



Lock In Revenue and Reach New Audiences through Autorenewal

Mindee Kashiwagi
Director, Membership
California Academy of
Sciences

Cari Maslow
Associate Vice President,
Engagement
Carnegie Museums of
Pittsburgh

Diana Oliver
Membership Manager
Crocker Art Museum

Payment Plans *at the California Academy of Sciences*

Mindee Kashiwagi, Director of Membership

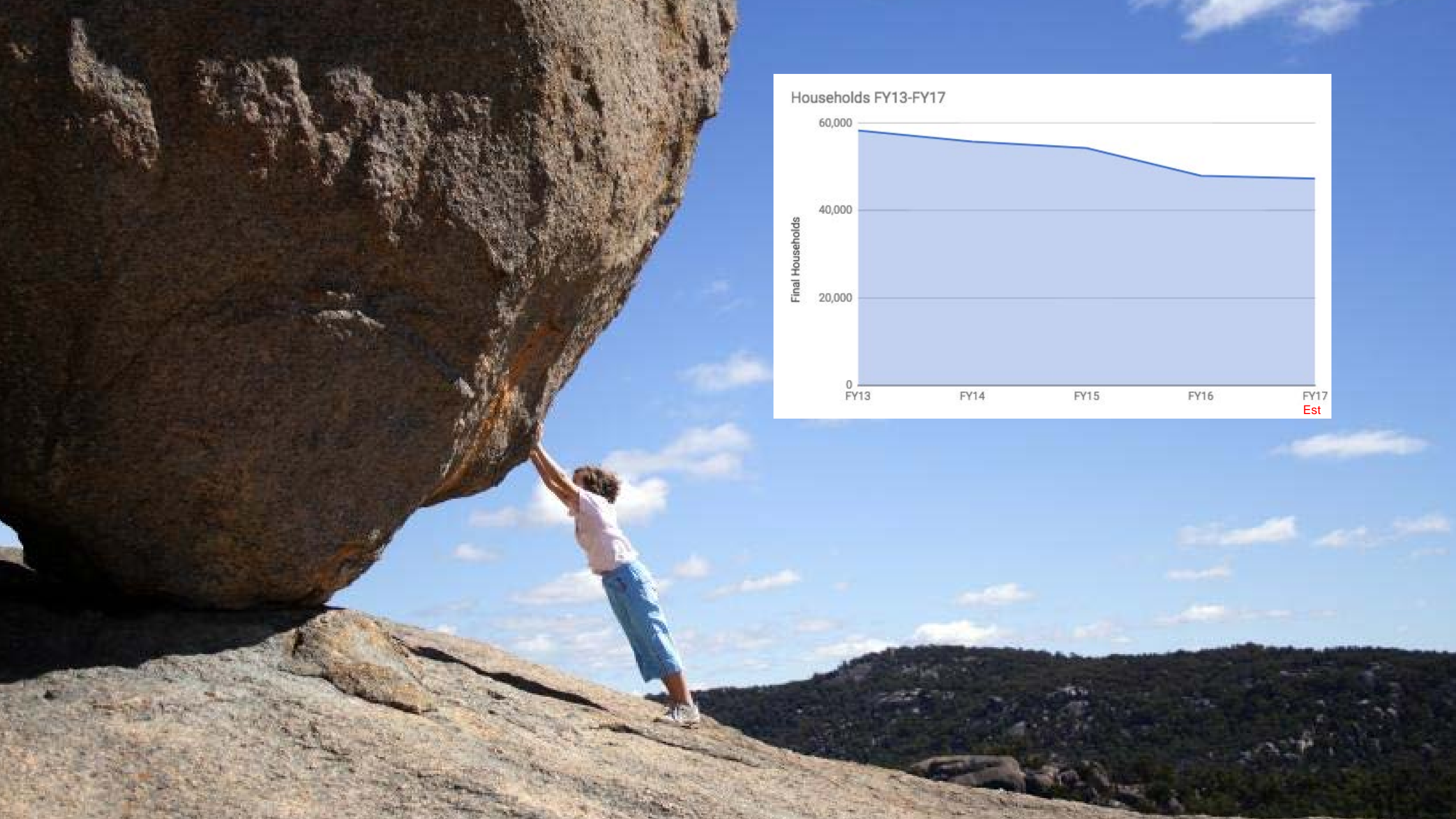


CALIFORNIA
ACADEMY OF
SCIENCES

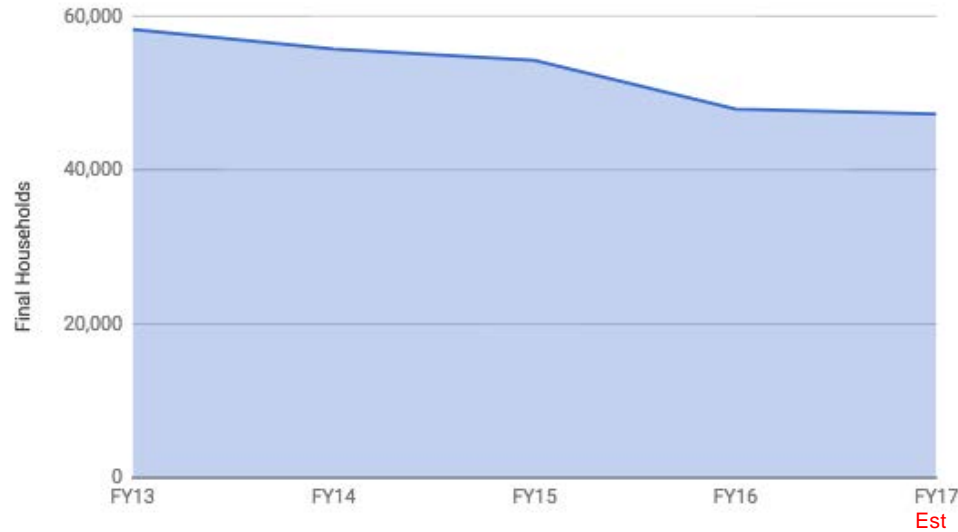
An aerial photograph of a modern, low-rise building with a prominent green roof. The building has a glass facade and is surrounded by lush greenery and palm trees. In the background, a dense urban area is visible, with a tall, red and white tower on a hill under a clear blue sky.

“I believe that lowering (barriers to entry) is the right thing to do as a leading institution and a good citizen of the Bay Area community.”

