

# CONFERENCE 101

**Laura Brouse Long**  
**Smithsonian Institution**  
**BrouseLongL@si.edu**

# Everything Museum Membership Centric

- **Acquiring Members**
- **Keeping Members**
- **Stewarding Members**
- **Increasing Member giving**
- **Analyzing all metrics**
- **Annual Goals**

# AMMC History

- **1980—Denver, CO**
- **First only Art Museums**
- **Expanded in 2010 to include Science, History, and Cultural Museums**
- **Staged in major cities across the US**
- **All volunteer run**
- **Served more than 6,500 professionals**
- **More than 900 Museums!**

# Conference Overview

- **Highest level of scholarship in Membership**
- **From the best speakers**
- **Sharing the Best of Best Practices**

# Your Path

- Through review of the Program Book
- Check the **sessions!**
- Check the session Bios
  - Similar or different Museums
  - Large successful Direct Mail programs

# Keynotes



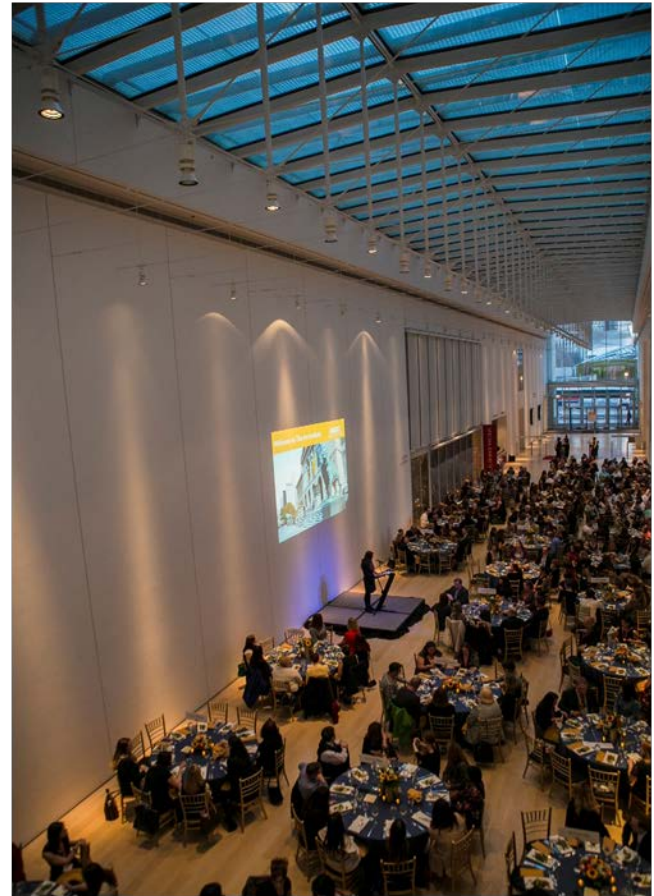
**Engaging new  
voices and  
perspectives for  
your biggest  
challenges**

# Sessions from other presenters

- **Membership Directors from across our nations  
Museums**
- **Agency professionals that are friends of the  
Conference**

# Don't Forget Stewardship!

**Focusing on  
long-term  
relationships with  
your Members**





# NETWORK!



# MEMBERSHIP 101

**Jennifer Thomas**

**Saint Louis Art Museum**

**[Jennifer.Thomas@slam.org](mailto:Jennifer.Thomas@slam.org)**

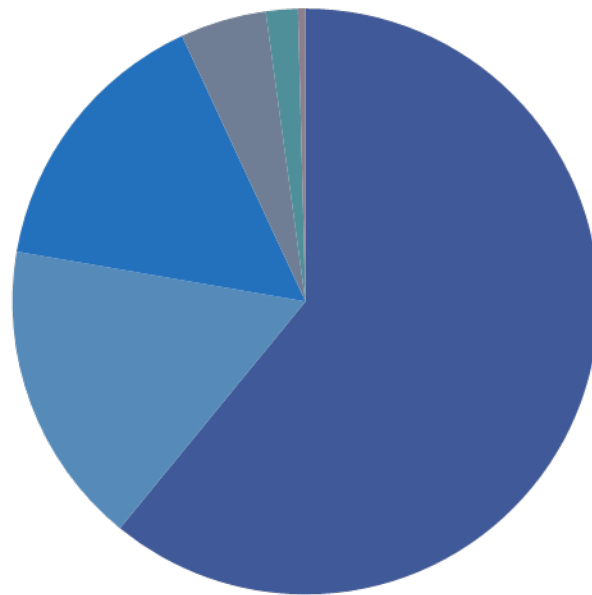
# Museum Profile

## SAINT LOUIS ART MUSEUM

- Encyclopedic art museum with 30,000+ works
- Free admission with paid exhibitions
- 450,000 visitors annually
  - Members make up 35–40% of ticketed exhibition attendance
- 14,000 active member households
  - \$65–\$1000
- \$1.3 annual support to General Operating Funds
- 71% renewal rate

