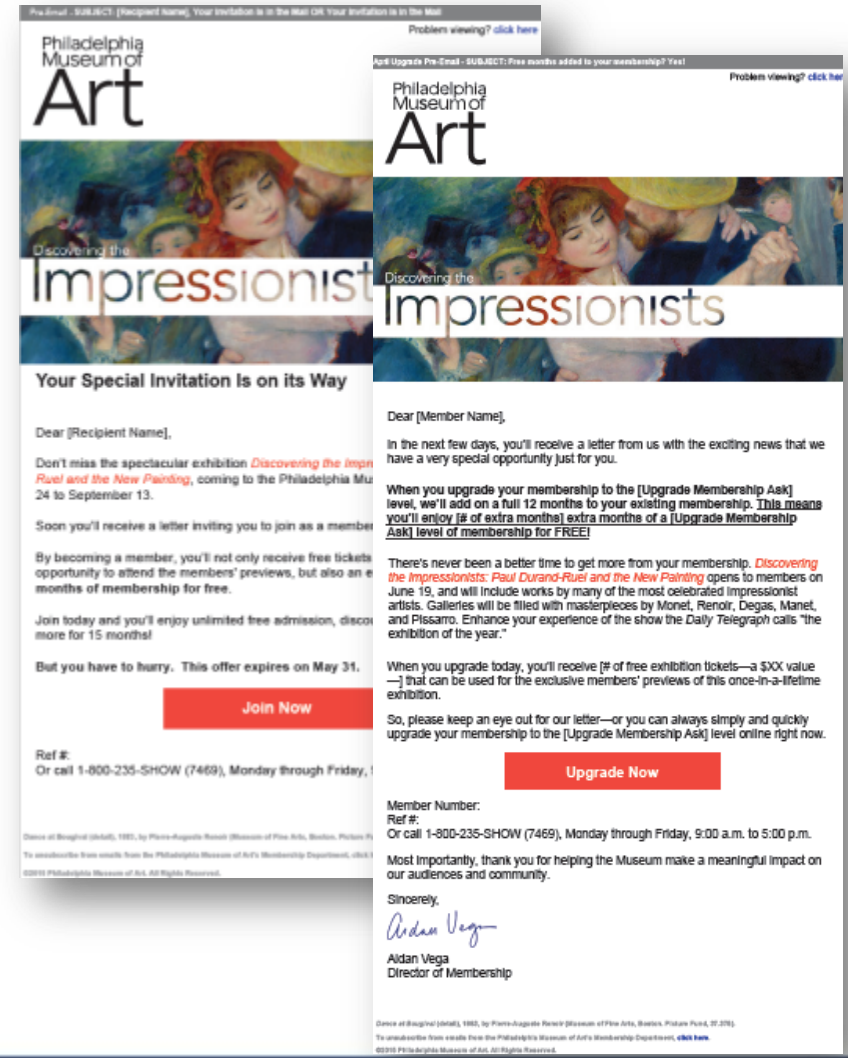
## Test:

- No Offer vs. 3 Months Free



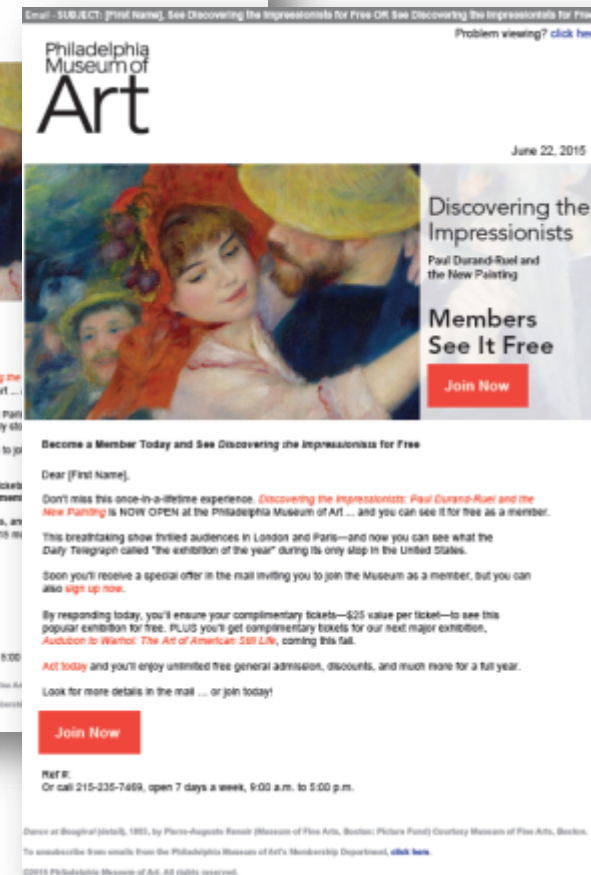
# Integrated Pre and Post-Emails

- April ACQ & Lapsed Campaign
- April Upgrade Campaign
- Tests:
  - Subject Line First Name Inclusion