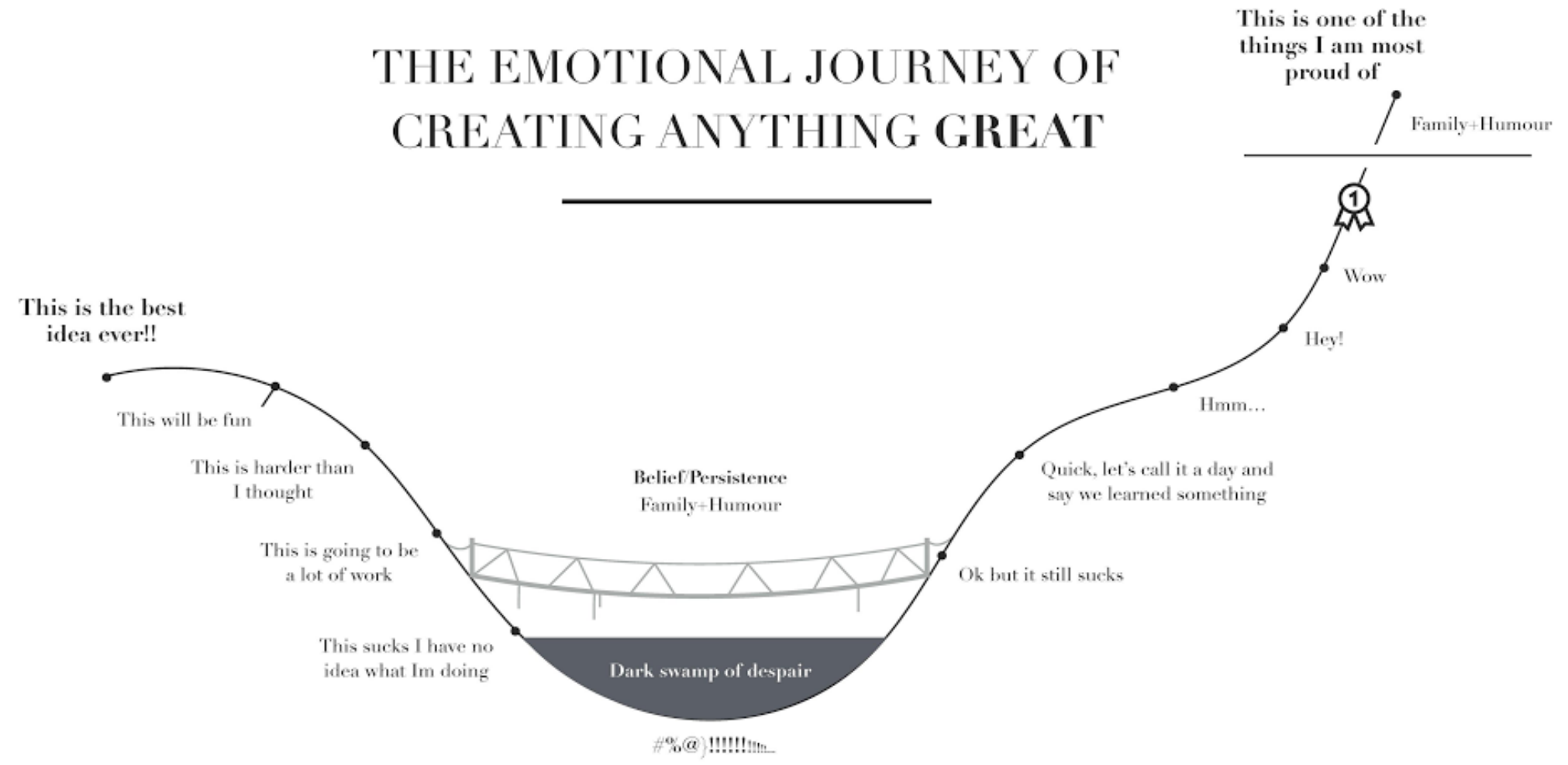
- Jon Foley, executive director



Households FY13-FY17




THE EMOTIONAL JOURNEY OF CREATING ANYTHING GREAT



THE EMOTIONAL JOURNEY IS **INEVITABLE** AND PERHAPS NECESSARY

Annual Autorenewal Program

- » Launched Fall 2014
- » Galaxy Six and Raiser's Edge
 - RE Console
 - Galaxy Payment Plan Module
- » Enrollment:
 - Web carts
 - Front of House
 - Call Center







Get unlimited entry to the greenest museum in the world!

Avoid the hassle with a continuous membership and sign up for Automatic Renewal today! Experience a world of wonder, year after year.

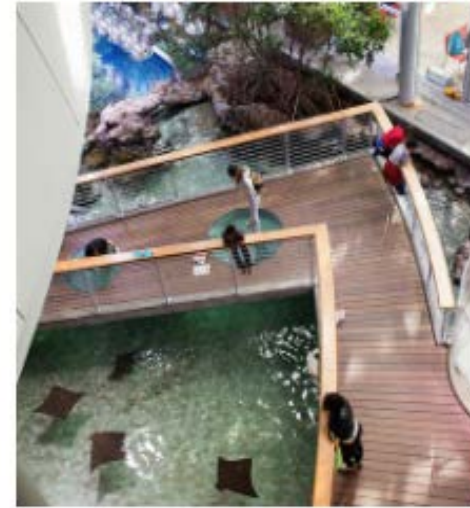
You can opt out of the Automatic Renewal Program at any time by notifying the Academy.

4 EASY WAYS TO JOIN

 MAIL The enclosed form and envelope	 CLICK calacademy.org/joinnow	 CALL 1-800-794-7576 8 am-5 pm	 VISIT California Academy of Sciences
---	--	--	--

Annual Membership Subscription Plan

- » Launched June 2017
- » Galaxy Six and Raiser's Edge 7.93
 - RE Console
 - Galaxy Payment Plan Module
- » Members sign a “contract”
- » Enrollment:
 - Web carts
 - Front of House
 - Call Center (Service Only)



Low Monthly Payments

Now it's even easier to be an Academy member—subscribe! With ongoing low monthly payments, you can keep your membership active from month-to-month and come as often as you like.

[Learn more](#)

Getting the Word Out!