# Museum Profile

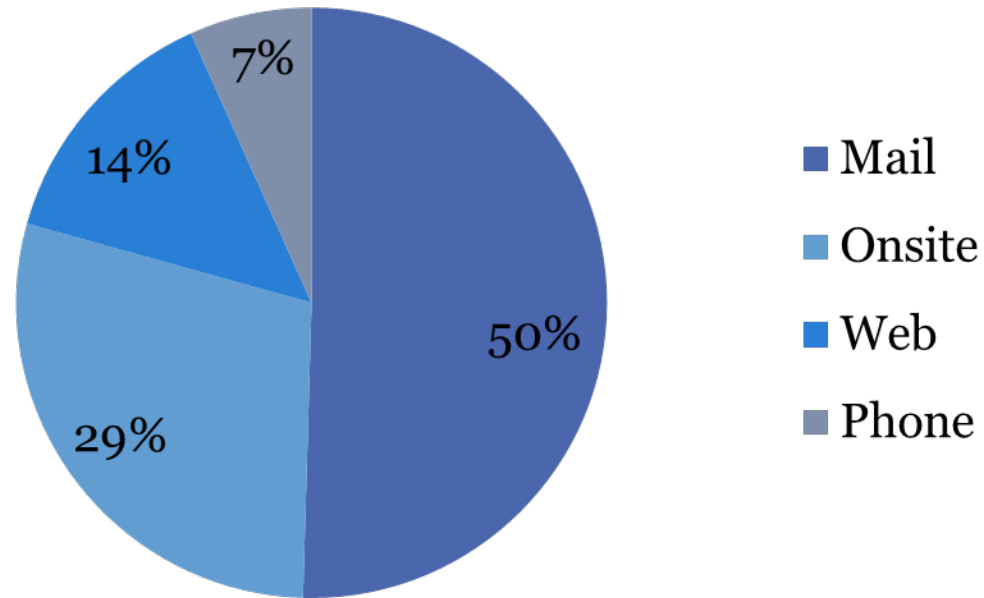
## SLAM Household Breakdown by Category



- \$65 Regular
- \$85 Family
- \$150 Family & Friends
- \$250 Supporting
- \$500 Associate
- \$1000 Sponsor

