



Learning to (Membership) Drive from the Smithsonian

David Saunders, NMAI
Edison Wato, NMAAHC
Yoon Lee, M+R



Smithsonian
Institution



American
Red Cross



SIERRA
CLUB
FOUNDED 1892



Union of
Concerned
Scientists

Citizens and Scientists for Environmental Solutions



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WILL VALVERDE MARCH 14, 2016

Like 71 Tweet

Weekend @ Bernie's List (Also Hillary's)

Subscribing to the email lists of both Democratic candidates is like living the plot of 1987 teen film *Can't Buy Me Love*: Suddenly I am incredibly popular, and for some reason people think I have a lot of money.

<input type="checkbox"/> ☆ BernieSanders.com	I don't want to cross my fingers - In about 48 hours, several million more Americans will have cast their votes for who they want to be	9:13 pm
<input type="checkbox"/> ☆ Chelsea Clinton	My mom is working her heart out - Before the primaries on Tuesday: Friend - My mom has been working her heart out on the trail -	Mar 13
<input type="checkbox"/> ☆ Bernie Sanders 2015	[New poll] Will this be enough? - Will - We just received the latest poll out of Illinois, the second largest state voting on Tuesday.	Mar 13
<input type="checkbox"/> ☆ BernieSanders.com	Here's the truth - Here's the truth, Will. In less than 48 hours, the polls open in five large and delegate-rich	Mar 13
<input type="checkbox"/> ☆ HillaryClinton.com	the truth about our donors - Dispelling a myth for you Friend - We get thousands of letters from online donors, and I've	Mar 13
<input type="checkbox"/> ☆ Bernie Sanders	What happens when millions stand together - Will - I want you to think back over the last five weeks. I want you to remember how it f	Mar 12
<input type="checkbox"/> ☆ Hillary Clinton	I'm so excited to tell you this - We're getting close to our goal Friend - I just got an exciting update: More than 920000 people	Mar 12
<input type="checkbox"/> ☆ BernieSanders.com	Momentum everywhere, Will - Will - Here we come! Fort Hays St. University 3/11 (MO) Quinsipiac 3/8 (OH) Clinton: 47% Clinton: 52	Mar 12
<input type="checkbox"/> ☆ HillaryClinton.com	Mini-Super Tuesday - Mini-Super Tuesday is almost here! Chip in \$1 to help reach our goal. Paid for by Hillary for America	Mar 12

Over the course of this weekend I received *nine* total email messages from Bernie and Hillary. This doesn't count any third-party messages from supporting organizations or local groups - this is straight-up national email from the campaigns. Every one of them is a fundraising appeal.

I thought it would be fun to take a close look at these messages and share some musings about how it all looks to supporters, and what we can learn from the campaigns' tactics. (Your definition of fun may vary.) One thing to note: this email address is not connected to a giving history for either candidate, so this is the prospect perspective.

www.mrss.com/lab

It's coming...

M+R BENCHMARKS

April 20, 2016



Release Parties

Washington, DC: 4/20

San Francisco, CA: 4/26

New York, NY: 5/5

Boston, MA: 5/12

mrbenchmarks.com

What's a Membership Drive?

Wait, Wait! Don't Tell Me...

- A. So so so much work. Ugh. All those emails....
- B. Sure, sure, a few emails. Lots of new members!
- C. A fabulous way to get a WBEZ tote bag



Black Chico Bag
with \$36.00+ pledge

Requires \$6.50 shipping charge

Hurry, hurry - tell me!

Rapid-fire quiz time

Tips and tricks to make your
membership drive really fantastic

Renewal Language to Prospects

Control

EMERGENCY: House votes today on Keystone XL!

President Obama has threatened to veto the bill. This is the biggest environmental showdown in years.

If 5,000 LCV members chip in now, a donor has agreed to give a massive \$500,000 contribution to help fight back.

We need you on board.
Become an LCV member today
for just \$5.

JOIN LCV »

Test

EMERGENCY: House votes today on Keystone XL!

President Obama has threatened to veto the bill. This is the biggest environmental showdown in years.

If 5,000 LCV members chip in now, a donor has agreed to give a massive \$500,000 contribution to help fight back.

We need you on board. Renew your LCV membership today
for just \$5.

RENEW »

Vote: Control Test Tie

Winner: Test

\$10 Ask to Lapsed and Deeply Lapsed Donors

Control

Dear Keith,

It's a terrible truth: one out of every eight women will be diagnosed with breast cancer in her lifetime.

But it doesn't stop there. **When it's your sister, your mom, your best friend, or your husband, the truth is this: cancer hurts you, too.**

Breast cancer tears lives apart. Right now, today, you can help keep them together.

Help us raise \$21 million during Breast Cancer Awareness Month. Your gift will support patients with all types of cancer today—and fund the research breakthroughs of tomorrow.

Test

Dear Keith,

It's a terrible truth: one out of every eight women will be diagnosed with breast cancer in her lifetime.

But it doesn't stop there. **When it's your sister, your mom, your best friend, or your husband, the truth is this: cancer hurts you, too.**

Breast cancer tears lives apart. Right now, today, you can help keep them together.

Help us raise \$21 million during Breast Cancer Awareness Month. Your gift of even \$10 will support patients with all types of cancer today—and fund the research breakthroughs of tomorrow.

Vote: Control Test Tie

Winner: Test

Higher Ask String for Prospects

Control

Select Gift Amount*

\$500

\$250

\$100

\$75

\$50

\$35

Other

Test

Select Gift Amount*

\$750

\$500

\$250

\$150

\$100

\$75

Other

Vote: Control Test Tie

Winner: Tie

Font Type and Size

Control

A single can of soup is no substitute for a filling Thanksgiving meal. Yet that's all some seniors will eat next Thursday.

While the rest of us are feasting on dinner with family and friends, more than 10 million seniors will be going hungry, struggling just to make it through the day.

That's the appalling state of senior hunger in America -- and it's time to stand together to do something about it.

Test

A single can of soup is no substitute for a filling Thanksgiving meal. Yet that's all some seniors will eat next Thursday.

While the rest of us are feasting on dinner with family and friends, more than 10 million seniors will be going hungry, struggling just to make it through the day.