 **California Academy of Sciences**
Sponsored · 🌐

Best New Year's resolution? A science *revolution.* Membership means unlimited entry, special events, & more—now starting at just \$6.50 a month.



Make 2017 a World of Wonder
Academy memberships support scientific research, grant unlimited admission, and come with a free NightLife ticket. Learn more about joining our family.

CALACADEMY.ORG [Learn More](#)

👍 Like 💬 Comment ➦ Share

Social Ads



Signage



Annual Membership Subscription

Pay as you go and come as often as you like with a one-time deposit and low monthly payments!




Landing Pages

PAY AS YOU GO AND COME AS OFTEN AS YOU LIKE!

Now it's even easier to become an Academy member. With our Annual Member Subscription, you can pay as you go for as low as \$6 a month. You'll enjoy all the perks of membership and the flexibility of a convenient, one-time deposit and low monthly charge.

Enroll online today at www.calacademy.org/joinnow or visit our service desk onsite.

Individual	Individual Plus	Family
\$6.50/month, \$37.50 deposit \$109 Annually	\$10/month, \$39 deposit \$149 Annually	\$17/month, \$62 deposit \$249 Annually
Best Value Family Plus	Senior	Associate
\$20/month, \$79 deposit \$299 Annually	\$6/month, \$33 deposit \$99 Annually	\$37/month, \$93 deposit \$500 Annually




PR

Academy for All initiative provides new free and reduced admission programs

From value memberships to free days, museum offers more ways than ever for the community to visit

