

# 2017 American Museum Membership Conference



# Tips & Strategies

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Customer service, front-line training, and hiring across different organization types

# Presenters

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# The Franklin Institute By the Numbers

\$3.5m	Membership revenue
1,000,000	Ticket Types
873,333	Total visitors annually
\$249,080	Membership expense budget (minus staff)
211,211	Member visitors
35,000	Member households
30,000	Square feet for traveling exhibitions
50+	Guest Services front-line staff
10	Hands-on Scientific exhibits
3	Average Member visits per year
3	State of the Art Theaters
2	Membership staff members
1	Observatory



# Longwood Gardens By the Numbers

\$9m	Membership revenue
1.5m	Total annual visitation
\$819,000	Operating expenses
750,000	Member visitation
64,000	Member households
80+	Guest Admission front-line staff
11	Average Member visits per year
5	Seasons to explore
3	Membership Team members
1	Amazing place

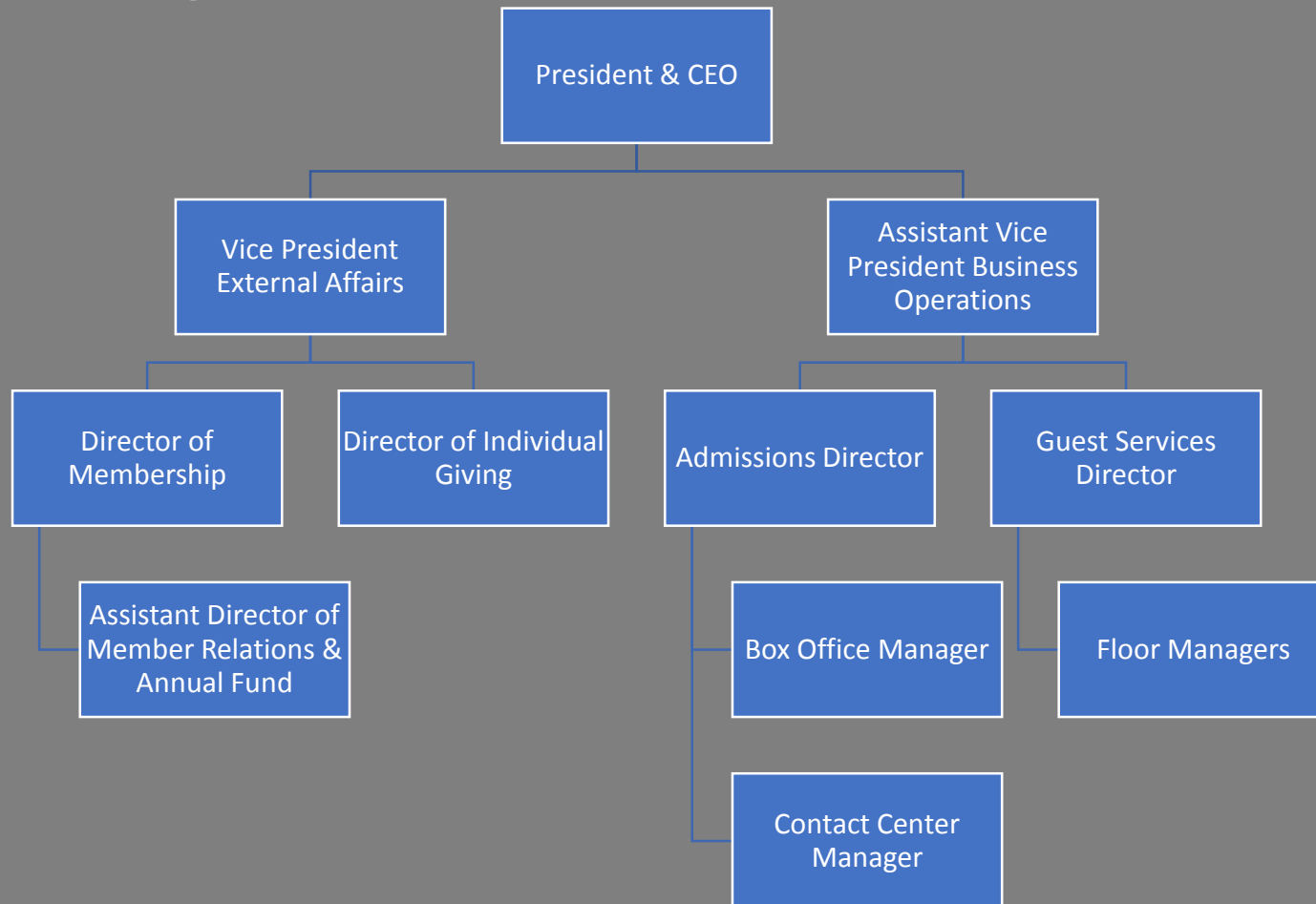




# PEM By the Numbers

\$1.2m	Membership revenue
250,000	Total visitors annually
180,000	Square feet of gallery space
75,000	Member visitors
11,000	Member households
18	Guest Experience front-line staff
2	Membership Team members
1	Amazing place