# Museum Profile

## SLAM Membership Sales by Source



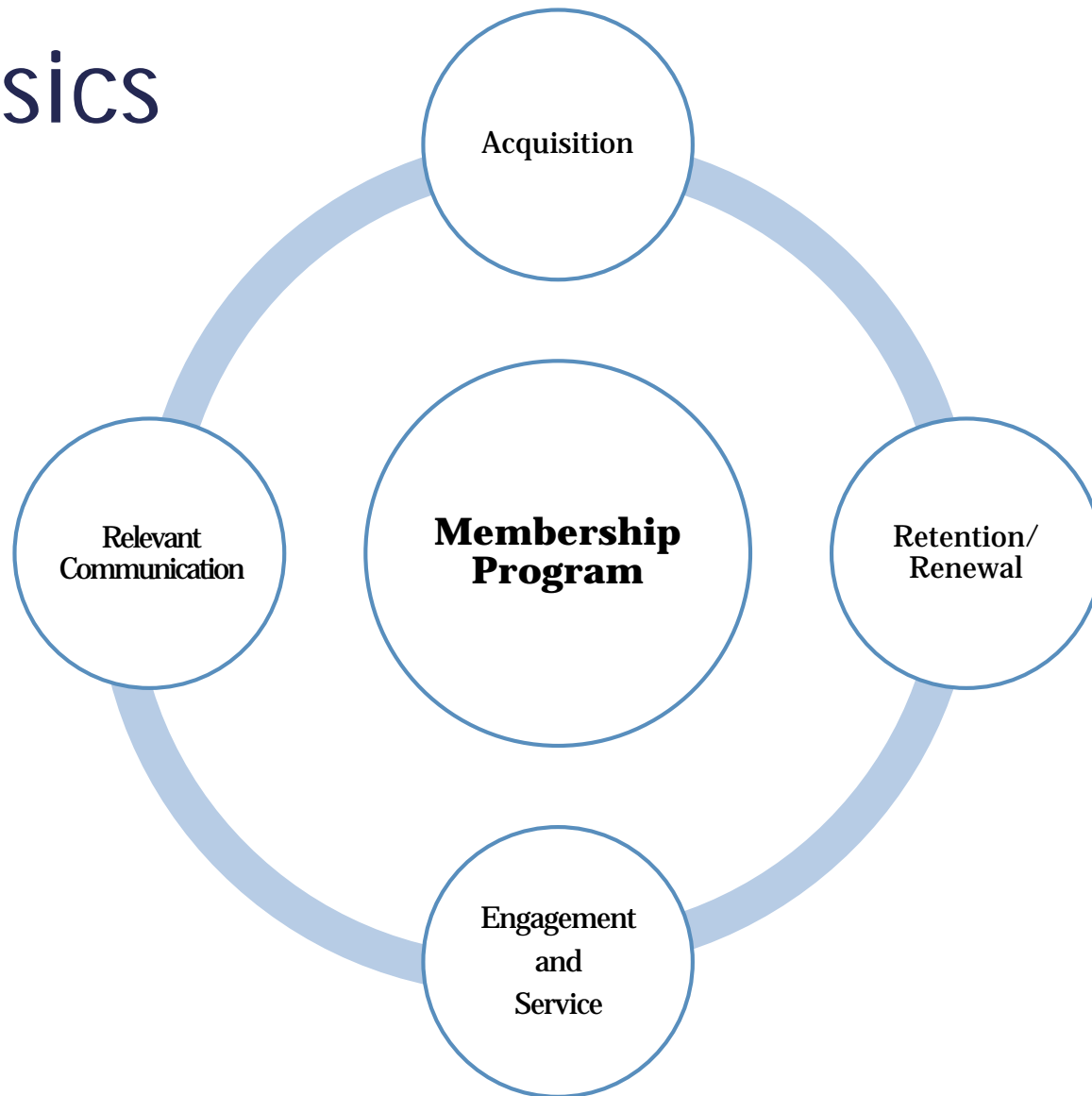
# Why Membership?

- **Reliable source of operating funds**
- **Core constituency**
  - Regular attendees
  - Exhibition goers
  - Program audience
  - Restaurant and Shop customers
- **Extends institution's presence in community**
- **Indicates community support and pride**

# Why Membership?



# The Basics





# Acquisition

- *noun*

- *1. an asset or object bought or obtained, typically by a library or museum*

- *Different Forms of Acquisition*

- *Engaged*
  - *Website, Onsite (Lobby, Museum)*
- *Disengaged/Unengaged*
  - *Lapsed members, ticket purchasers, strangers, gifts*

# Direct Mail

- Often more investment, but also more reward
- Full packages or simpler postcards/invitations
- Mail to lapsed members, in-house prospects, community exchanges, or commercial lists
- .75 – 1% response rate is typical (even higher with “match back”)

# Direct Mail Package

## SAINT LOUIS ART MUSEUM

Become a Member today and receive invitations to the Members-only *Impressionist France* preview days and other exclusive events...unlimited free admission to all featured exhibitions...and so much more!

Dear Friend,

Come travel with us and discover France...alongside Monet, Manet, Renoir, Pissarro, and other major artists and photographers of the Impressionist era!

Your ticket awaits for a truly unforgettable journey through *Impressionist France: Visions of Nation from Le Gray to Monet*, which is currently on view at the Saint Louis Art Museum. It's the first featured exhibition presented in the galleries of our stunning new 200,000-square-foot East Building.

Organized by the Saint Louis Art Museum and The Nelson-Atkins Museum of Art in Kansas City, *Impressionist France* took more than seven years to create—and is being shown only in St. Louis and Kansas City. This pioneering exhibition highlights the significance of landscape imagery in the development of France's national identity from 1850 to 1880.

Get ready to tour some 120 paintings and photographs from our own collection and from other institutions around the world...including works by the period's most significant artists as well as influential photographers like Gustave Le Gray and Édouard Baugé.