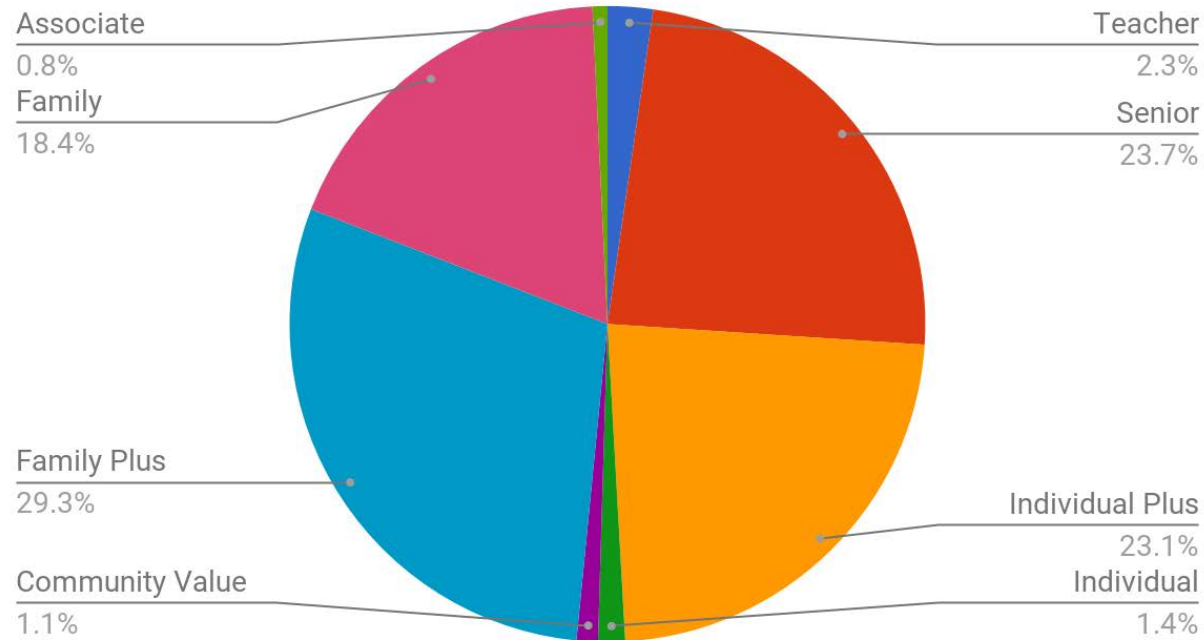
Buckslips

Community Value: Membership for as low as \$6 a month



By the Numbers*: Annual Autorenewals

Autorenewing Households by Level

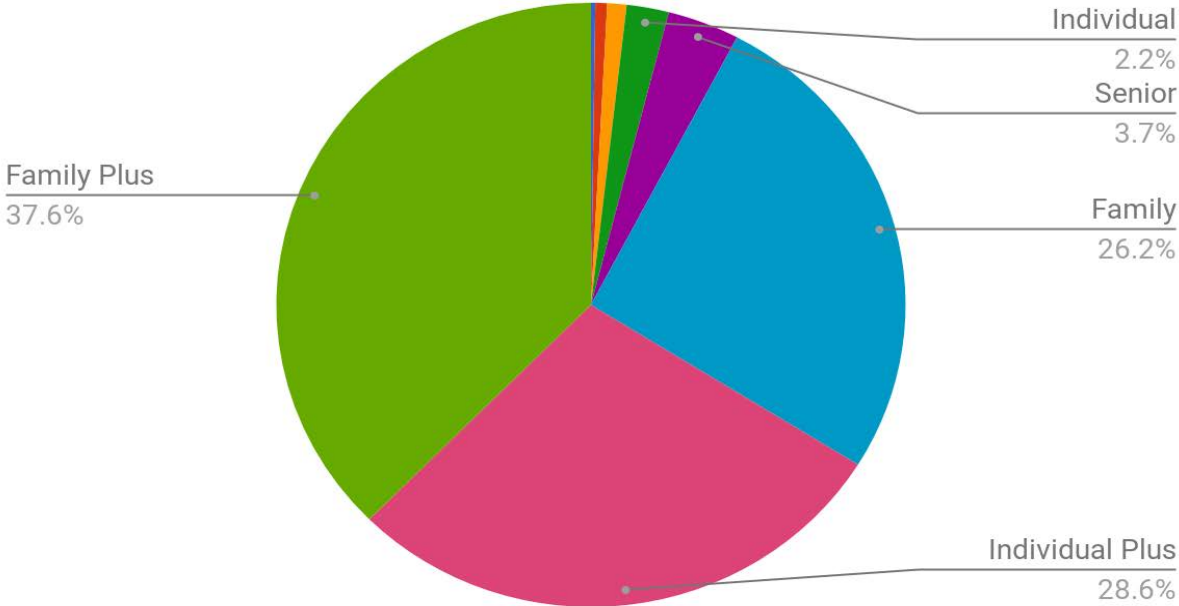


* As of Sept. 28, 2017

- **Total Households: 46,672**
- **Autorenewing Households: 2,124 (5% of total)**
- **Average Renewal Rate: ~75%**