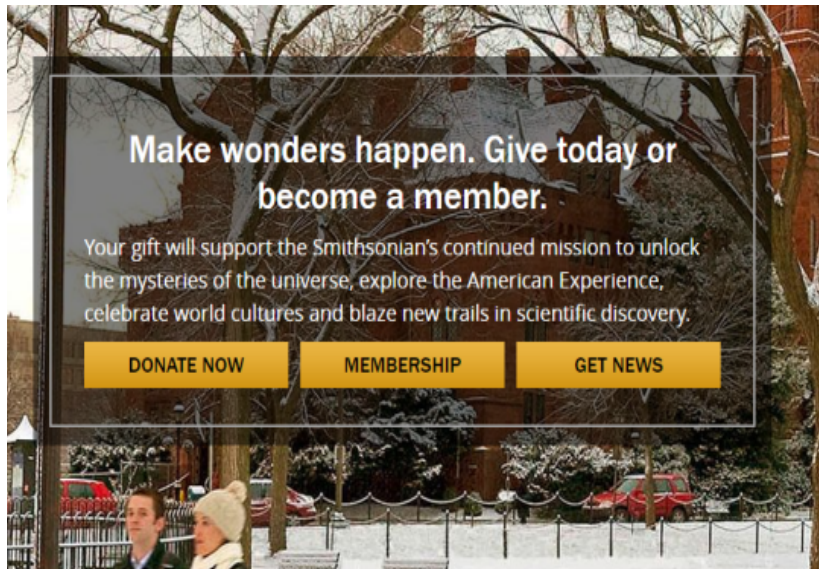
That's the appalling state of senior hunger in America -- and it's time to stand together to do something about it.

Vote: Control Test Tie

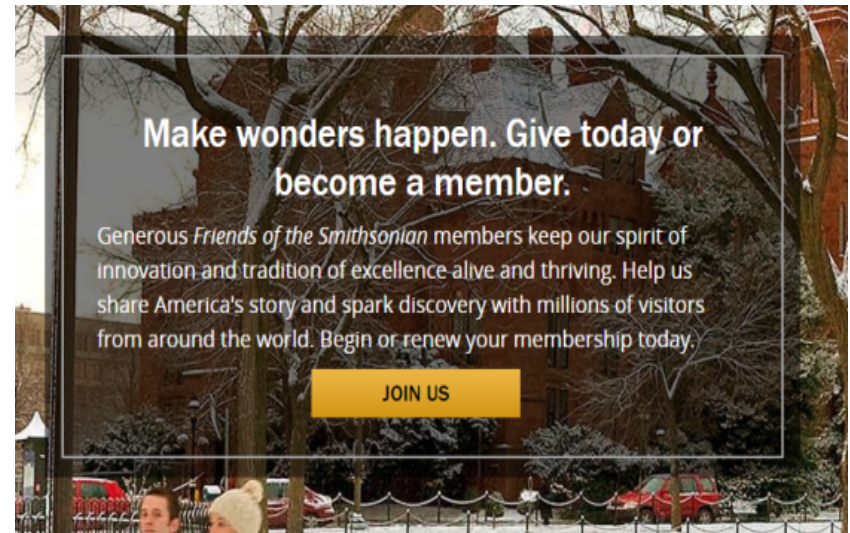
Winner: Test

Multi-Button vs. Single Button

Control



Test



Vote: Control Test Tie

Winner: Tie

“Renew” Language to Prospects

Control

ExxonMobil's under investigation for misleading investors—based on research powered by UCS member support.

Help spark more investigations into fossil fuel deception and hold these companies accountable for the damage they've done.

Become a member of the Union of Concerned Scientists now.

BECOME A MEMBER

Test

ExxonMobil's under investigation for misleading investors—based on research powered by UCS member support.

Help spark more investigations into fossil fuel deception and hold these companies accountable for the damage they've done.

Renew your support for science with the Union of Concerned Scientists now.

RENEW NOW

Vote: Control Test Tie

Winner: Test

Reverse Ask String

Control

Choose Your Donation


Monthly Donation One Time Donation

Choose Donation Amount

\$20 / month \$35 / month \$42 / month

\$55 / month \$62 / month \$100 / month

Is Your Gift in Honour or Memory?

 Secure

Test

Choose Your Donation


Monthly Donation One Time Donation

Choose Donation Amount

\$100 / month \$62 / month \$55 / month

\$42 / month \$35 / month \$20 / month

Is Your Gift in Honour or Memory?

 Secure

Vote: Control Test Tie

Winner: Test

Donate vs. Membership Lightbox at EOY

Control

Test



Make your tax-deductible gift before December 31, and your donation will be doubled!

[DONATE NOW](#)

Join or renew your tax-deductible membership before December 31, and your donation will be doubled!

[JOIN/RENEW NOW](#)

Vote: Control Test Tie

Winner: Test

Right Call-Out vs. Centered

Control

Send a valentine to a child in the hospital

Dear ,


Kids deserve to be kids, and that's especially important when they're in the hospital. That's why we're going all out to give our patients a sweet and cheerful Valentine's Day—with your help!

Will you join in to help make our kids feel special this Valentine's Day? [Send one of these cute "forest friends" valentines](#), and we'll make sure your message gets to one of our young patients in time for our Valentine's Day celebration!

[Choose your valentine and let kids at CHLA know there are caring people out there who are thinking of them.](#)

From all of us at Children's Hospital Los Angeles, thank you for everything you do to support our patients, and for helping us spread the love this Valentine's Day.

Sincerely,



DeAnn S. Marshall, MHA
Senior Vice President, Chief Development Officer
Children's Hospital Los Angeles

450 Sunset Blvd., #29, Los Angeles, CA 90027
800-817-4543 | foundation@chla.usc.edu

Test

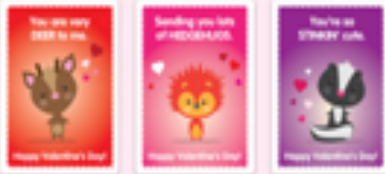
Send a valentine to a child in the hospital

Dear ,

Last year thousands of supporters like you sent valentines to kids at CHLA. They loved it! Your kind wishes and warm words made the day truly special.

It isn't time yet to send another card, but I need your help because we can't decide which valentine to choose. I'm hoping we've got some cuteness experts among our supporters because we have a very, VERY serious request! [Vote on the absolute cutest Valentine's Day card design—the winning design will be included in the cards we give out to patients this year for our Valentine's Day festivities!](#)

Which valentine is the cutest?




[Vote now](#)

It's a tough choice. Opinions are strong on which critter is the most heartwarmingly adorable, and we need your help to break the tie!

After all, we want to make this Valentine's Day the best it can be for our kids. Valentine's Day is such a sweet time to show children that someone out there is thinking of them while they're in the hospital. And just the simple act of sending a card with a note of encouragement can make a difference.

So please, help us figure out which of these three woodland creatures deserves to greet the children at CHLA this Valentine's Day. [Vote before Jan. 29!](#)

Sincerely,



DeAnn S. Marshall, MHA
Senior Vice President, Chief Development Officer
Children's Hospital Los Angeles

P.S. Our Valentine's Day campaign starts Feb. 4—be sure to check our home page to see the winning designs, and to send a card to a patient! We'll send you a friendly reminder, too.