When you visit *Impressionist France*, you'll begin your trip in Paris, where you'll explore boulevards, medieval streets, and splendid cathedrals. From there, you'll journey to other parts of France, exploring railroads and factories, monuments, rural and agricultural landscapes, and the breathtaking coasts of Normandy and the Mediterranean Sea.

With so much to admire in these works—and so much to learn about a nation, its people, and culture—this show is different from any Impressionist exhibition you've ever attended before!

And the very best way to experience all that *Impressionist France* has to offer is by becoming a Member today.

As a Member, you will enjoy unlimited free admission to the exhibition (a ticket). Plus, we have also reserved special viewing hours for Members on weekdays after hours to be a wonderful way to see the exhibition, after our regular hours and away from the crowds.

In addition, we are hosting a private *Curator's Reception* for Members on Tuesday, May 13, from 6:00–8:00 pm. We will welcome you into the Museum after hours to enjoy light hors d'oeuvres, guided tours of the exhibition, and an opportunity to meet Curator Simon Kelly, who curated *Impressionist France*.

## Membership RSVP

Yes, I want to journey with the Saint Louis Art Museum for an entire year of fun, excitement, and learning! Please enroll me as a Member at the discounted rate so I can receive my set of gorgeous *Impressionist France* notecards and begin enjoying an array of special Members-only benefits:

- |   |   |
|---|---|
| <input type="checkbox"/> \$65 \$60 Regular            | <input type="checkbox"/> \$250 \$200 Supporting |
| <input type="checkbox"/> \$85 \$75 Family             | <input type="checkbox"/> \$500 Associate        |
| <input type="checkbox"/> \$250 \$125 Family & Friends | <input type="checkbox"/> \$1,000 Sponsor        |

Join today and receive a set of notecards featuring images from the exhibition, created exclusively for Members.



## IMPRESSIONIST FRANCE

*Visions of Nation from Le Gray to Monet*

## ADMIT TWO



## IMPRESSIONIST FRANCE

*Visions of Nation from Le Gray to Monet*

Curator's Reception  
and Private Viewing

Tuesday, May 13 6:00–8:00 pm

**Offer includes discounted rates, exclusive event, and free gift**



# Website

SAINT LOUIS ART MUSEUM

HOME COLLECTIONS EXHIBITIONS VISIT DINING & EVENTS JOIN & GIVE LEARN & DO ABOUT US



## EXHIBITIONS

### On View

**Cross-Pollination: Flowers in 18th-Century European Porcelain and Textiles**  
May 26–November 26, 2017

**New Media Series: Amy Granat**  
July 14–November 12, 2017

**A Century of Japanese Prints**  
August 11, 2017–January 28, 2018

**Fired Up: Ink Painting and Contemporary Ceramics from Japan**  
September 15–March 25, 2018

### Upcoming

**Thomas Struth: Nature & Politics**  
November 5–January 21, 2018

**Currents 114: Matt Saunders**  
November 17–February 4, 2018

**New Media Series—Ben Thorp Brown**  
November 17–April 15, 2018

## LEARN & DO

### Museum Calendar

Find out all about upcoming events on our event calendar.

### SLAM Underground: Iluminación

Join us for the latest installment of SLAM Underground as we celebrate Día de los Muertos with art, live music, and cocktails. Free.

### Daily Guided Tours

Free daily docent-led tours at 10:30 am on weekdays and 1:30 pm on weekends. This month's theme is Creating a Scene.

### Family Sunday: Process This!

Join us from 1-4 pm to explore artistic processes and cut, print, collage, and create your own piece in an art activity.



*Archeologist eye to eye to with a sphinx underwater, Eastern Harbor, Alexandria, Egypt, 1st century BC; granodiorite: 27 9/16 x 59 1/16 inches; National Museum, Alexandria (SCA 450). IEASM Excavations; Photos : Jérôme Delafosse © Franck Goddio / Hilti Foundation*

## Members See it Free

Enhance your experience of Sunken Cities and other upcoming exhibitions and programs by becoming a Museum Member. For information, visit [members.slam.org](http://members.slam.org) or call 314.721.0072.