# The Franklin Institute Reporting Structure



# The Franklin Institute Internal Communications

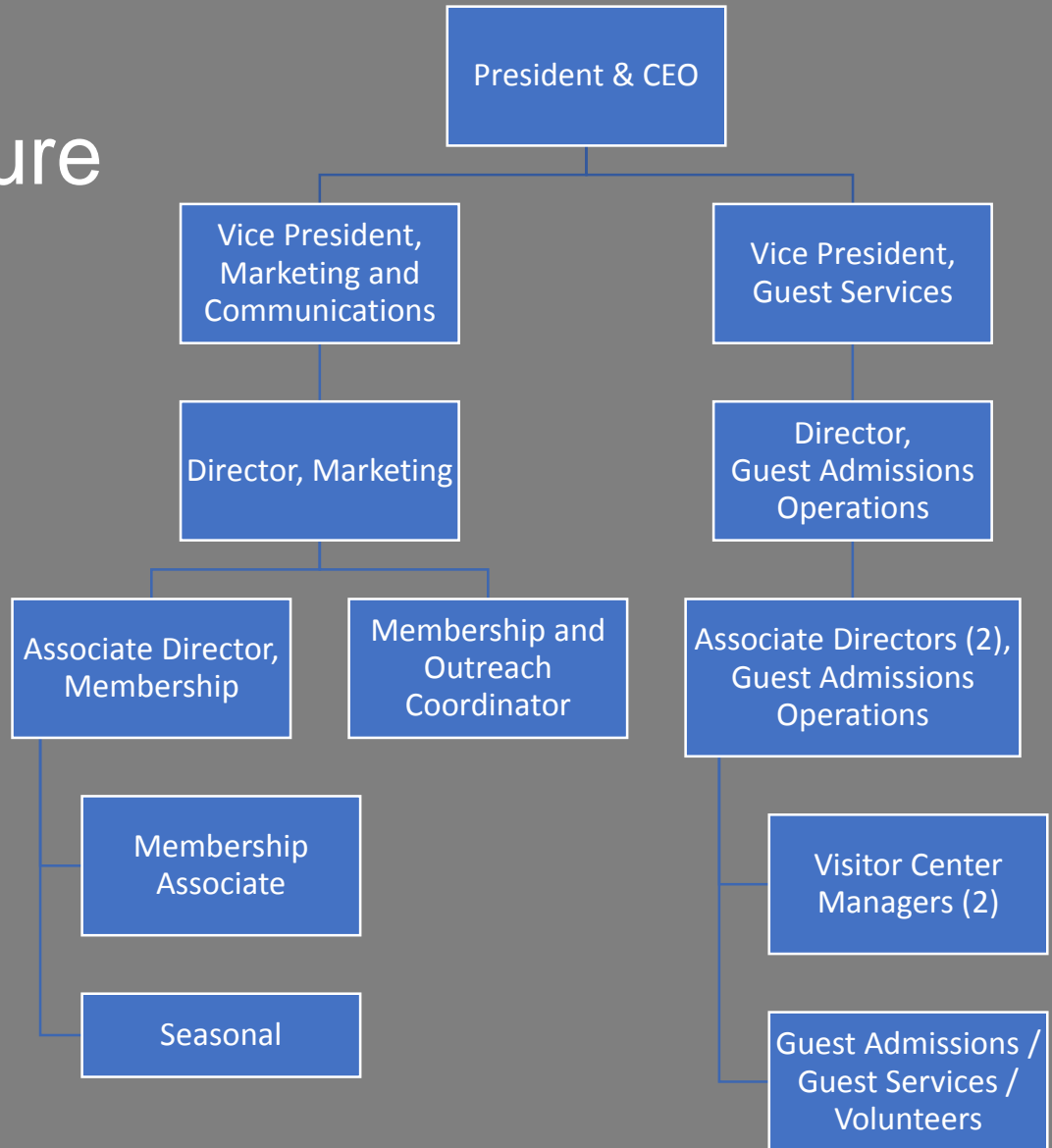
## *With Colleagues*

- Constant Communications
- Transparency of Goals
- Clarified Priorities
- Compromise
- Work Together on Training Scripts
- Utilize Technological Capabilities

## *With The Team*

- Daily Briefings
- Tools for Success
- Transparency of Goals
- Build a Presence
- Set Goals & Reward Success

# Longwood Gardens Reporting Structure



# Longwood Gardens Internal Communications

## *Daily Line-up, 8:30 am and 4:05 pm*

- Review the day's events
- Review out going emails
- Prepare for frequent Questions with Talking Points