© 2016 Children's Hospital Los Angeles 450 Sunset Blvd., #29, Los Angeles, CA 90027 800-817-4543 | foundation@chla.usc.edu

Vote: Control Test Tie
Winner: Test

Streamlining Donation Form

Control

Test

GIFT INFORMATION

*Enter an Amount:

Enter an Amount

DOUBLE YOUR IMPACT

Did you know that many companies will double or even triple your tax-deductible donation? Some even match gifts made by their employees' spouses or by retirees. See if your company has a matching gift program:

Matching Gift data provided exclusively under these [Terms of Use](#) by



Please email match@wfpusa.org for an offline form.

GIFT INFORMATION

*Enter an Amount:

Enter an Amount

PAYMENT INFORMATION

*Select Payment Type

*Credit Card Number



*Select Payment Type

*Credit Card Number



Vote: Control Test Tie
Winner: Control

The image shows the National Museum of the American Indian building, a prominent circular structure with multiple levels of balconies and large glass windows. The building is surrounded by lush greenery, including trees and a pond with lily pads in the foreground. The sky is clear and blue.

Membership Month

National Museum of the
American Indian

David Saunders, Director of Membership

A Membership Drive Limerick

fill in the blank!

For the first time in twenty fourteen
We sought to make some more green
by taking the membership wheel
and creating a driven appeal
The results were a sight to be _____!

NMAI Membership Month

- * Launched in 2014, Membership month has become an anchor campaign for the museum
- * Developed using tried and true direct marketing best practices
- * Key elements of each campaign:
 1. Simplicity
 2. Opportunity
 3. Urgency/Deadline

NMAI Membership Month

Branded Campaign – **Membership Month**

Membership month drives new members and revenue with achievable, but slightly optimistic results.

Concept of Membership Month drives the incentive when combined with a strong case for support. No premium or other incentive needed.

GOAL: 100 new members and \$30,000 raised.

Sent five emails, with subject lines that built upon urgency.

This month we're celebrating YOU!

Email #1

Tuesday, March 1

Kick off of campaign with goals (100 new members for acquisition segment and \$30,000 for appeal/renewal segments) and 3/31 deadline. The email discussed the impact the Museum has made as a voice for Native people and how this is the direct result of Member support. The first email also mentioned that the Museum's goals are not yet finished and Member support and Membership is needed now more than ever.

BE ONE
OF 100 NEW
MEMBERS BY
MARCH 31

JOIN TODAY

TAKE THE
MEMBERSHIP
MONTH
CHALLENGE:
\$20,000 BY MARCH 31

RENEW NOW

Important Membership Month Update

Email #2

Tuesday, March 15

The second email updated members/prospects on the progress of the campaign's first two weeks. The email highlighted the number of people who have been through the Museums, and the work being done to reach out to classrooms across the country, as well as highlighting work to preserve the Museum's collection of Native objects and artifacts.



The Finish Line is in Sight

Email #3

Thursday, March 24

This email increased the urgency of the campaign going into the campaign's final week. This email continued to reference how important Member support is to helping the Museum correct myths and stereotypes about Native peoples.



The deadline is TOMORROW

Email #4

- * **Wednesday, March 30** –The email alerted Members that the campaign closed tomorrow and reiterated goals and importance of the Members in helping tell the Native story in a Native voice.
- * **Email #5: Thursday, March 31** – *Just hours left!*
This was the final chance to give and be a part of Membership Month.



NMAI Membership Month

Kevin Gover, NMAI

Kevin Gover, NMAI <nmai-news@si.edu>
Thursday, March 24, 2016 8:23 AM
Saunders, David
We're in the homestretch!

NATIONAL MUSEUM OF THE AMERICAN INDIAN

JOIN US
MARCH IS MEMBERSHIP MONTH

TAKE THE MEMBERSHIP MONTH CHALLENGE:
100 MEMBERS BY MARCH 31

JOIN TODAY

Dear Mr. Saunders,

As we enter the final week of the National Museum of the American Indian's 2016 Membership Month celebration, we're still 64 people short of our goal of adding 100 new Members.

Reaching this objective is critical to the Museum's mission to tell the REAL Native American story in an authentic Native voice. **And we can't do it without help from individuals like you who believe in our important work.**

So Mr. Saunders, please help us reach our goal by the March 31 deadline by becoming a Museum Member today with a gift of \$35.00, \$50.00 or more.

Thanks to the generosity of our Members, we've come a long way in debunking the myths and misinformation about Native American history ... refuting the harmful stereotypes of Native people that pervade popular culture ... and providing a strong, authentic, and authoritative voice to convey the

1

Kevin Gover, NMAI <nmai-news@si.edu>
Tuesday, March 01, 2016 12:11 PM
Saunders, David
This month we're celebrating YOU!

NATIONAL MUSEUM OF THE AMERICAN INDIAN

JOIN US
MARCH IS MEMBERSHIP MONTH

Dear Mr. Saunders,

Members like you are the lifeblood of the National Museum of the American Indian. And all of us at the Museum truly appreciate your support!

Each March we recognize the critical role that our Members play by celebrating Membership Month. **And this year, we've set a goal of raising \$30,000 from members like you between now and March 31 to keep our mission on track.**

generosity
the
preserve
more
to
...



most inspiring, educational exhibitions and special events...

Saunders, David

Kevin Gover, NMAI <nmai-news@si.edu>
Tuesday, March 15, 2016 9:07 AM
Saunders, David
Important Membership Month Update

JOIN US
MARCH IS MEMBERSHIP MONTH

HELP US RAISE \$30,000 BY MARCH 31
DONATE TODAY

National Museum of the American Indian
our 2016 Membership Month goal is to raise \$30,000 to support our mission.

We've already raised \$4,200 from our Members, a great start, but we've still got a long way to go.

Helping that you will renew your Museum Membership by making a deductible contribution of \$35.00, \$50.00, or more to finish line.

It's not the only thing that's off to a great start in our new year.

Just last week, a Member visited the Museum to see exciting new exhibits and a C offering **Kay WalkingStick: An**

Results!

- * Welcomed **123** new members, when regular eAcquisition efforts bring in around 30 new members per effort.
- * Reinstated 276 lapsed and soon-to-lapse members; monthly eRenewals bring in an average of 95 renewed members.
- * Received **147** gifts from active members.
- * Exceeded \$30,000 goal, raising a total of \$45,955.

NMAI Membership Month

	FY16	FY15	FY14
Quantity sent	390,362	276,746	189,569
Open rate %	13.83%	15.03%	17.58%
Opens	53,616	40,892	32,623
Click through %	0.54%	0.55%	0.63%
Click throughs	2108	1501	1172
# gifts	510	529	363
Avg. gift	\$90.11	\$74.47	\$92.88
Total income	\$45,955	\$39,396	\$33,715
RED (revenue/email delivered)	\$0.12	\$0.14	\$0.18
Resp. rate	0.13%	0.19%	0.19%

Developing your own campaigns

- * **Apply fundraising best practices:**

- * Use dollar goals, deadlines, branding—name your campaign

- * **Document and Learn**

- * **When** did you conduct the campaign?
- * **Who** did you send it to?
- * **Where** did you promote it?