### All Members enjoy:

- Free admission to all exhibitions (two tickets per visit)
- Invitations to Members-only exhibition previews and special events
- \$5 parking in the parking garage (save up to \$10 per visit!)
- Discounts on classes, workshops, and ticketed programs
- 10 percent discount on shopping and dining
- Subscriptions to the Museum Magazine, Calendar, and Member Newsletter

 Join Now

SAINT LOUIS ART MUSEUM

Jobs Press Room E-News Contact Us





# Lobby

Admission				
Members	Adults	Seniors (62+)	Students (with ID)	Kids (7-12)
Free	\$16	\$14	\$12	\$12

Become A Member			
Join now and today's admission is free.			
Individual (1 person)	Dual (2 people)	Family & Friends (4 people)	Supporting (6 people)
\$50	\$75	\$100	\$250

## COMPARE, JOIN, AND SAVE!

Ask about turning today's ticket into a year-long membership & receive exclusive benefits in 2016:

Tickets for a Family of Four*	Members	Non-Members
Visit 1: General Admission	FREE	\$71.80
Visit 2: LOST EGYPT	FREE	\$91.80
Visit 3: The Science Behind Pixar	\$33.80	\$109.80

\*Non-member pricing for 2 adults and 2 children ages 3-11. You'll save even more for kids age 12+



## THOMAS STRUTH

November 5 – January 21, 2018

### NATURE & POLITICS

<b>Exhibition Admission</b> Members ..... Free Adults ..... \$12 Seniors (65+) ..... \$10 Students ..... \$10 Children (6-12) ..... \$6 Children (under 5) ..... Free	<b>Become a Member</b> Regular ..... \$65 Family ..... \$85 Family and Friends ..... \$125  <small>* Become a Member today and receive free admission.</small>	<b>Connect with us!</b>  <small>GETTY IMAGES / PHOTOFEST</small>  <input type="text"/> <input type="text"/>
---	---	--

Entrance to the exhibition opens one hour prior to Museum closing time.



# Museum-Wide

Admission		Admission Includes	Membership Options	Members Get More
Members	Free	<b>Five Locations</b> Main building, Perelman Building, Rodin Museum, Mount Pleasant Historic House,* and Cedar Grove Historic House*	<b>Keystone</b> Free admission at 40+ museums, guest passes, parking vouchers, and extra tickets	<b>More Art</b> Unlimited free general admission to all Museum locations
Adults	\$20		<b>Member Plus</b>	<b>More Access</b> Exclusive exhibition previews, tickets, tours, and programs
Seniors 62 & over	\$18	<b>Two-Day Ticket</b> Admission valid at all locations for two consecutive operating days	<b>Member</b>	<b>More Savings</b> Special rates for parking, dining, shopping, concerts, lectures, and more
Youth/Students (13-19 w/ valid ID)	\$14		<b>Student</b>	
Children (12 & under)	Free			

First Sunday of the month and every Wednesday after 5:00 p.m.: pay what you wish  
Audio tour \$5, members \$4

\*Historic houses sometimes have separate hours

All options include children's benefits (18 & under)



## CONSIDER MEMBERSHIP

SCIENCE

INSPIRATION

PASSION

LEARNING



# Museum-Wide



**MUSEUM**

---

**FREE**  
for Franklin  
Institute Members



**Join Today**

There has never been a better time to become a Member of the Saint Louis Art Museum.

- Free entry to world-class exhibitions.
- Invitations to exhibition previews, tours, and events.
- Discounts in the shops, Panorama Restaurant, and the Museum Cafe.
- Discounted or free parking in the Museum Garage.

Visit one of our Information Centers to join today.



**Group Tours**

Join us for exciting group tours and learn about the Museum's diverse collection!

For more information visit [slam.org/education](http://slam.org/education)