- **“Locked In” Revenue FY18/FY19: \$315,400**

By the Numbers*: Annual Membership Subscription

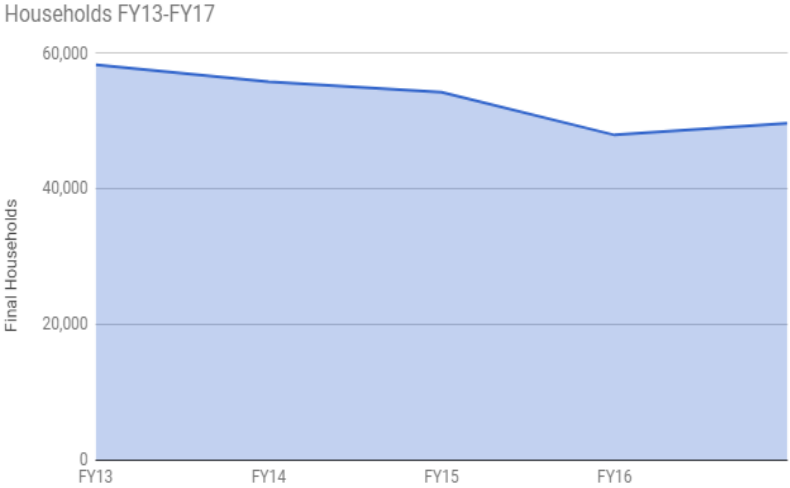
Annual Membership Subscription by Level



- **Total Households: 46,672**
- **Autorenewing Households: 3,136 (7% of total)**
- **Average Monthly “Default” Rate: 2.6%**
- **Annual Renewal Rate: 91%**
- **“Locked In” Revenue FY18/FY19: \$651K**