- * Consider testing **new tactics** – adding a light box, social media promotion, online ads, etc.

A photograph of the National Museum of African American History and Culture building, featuring a complex, perforated metal facade. The building is a large, angular structure with a dark, textured exterior. In the foreground, there is a chain-link fence and some construction equipment. A blue speech bubble contains the text "Membership Month".

Membership Month

National Museum of African
American History and Culture
Edison Wato, Membership Manager

Let's take it for a spin

- * This 5-email Membership Month series is designed as a membership drive, challenging current Charter Members to reach a fundraising goal and inviting prospects to join.

Main message points

Membership Month Giving has a deadline of 6/30

- * **Goals**

- * Member goal: Raise \$20,000

- * Non-member goal: 100 new members

June is Membership Month

Email #1: June 2

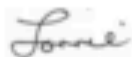
- * **Set the goal**
 - * 100 new members for acquisition segment (\$20,000 for appeal/renewal segments)
 - * 6/30 deadline.
- * **Themes**
 - * Where the Museum is in the construction process and how it is almost a year until opening
 - * Charter Membership is needed now more than ever as we enter into the “home stretch” of construction

Look at all those links!

Email #1: June 2

Leave no \$ behind: Option to JOIN or GIVE

All the best,



Lonnie Bunch
Founding Director

P.S. Membership Month is your chance to join with others who share your commitment to seeing the National Museum of African American History and Culture open its doors as scheduled next year. [Join now to show your support during Membership Month.](#)

[Help the Museum with a Donation for Membership Month!](#)

[DONATE NOW](#)

[Join the Museum as a Charter Member for Membership Month!](#)

[Join Now](#)



Membership Month

Dear Lonnie,

June is Membership Month at the National Museum of African American History and Culture and we've set an exciting goal.

Between now and June 30 we need 100 friends to join as Charter Members.

[Join now to help us reach our goal and make Membership Month a success.](#)

This is an exciting time at the Museum. Visitors to the National Mall are watching the distinctive corona panels being installed on the outside of our building. Inside is taking shape as well—floors are being poured and polished, drywall is going up and windows have been set in place.

We have entered the "home-stretch" of construction and every square foot is getting our fullest attention so the Museum will exceed our greatest expectations when it opens to the public in fall 2016.

But meeting our goal depends on Charter Member support. [Join during Membership Month to show your commitment to making the National Museum of African American History and Culture a reality.](#)

With every corona panel installed on our building's exterior, I'm overwhelmed with gratitude for the Charter Members who have brought the Museum to this incredible moment. Without our Charter Members, this stunning architectural masterpiece and all of the historic and cultural treasures it will hold would be nothing more than a dream.

This is your chance to place yourself among the visionary individuals who support the Museum before it opens its doors. [Be one of 100 people to become a Charter Member during Membership Month.](#)

Once completed, our Museum will include approximately 400,000 square feet of space. But it will be much more than a building. Within its walls, people of all ages and walks of life will be immersed in America's story from the African American perspective. Through this unique lens, visitors will experience the struggles and triumphs of African Americans throughout history and explore the racial challenges that remain part of the national conversation today.

Unlike any museum of its kind, the National Museum of African American History and Culture will be a place where people can come together to learn, discuss, reflect and act in meaningful ways.

Please help see the Museum to completion so it can serve this needed purpose.

[Join before June 30 to help the Museum gain 100 new Charter Members during Membership Month.](#)

All the best,



Lonnie Bunch
Founding Director

P.S. Membership Month is your chance to join with others who share your commitment to seeing the National Museum of African American History and Culture open its doors as scheduled next year. [Join now to show your support during Membership Month.](#)

[Help the Museum with a Donation for Membership Month!](#)

[DONATE NOW](#)

[Join the Museum as a Charter Member for Membership Month!](#)

[Join Now](#)



Smithsonian
National Museum of African American
History and Culture

Membership Department
P.O. Box 96832
Washington, DC
20090-4832

For Correspondence:
P.O. Box 37012 MRC 509
Washington, DC
20013-7012

NMAAHCinquirer@si.edu
nmaahc@si.edu
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Institution

Membership Month Update: Halfway

Email #2: June 16

- * Update the member/prospect on the progress of the campaign's first half.
- * Highlight the number of objects already collected and some of the objects that will be in the Museum when it opens

Remind them of their impact

Email #2: June 16

Objects, objects, and more objects



Dear Lonnie,

Membership Month is half-over and we're off to a strong start.

However, we need your help if we are going to reach our goal of inspiring 100 friends to join as Charter Members before June 30.

[Join now to show your commitment during Membership Month.](#)

Since its creation in 2003 by the United States Congress, the Museum has been collecting items that tell the story of African Americans past and present. We literally started from scratch. But with the support of good friends like you, the Museum now has more than 30,275 objects.

The items are as diverse as the African American experience itself. From shackles used to bind enslaved African children on ships crossing the Atlantic, to Louis Armstrong's trumpet, to the protective headgear worn by Muhammad Ali, the items in our collection will take you from the period of slavery right up to today, looking at politics, the military, religion, sports, education, and popular culture in America through an African American lens.



**Be one of 100 new
Charter Members
by June 30!**

DONATE TODAY >

Final Week

Email #3: June 24

- * Increase the urgency of the campaign going into the final week
- * Continue to show building progress and include renderings of what the inside will look like when completed

Embrace the unexpected

Email #3: June 24

Increased goal to 225 Charter Members



Membership Month

Dear Lonnie,

We've entered the final week of June's Membership Month. Due to the overwhelming show of support, we've already met our initial goal of getting 100 friends to join as Charter Members! But we can't let the momentum stop. That's why we're **increasing our goal** to inspire 225 friends to join as Charter Members before June 30.

[Join now to be a part of this important effort.](#)

While we work to raise critical funds from friends like you, construction workers are making incredible progress inside our Museum. Although we are not open to the public yet, corridors and exhibition spaces now exist, and theater seats await the arrival of our first guests in fall 2016. The new Museum is going to be spectacular!

With every passing day we get closer to our opening day in fall 2016. However, that means we're also closer to the end of Membership Month and we still need 75 people to join before June 30.