**LOST EGYPT**  
MODERN SCIENCE

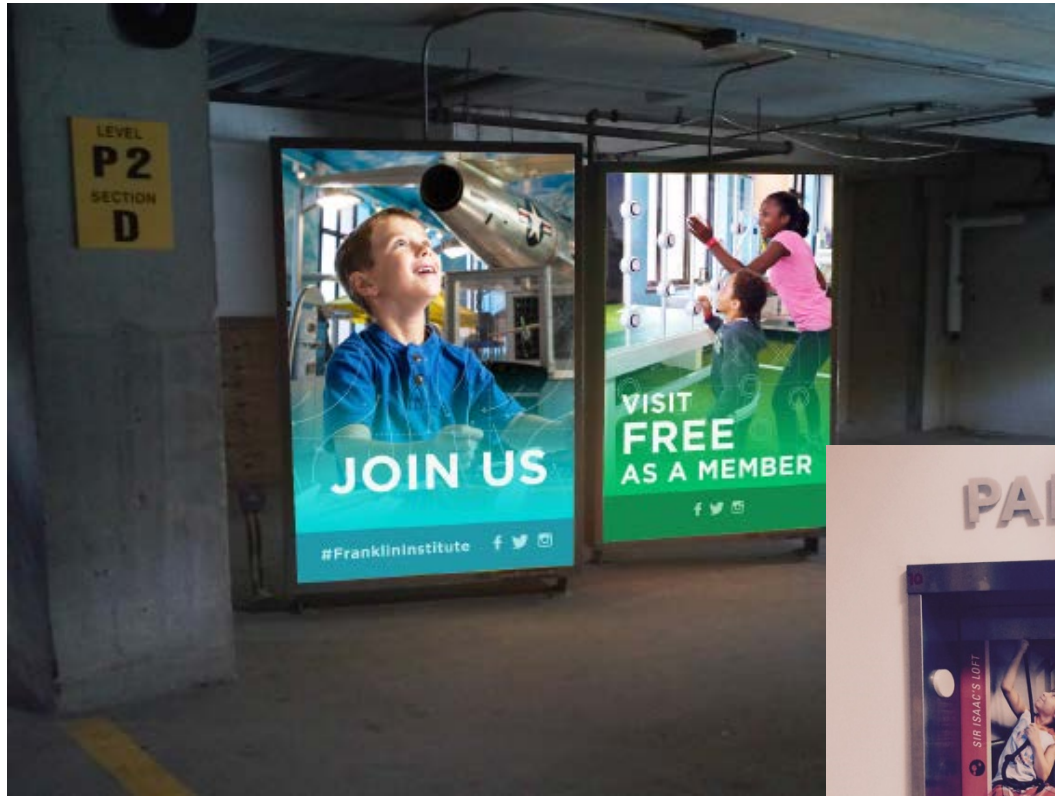
**\$5 per person**  
with paid general admission

**This exhibit is FREE**  
**for Members!**

**Not a member?**

Ask for details about becoming a Franklin Institute member today!

# Entrances & Exits





# Onsite Sales: Active recruitment

- Well-trained staff
- Consistent sequence of service
- Visitor incentives to join
- Staff incentives to sell
- Opportunity for name capture
- Continue the conversation after the visit



# Onsite Sales:

## Know your conversion rate

- A predictive measure of **convertible** attendance
  - Might remove school groups, children, current members

1806 memberships sold

÷

31,449 exhibition ticket buyers

=

5.7% conversion rate

# Renewals

## **Backbone of membership program**

- At SLAM, renewals are:
  - 70% of overall membership revenue
  - 15% higher average gift than new or reinstated members

# Renewal Rates

How many of last year's members are still members today?