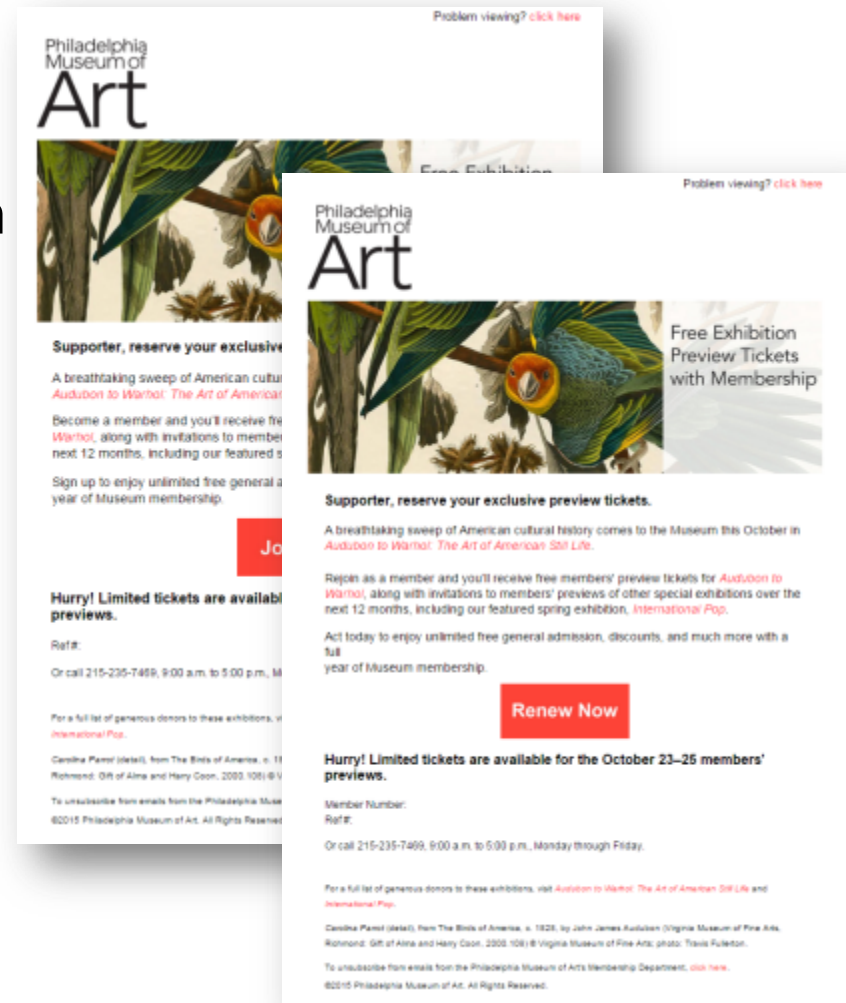
# Integrated Pre and Post-Emails

- June ACQ & Lapsed Campaign
- Tests:
  - Email Forward
  - No Offer vs. 3 Months Free



# Integrated Pre and Post-Emails

- September ACQ & Lapsed Campaign
- September Upgrade Campaign
- Tests:
  - Email Forward
  - No Offer vs. 3 Months Free
  - Segment splits between Patron, Sponsor, Keystone, Sustainer



# Full Scope Digital Advertising Campaign

## Goals:

- Test paid digital advertising as an acquisition channel for membership and ticketing
- Collect learnings on institutional messaging vs. exhibition messaging
- Collect learnings on membership vs. ticketing ask



[The Art Museum](#)  
Join the Philadelphia Museum of Art now. Use code MyMem to save 10%  
[PhilaMuseum.Org/Membership](https://PhilaMuseum.Org/Membership)

# Email Conversion Series for Sweepstakes Names

## Goals:

- Convert newly acquired names
- Collect learnings on ticketing ask vs. membership ask

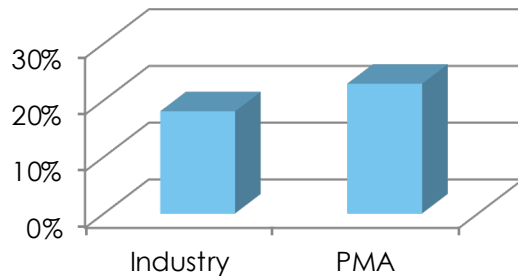
## Test

- Email #3: 20% Off Tickets vs. 10% Off Membership

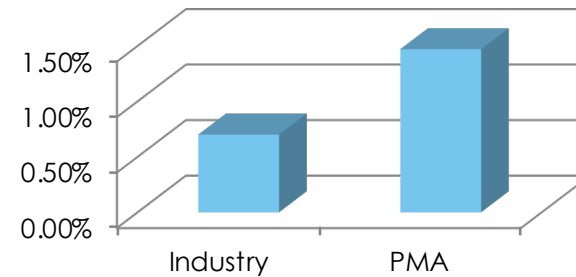


# Email Benchmarks for Cultural Organizations

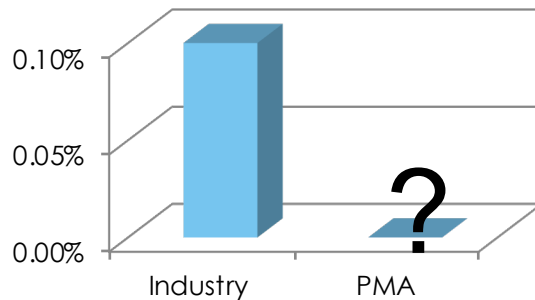
## Open Rate



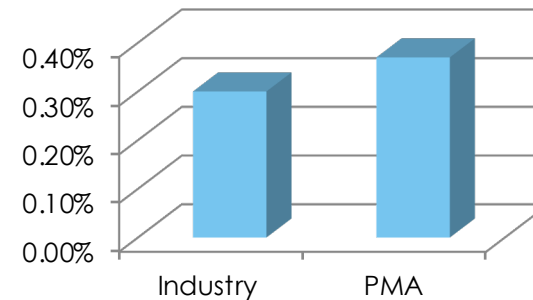
## Click-Through Rate



## Response Rate



## Unsubscribe Rate







Philadelphia  
Museum of  
**Art**  
CDR Fundraising *Group*™



2016 and beyond!