**Be one of 225 new
Charter Members
by June 30!**

DONATE TODAY >

Deadline fast approaching

Email #4: June 29

- * Alert Charter Members and supporters that the campaign closes tomorrow
- * Reiterate goals and importance of the Charter Members in helping finish construction

Ramp up the urgency

Email #4: June 29

Good ol' thermometer graphic



Membership Month

Dear Lonnie,

Please help! Membership Month ends tomorrow and as you can see from the thermometer we are still 55 people away from reaching our goal of inspiring 225 friends to join as Charter Members of the National Museum of African American History and Culture.

[Join now to help us reach the finish line.](#)

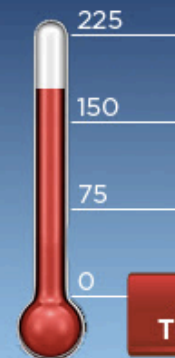
Building a museum to exclusively honor how the African American experience has contributed to our shared story as a nation is an enormous undertaking.

Step by step we've been marching forward. But **progress depends on the commitment of friends like you.**

That's why we created Membership Month. We need 55 people to join the Museum before month's end to stay on track.

Please. We are so close to being able to open the Museum to the public in the fall of 2016.

Be one of 225 new
Charter Members
by June 30!



JOIN
TODAY >

Last chance to push us over the top

Email #5: June 30

- * This is the final chance to give and be a part of Membership Month and help reach the Museum's Membership Month goals.

Ramp up the urgency

Email #5: June 30

* Short and Sweet



Dear Lonnie,

Membership Month ends TODAY!

We set a goal of inspiring 225 friends to join as Charter Members during the month of June and as you can see from the thermometer we are still 35 Charter Members short of our goal.

[Join before midnight to help us succeed.](#)

We created Membership Month as a call to action for all of the people who care about creating a national museum that honors the African American experience and serves as a place where together we can learn, discuss, reflect and act in meaningful ways.

[If you believe in this mission, please show your commitment by making a Membership Month gift before midnight tonight.](#)

Just think, your gift could be the one that helps us reach the finish line!

All the best,

A dark blue graphic with the text "LAST CHANCE!" in large, bold, yellow letters at the top. Below it, the text "Support the Museum during Membership Month!" is written in white. A red thermometer is shown with a white scale on the right side, marked at 0, 75, 150, and 225. The red liquid in the thermometer is at the 190 mark. At the bottom right, there is a red button with the text "JOIN TODAY" in white and a white arrow pointing to the right.

Lightbox

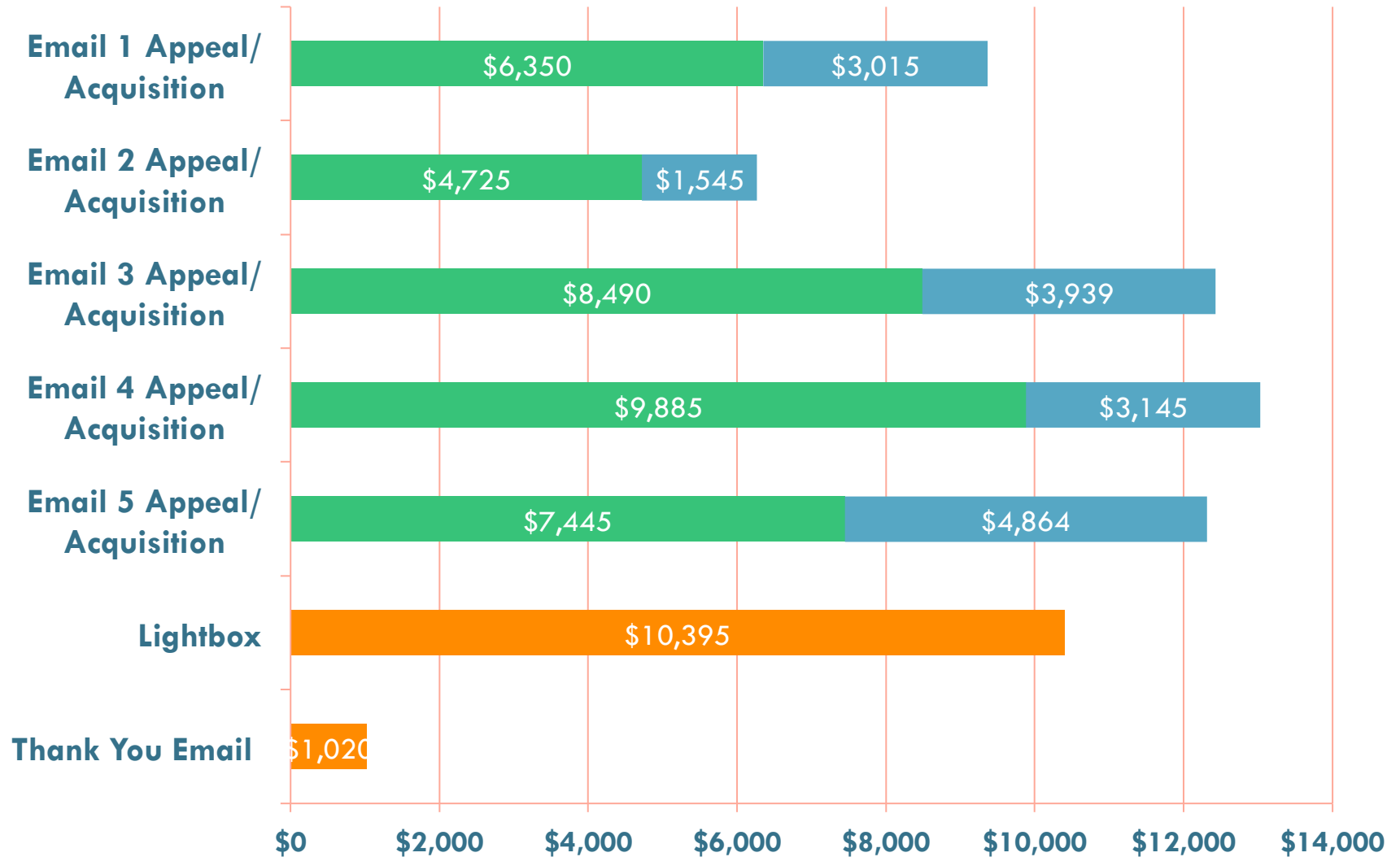
From June 1, 2015 to June 30, 2015, there were 20,092 unique visits to the NMAAHC homepage.