## *Bi-weekly Guest Admissions & Membership*

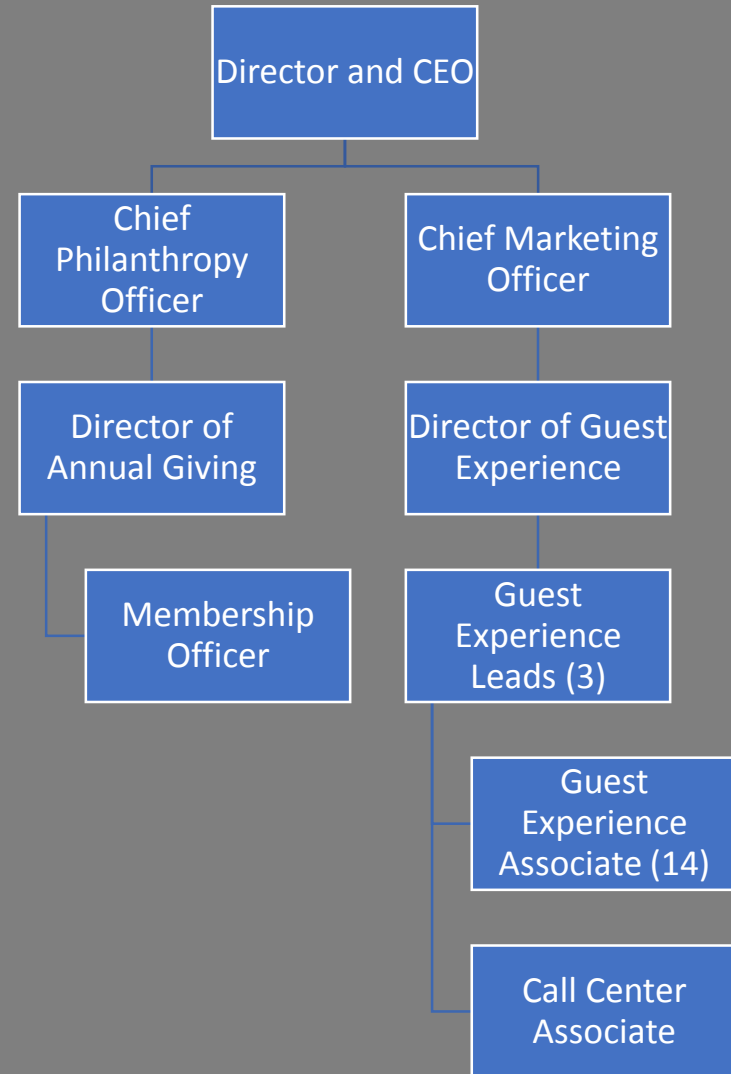
- Review short & long term projects

## *Knowledge Sharing to ensure Support*

- Reviewing all Member & STB print and email communications



# PEM Reporting Structure



# PEM Internal Communications

## *With Colleagues*

- Presence
- Ad hoc meetings
- Flow communication constantly

## *With The Team*

- Weekly morning meetings  
Guest Experience &  
Membership Officer
- Biweekly meetings
  - Dir. of Annual Giving &  
Dir. of Guest Experience
  - All Tessitura Manager  
Level users
- Monthly meetings  
Guest Experience Staff &  
Dir. Of Annual Giving
- Quarterly survey meetings

# The Franklin Institute

## Driving On-site Membership Sales

- Well-trained staff
- Consistent sequence of service
  - You want staff to treat visitors just as well as members; they are your best prospects!
- Visitor incentives to join
  - Spot discounting
  - Discounted add-ons (exhibitions, films)
- Staff incentives to sell
  - Competitions for gift cards, recognition
- Offer before *and* after ticket purchase
- BE VISIBLE
  - Show support for and develop rapport with teams that doesn't report to you



# The Franklin Institute Point of Sale

**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+.



**SELECT THE LEVEL THAT IS RIGHT FOR YOU!**

**JOIN US**

ENJOY MORE BENEFITS WITH OUR MOBILE APP!

**MUSEUM FREE** for members

For a list of Membership Benefits, please see our membership brochure.

A portion of every receipt is tax deductible and supports our mission to inspire a passion for learning about science and technology.

**LEVELS:**

- Child \$85**
  - 1 General Admission and 1 pass
  - 1 Member and 1 child
  - 1 Member
- Innovators \$300**
  - 1 General Admission and 1 pass
  - 10 to 12 Theater Passes per visit
  - 1 Year of Access to 10 Exhibits