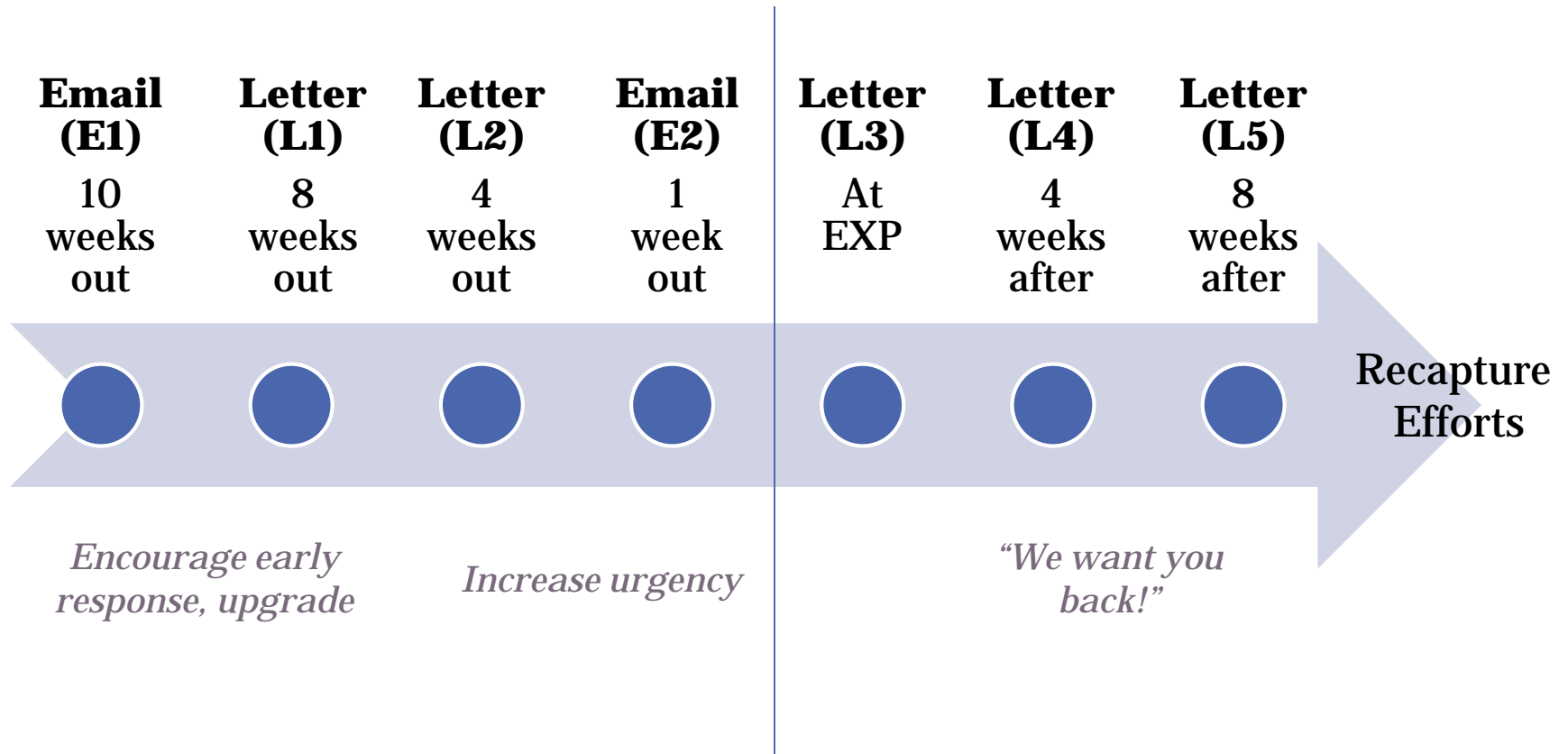
*Affected by:*

- Type of organization
- Years of membership term
- Level of membership
- Acquisition channel
- Institutional and external factors
- Renewal cycle

# Successful Renewal Solicitation Cycle

- **Multi-channel**
- **Begins 2 to 3 months prior to expiration**
- **Should continue until appeals break even**
- **Should be segmented**
- **Higher levels – may consider longer cycle**
- **Should be in pace with processing**

# SLAM Renewal Cycle



# Renewal Package

SAINT LOUIS ART MUSEUM Membership Renewal

**YES!** I want to renew my Museum membership and enjoy another exciting year of exhibitions, programs, special events, and discounts.

**\$65 Regular** Includes Expansion Poster  
 **\$85 Family** Includes Expansion Poster and Book  
 **\$150 Family & Friends** Includes Expansion gifts and annual VIP Tour

Please apply the \$5 discount. I am a  Senior  Student/Educator

**Sample A. Sample**  
St. Louis Art Museum  
One Fine Arts Drive, Forest Park  
Saint Louis, MO 63110

999999999  
2013103R

Please make any necessary changes to your name and address above, and mail this renewal form in the postage-paid envelope provided. Thank you for your membership support!

**Renewal Amount**

Membership Level	\$
Additional General Contribution	\$
<b>Total Due</b>	\$

**Optional Programs (no additional fee | certain levels only)**

Young Friends \$150 Family & Friends and Above only  Yes

Collector's Circle Group(s)

<input type="checkbox"/> \$250 Supporting Select One Group	<input type="checkbox"/> Contemporary Art Society
<input type="checkbox"/> \$500 Associate and above Select Two Groups	<input type="checkbox"/> Friends of African American Art
	<input type="checkbox"/> Friends of American Art and Design
	<input type="checkbox"/> Friends of Photography

Please complete method of payment on reverse side. 9999999-03

*Reply device with specific ask amounts*

**RENEW YOUR MEMBERSHIP NOW**  
to enjoy special savings, priority ticketing, and more!



**Impressionist France: Visions of Nation from Le Gray to Monet** March 16–July 6, 2014  
Join us for a journey through the landscape of France in this exhibition that brings to St. Louis more than 120 works by Impressionist and Barbizon school painters, as well as prominent figures from the golden age of French photography.



**Art in Bloom** Early Spring 2014  
Our annual festival of art and flowers will return in 2014 with more floral displays than ever before, expanded programs, and Members-only discounts.