- * 2,910 unique visits to the lightbox donation form
- * 14.5% CTR
- * 4.3% conversion rate

LIGHTBOX	Gifts	Revenue	Average Gift
Charter Members	25	\$ 8,735.00	\$ 86.00
Non-members	101	\$ 1,660.00	\$ 66.00
TOTAL	126	\$ 10,395.00	\$ 82.50

Results: \$64,817

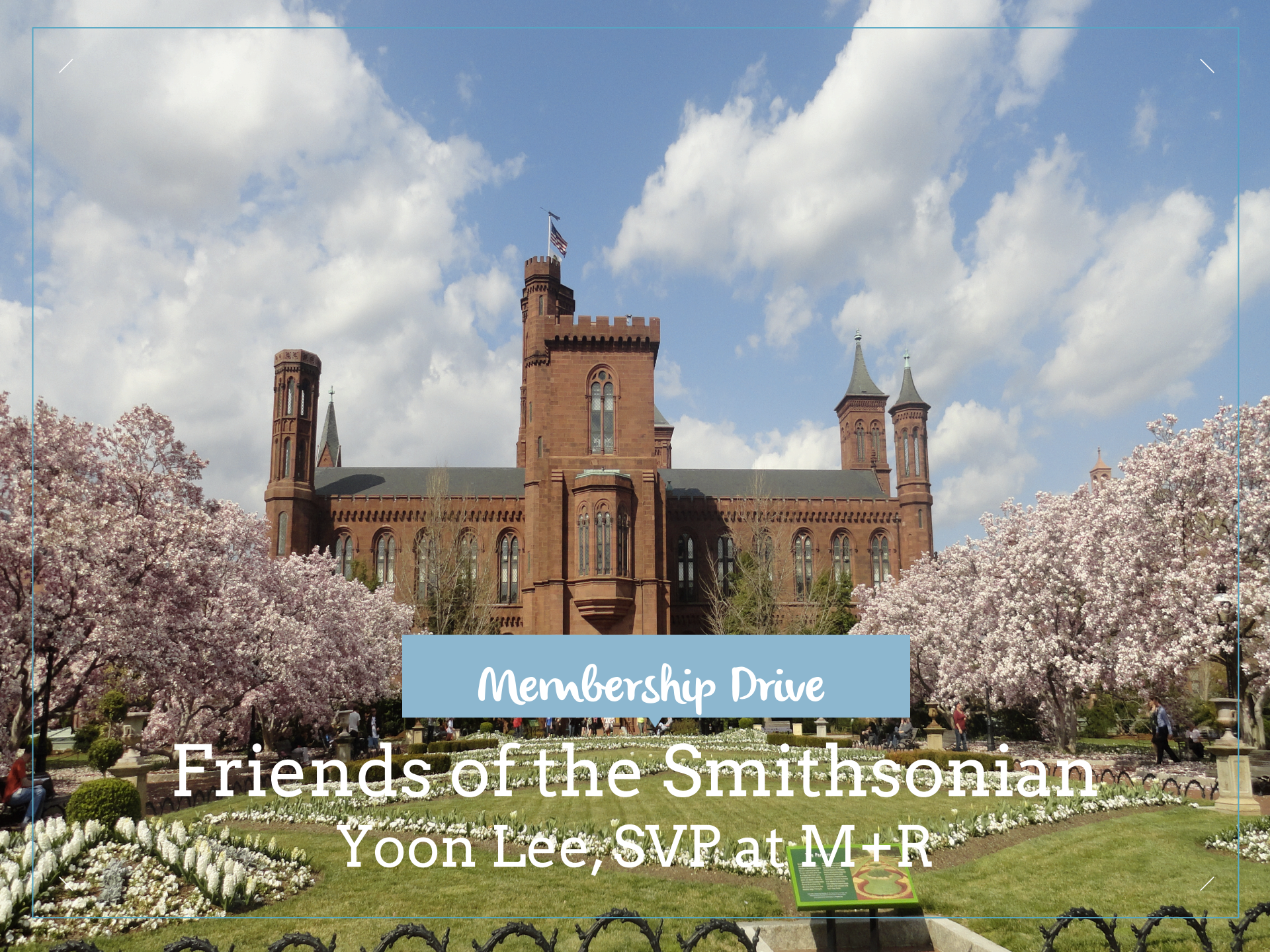
362 new members



A Membership Drive Limerick

Let's see what you remember!

In June, our campaign went live -
Our Charter Membership drive
A few emails and one light box later,
Success made us go even greater
Our new goal was _(#)_ twenty-_(#)_ !



Membership Drive

Friends of the Smithsonian
Yoon Lee, SVP at M+R



NOT MY JOB!

James Smithson was NOT:

- A) Illegitimate child of the 1st Duke of Northumberland
- B) A chemist and mineralogist for whom the mineral “Smithsonite” is named
- C) The man who would give all his worldly wealth to a country he had never seen before
- D) A Frenchman by the name of Jacques-Louis Macie

Friends of the Smithsonian

June 2015

- * 1st membership drive campaign was centered around the 250th birthday of James Smithson
- * 3 emails: May 28, June 3, June 5 (deadline)
- * Public goal of 250 new members/donors

Audience

The same old song

Smithsonian 2015 Supporter Record

Name: Matthew McGibney

Email: mrssemail@gmail.com

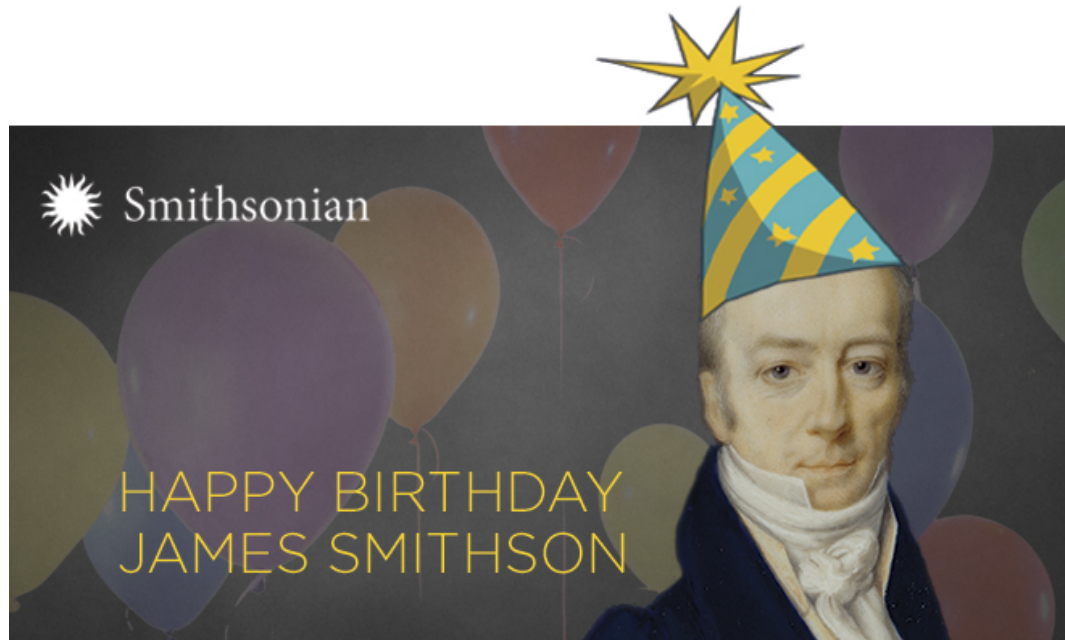
2015 Membership Status: *Pending*

- * **The membership ask**
 - * All non-donor non-members
 - * Lapsed members – “come back to us”

- * **The donation ask**
 - * Active members and donor non-members – recognize status

- * **Suppressions**
 - * Renewals audiences and sustainers

James Smithson like you've never seen before



Reasons to join

James Smithson,
philanthropist

Member
benefits

JOIN THE SMITHSONIAN

Become a member of the *Friends of the Smithsonian* by June 5 for James Smithson's 250th birthday and join at a special discounted rate!