  - Special after hours
  - Unlimited Access to each exhibit
  - Includes 10 expedited ticket events
  - 1 Member and 10 children
- Family \$140**
  - 1 Member and 1 child
  - 1 Member
- FamilyMAX \$399**
  - 1 Member and 1 child
  - 1 Member
  - 10 to 12 Theater Passes per visit
  - 1 Year of Access to 10 Exhibits
  - Special after hours
  - Unlimited Access to each exhibit
  - Includes 10 expedited ticket events
  - 1 Member and 10 children
- Friends Circle \$400**
  - 10 Adults, 4 Children and 2 passes
  - 10 to 12 Theater Passes per visit
  - 1 Year of Access to 10 Exhibits
  - Special after hours
  - Unlimited Access to each exhibit
  - Includes 10 expedited ticket events
  - 1 Member and 10 children
- Patron's Circle \$600**
  - Franklin Circle level benefits, plus
  - 14 additional general admission passes to share with family and friends.

**EXCLUSIVE RATES**  
for Franklin Institute Members

Lost Egypt	FREE
The Science Behind Pixar	\$8.95 adult \$7.95 child

FREE tickets for every ticketed exhibition are offered starting at the Friends Circle level.

# The Franklin Institute Museum Wide



# The Franklin Institute Entrance & Exits





# Longwood Gardens Inclusion to Evolve

American Museum Membership Conference  
2017 Seattle, Washington





# Longwood Gardens Inclusion = Results

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GARDENS



Peabody  
Essex  
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# PEM Training Support

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# The Franklin 3 Best Practices to Success

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# Longwood Gardens What's Next

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# PEM Empowerment!

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# Thank you!

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