Claude Monet, French, 1840–1926;  
*The Promenade with the Railroad Bridge, Argenteuil* (detail), 1874; oil on canvas; 21 1/8 x 28 3/8 inches; Saint Louis Art Museum, Gift of Sydney M. Shoenberg Sr. 45:1973.

Impressionist France: Visions of Nation from Le Gray to Monet has been organized by the Saint Louis Art Museum and The Nelson-Atkins Museum of Art.

(East Building exterior at night) Photo by Jacob Sharp courtesy of AWS

*Timely insert*

SAINT LOUIS ART MUSEUM JOIN / RENEW EVENTS CONTACT US



**YOUR MEMBERSHIP MATTERS**

**Please renew your membership today!**

Your Museum membership has recently expired. With an exciting new season of exhibitions and events beginning in the weeks ahead, we hope you will [renew your membership today!](#)

Members help to make the Saint Louis Art Museum a vibrant cultural center for the region. Your contribution supports virtually every area of Museum activity and is vital to our Museum's mission of artistic excellence and accessibility.

**Renew now and join us for Art in Bloom!** Our wildly popular festival of art and flowers returns March 11, 12, and 13, when more than 35 beloved works from our collection are interpreted through imaginative floral designs. As a renewed Member, you will enjoy exclusive early morning entry on March 11 and 12 and valuable discounts on Art in Bloom's ticketed programs.

**And don't miss our spring exhibition, *The Carpet and the Connoisseur*.** This major exhibition, which opens to Members on March 4, will showcase the remarkable collection of James F. Ballard, a St. Louisan who was one of the 20th century's most important American collectors of Oriental carpets. As a Member, you will enjoy free admission to this—and our entire lineup of 2016 exhibitions.

Thank you so much for being a Member of the Saint Louis Art Museum. Members are at the heart of this Museum, and we hope you will join us for another art-filled year!

[Renew now](#)

*eRenewal*



# Stewardship & Engagement

Welcome package that reaffirms decision to join/renew and encourages immediate involvement

Welcome to Membership

## Your Membership At A Glance

Welcome to membership at the Saint Louis Art Museum. We are delighted to have you with us this year and greatly appreciate your support.

### Member Benefits

*All Members enjoy:*

- Free exhibition entry (see reverse for more details)
- 10% discount on Museum shopping and dining
- \$5 or free parking in the garage
- Discounts on art classes, lectures, concerts, and more
- Invitations to Members-only events
- A subscription to the *Museum Magazine*

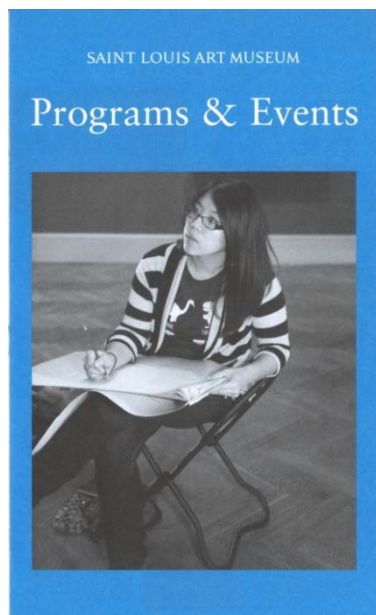
Be sure to bring your membership card with you on all Museum visits to ensure you receive your benefits.

### Member Parking

Members at the Regular through Supporting levels receive \$5 parking in the garage on every visit; Associate level Members and above park free. To take advantage of the savings, you must have your parking voucher validated at an Information Center before either paying at our pay-on-foot machine in the P1 lobby or exiting the garage.

### Member Events

From exhibition openings to private tours, you are invited to attend a host of special events. Visit [members.slam.org/events](http://members.slam.org/events) for our Member calendar. Advance registration is required for all Member events.





# Stewardship & Engagement

Benefits and events that deepen involvement, make visiting habitual, and take advantage of existing resources



# Segmentation (Targeted Communication? - is that broader?

- Make your communications as ***relevant*** as possible
- What do you know or can assume about your members?
  - **BASIC: Individuals & Duals vs. Families**
  - **ADVANCED: Visitation & Attendance Patterns**

# Versioning

- **eNewsletters**
  - Adjust subject lines
  - Split content into 2+ versions
- **Print Newsletters**
  - Swap out sections where relevance varies

# Membership 101

**Questions?**