When you join, you'll enjoy valuable benefits like:

A subscription to the award-winning *Smithsonian* magazine

A Smithsonian calendar with full color images of exceptional art and artifacts

Discounts at Smithsonian museum stores, in the Smithsonian Catalog, and at SmithsonianStore.com...and much more!

JOIN TODAY

Special join
discount

Two totally different styles



Curiosity: it's a quality that unites all Smithsonian supporters.

Curiously, his birthday is a secret to us but is thought to be June 5. And on his 260th birthday, that legacy of curiosity, discover, and inspiration continues to grow — thanks to people like you.

Here at the Smithsonian, we all think James Smithson was pretty legendary! How could you not admire a guy who was:

- Born in secret in Paris most likely on June 5 (I mean, where is the movie about this man?!)
- A scientist whose analysis of zinc carbonate led to the mineral being named smithsonite, but who also published a paper on making coffee better. Original hipster.

This happens sometimes

Email 1 test results	Audience Size	Click-Through Rate	# of Gifts	Response Rate	Conversion Rate
Control	68,378	0.48%	19	0.03%	5.8%
Test	68,308	0.42%	19	0.03%	6.60%

*Red text denotes no statistical significance detected.

Want your own statistical significance calculator? www.mrssl.com/toolshed

Smithsonian

HAPPY BIRTHDAY
JAMES SMITHSON



Curiosity: it's a quality that unites all Smithsonian supporters.

Maybe that's because the Smithsonian's founding donor, James Smithson, was a man of infinite curiosity, devoted to scientific exploration and the "increase and diffusion of knowledge." On his 250th birthday, that legacy of curiosity, discovery and inspiration continues to grow — thanks to donors like you. Thank you.

To celebrate, and to keep the Smithsonian mission going strong, we've set a goal of 250 gifts to the Smithsonian by June 5 for James Smithson's 250th birthday. [Will you make a special birthday gift today?](#)

HAPPY BIRTHDAY JAMES SMITHSON!

Make a special birthday gift to the Smithsonian and help us reach our goal of 250 gifts by June 5 for James Smithson's 250th birthday.

Your tax-deductible gift will help the Smithsonian continue to preserve America's history, save endangered species, explore new worlds and ignite the curiosity of young minds.

GIVE TODAY

Your tax-deductible gift will help the Smithsonian continue to provide amazing educational experiences, preserve America's history, create unparalleled exhibits and invest in groundbreaking scientific research.

It amazes me to think about how the Smithsonian began with just one gift. Since then, generations after generations of donors have enabled the Smithsonian to grow into what it is today — the largest museum and research complex in the world.

As a generous donor, you are part of the next generation of philanthropists to push the boundaries of knowledge, and make the Smithsonian even stronger in the years to come.

[Thank you for being a part of this important group, and I hope you'll make a special birthday gift today to help power forward the Smithsonian for tomorrow.](#)

Thank you for all you do to make the amazing Smithsonian experience possible.

Sincerely,

John Perell
Director, Friends of the Smithsonian

Smithsonian 2015 Supporter Record

Name: Eden Pang

Email: epang@mss.com

2015 Membership Status: Pending

Smithsonian

HAPPY BIRTHDAY
JAMES SMITHSON



[There are just two days left to become a member of the Friends of the Smithsonian at a discounted rate — join today!](#)

To honor James Smithson, the Smithsonian's founding donor, and to celebrate his 250th birthday this year, we're offering a discounted membership to the first 250 people to join before this Friday. [Celebrate James Smithson's birthday and inspiring legacy by becoming a member of the Friends of the Smithsonian today.](#)



Become a member and help celebrate
James Smithson's 250th birthday!



JOIN TODAY

When you join the Friends of the Smithsonian at a special discounted rate, you'll enjoy valuable benefits, like:

- A subscription to the award-winning *Smithsonian* magazine
- A Smithsonian calendar with full color images of exceptional art and artifacts
- Discounts at Smithsonian museum stores, in the Smithsonian Catalog, and at SmithsonianStore.com and much more!

Your membership gift will help ensure that we can keep reaching new frontiers in scientific discovery, preserving America's most iconic objects, celebrating art and world cultures, and providing unforgettable learning experiences to millions each year.

[Join today to celebrate James Smithson's own gift to America and the world.](#)

Sincerely,

John Perell
Director, Friends of the Smithsonian

[Today is the last day to join the Friends of the Smithsonian at a special discounted rate.](#) Don't miss out on this opportunity to be a part of the family of supporters who play a key role in ensuring the future of the Smithsonian — become a member today!

[When you join](#) you'll receive an array of benefits, including a subscription to the award-winning *Smithsonian* magazine. Even better, your membership gift will help us continue to touch the hearts and minds of our visitors — not to mention millions of people around the world who interact with the Smithsonian's unparalleled collections through our online exhibits, vast digital archives, traveling exhibits and educational programs.

James Smithson gave all of us the Smithsonian. [Now you can help celebrate his 250th birthday and the proud history of the Smithsonian by reinstating your membership to the Friends of the Smithsonian today.](#)

Thanks,

Yoon Lee
Director, Digital Media Philanthropy

Smithsonian 2015 Supporter Record

Name: Eden Pang

Email: epang@mss.com

2015 Membership Status: Pending

Smithsonian

HAPPY BIRTHDAY
JAMES SMITHSON



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Become a member and help celebrate
James Smithson's 250th birthday!



Emails. And nothing else.

Email Summary	# Gifts	Total \$	Avg. Gift
Email 1: Join	21	\$2,105	\$100
Email 1: Give	17	\$1,354	\$80
Email 2: Join	34	\$2,835	\$83
Email 2: Give	8	\$525	\$66
Email 3: Join	25	\$2,210	\$88
Email 3: Give	25	\$2,210	\$88
Enews -- Join	7	\$655	\$94
Total Join	156	\$13,720	\$88
Total Give	50	\$4,089	\$82

Is there a Carl Kasell voicemail in our future?

Email	Click Rate	Response Rate	Conversion Rate	Unsub Rate	Open Rate	# Gifts	Total \$	Avg Gift
Email 1: Join (control)	0.51%	0.02%	3.91%	0.16%	12.70%	11	\$1,250	\$114
Email 1: Join (test)	0.44%	0.02%	4.13%	0.11%	12.30%	10	\$855	\$86
Email 1: Give (control)	0.36%	0.06%	17.02%	0.11%	19.56%	8	\$389	\$49
Email 1: Give (test)	0.32%	0.07%	21.43%	0.16%	17.95%	9	\$965	\$107
Email 2: Join	0.51%	0.03%	6.20%	0.15%	13.19%	34	\$2,835	\$83
Email 2: Give	0.37%	0.03%	8.60%	0.11%	21.38%	8	\$525	\$66
Email 3: Join	0.62%	0.09%	14.20%	0.12%	11.63%	94	\$8,125	\$86
Email 3: Give	0.24%	0.10%	41.67%	0.16%	18.68%	25	\$2,210	\$88

Predictions!

1.

Let's do it again –
with *more*

2.

Be creative

There are just two weeks left to become a member of the *Friends of the Smithsonian* at a discounted rate – join today!

To honor James Smithson, the Smithsonian's founding donor, and to celebrate his 250th birthday this year, we're offering a discounted membership to the first 250 people to join before this Friday. Celebrate James Smithson's birthday and inspiring legacy by becoming a member of the *Friends of the Smithsonian* today.

3.

Ask low \$ donors
to become
members

4.

Testing: find ways
to make it work

5.

Auto-renewals &
Sustaining
Members

Autorenewals

In January 2013

56%

of people who submitted
the form set their
membership to autorenew.



LEAGUE OF CONSERVATION VOTERS

RENEW YOUR ANNUAL LCV MEMBERSHIP

2014 is already shaping up to be a pivotal year for the environment. Keystone XL. Historic EPA limits on carbon pollution. Clean energy standards in states across the country. They're all at stake -- and only a huge push from the environmental movement will force the dirty energy industry to back down.

To do it, we need to build a bigger LCV membership than we've ever seen before. Even better -- if you renew your annual membership now, any donation you make for the rest of 2014 will also be automatically matched!



Please set my LCV membership to automatically renew each year.
Your card will be automatically processed on today's date each subsequent year.

Select Gift Amount*

\$500

\$250

\$100

\$75

\$50

\$35

Other

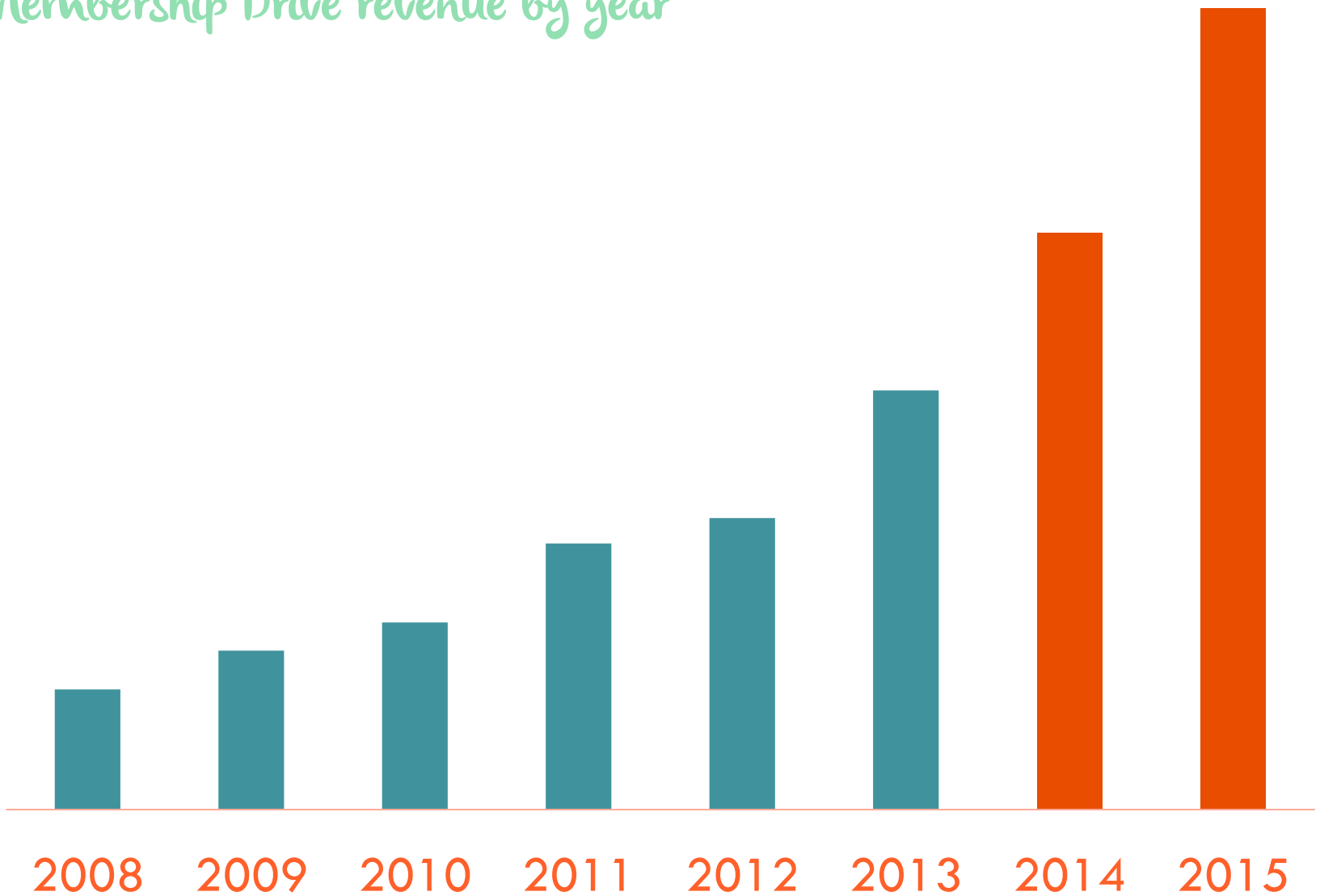
Credit Card Type:    

Contributions to LCV are not tax-deductible. Contributions may be used for political purposes such as supporting or opposing Federal candidates.

DONATE »

LCV Membership Drive

Membership Drive revenue by year



The best part...

In 2015, we got money from 2013 AND 2014 autorenewers.



Questions?

Thank you!

Yoon Lee, SVP at M+R
@leeyoonhyung | ylee@mrss.com

David Saunders, Director of Membership at NMAI
saundersdf@si.edu

Edison Wato, Membership Manager at NMAAHC
watoe@si.edu