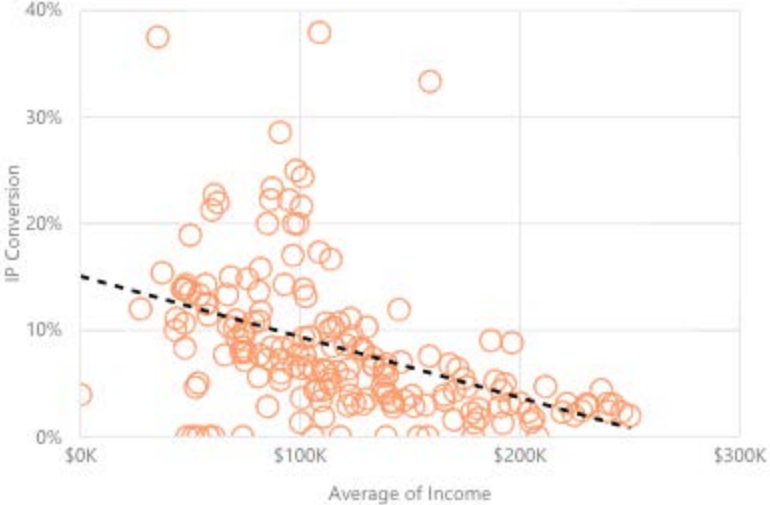
* As of Sept. 28, 2017

Did we support our goals?



Households stabilized in FY17!

Income (Census Data 2015) and Installment Plan Conversion



*As income increases, enrollment in **Annual Membership Subscription Plan** decreases!*

Carnegie Museums of Pittsburgh

- Founded in 1895
- 4 Distinct Museums
 - Carnegie Museum of Art
 - Carnegie Museum of Natural History
 - Carnegie Science Center
 - The Andy Warhol Museum
- Serve 1.3 million people annually
- More than 28,500 basic-level member households
- Launched recurring giving program in early 2015

CARNEGIE
MUSEUM
OF ART

CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

THE ANDY
WARHOL
MUSEUM



Two-Pronged Challenge

- Keep up with customer expectations
 - Mobile World & Green Culture
- Introduce recurring giving
 - Magic bullet for increasing revenue
 - Complicated by admissions benefits
 - Adding new “circles” & “levels” seemed counterproductive
 - Belief that it would diversify the member base



CARNEGIE
MUSEUM
OF ART

CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

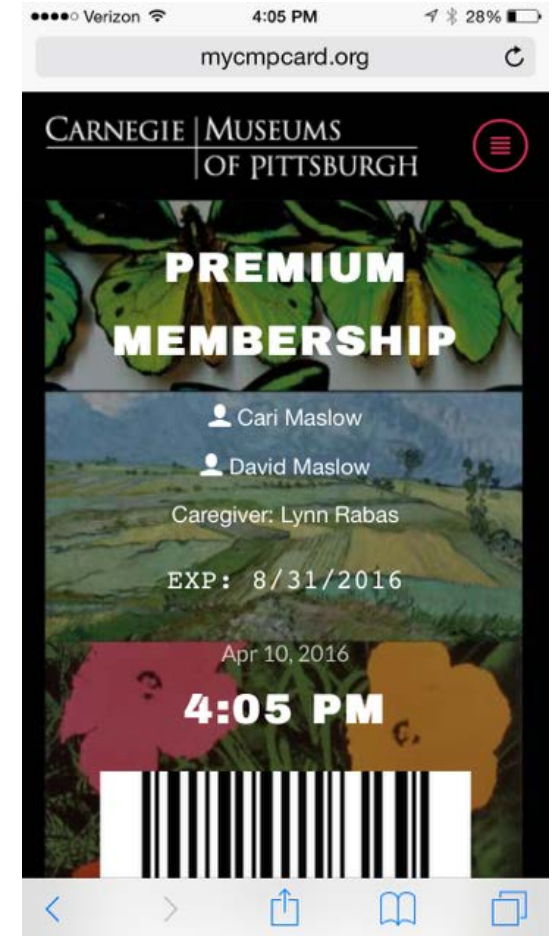
THE ANDY
WARHOL
MUSEUM

One Solution: Mobile Member Card

Mobile Member Card Requirements

- Real-time validation
- Easy for frontline staff & members
- Created with a responsive web site
- Any member can use it
- Monthly recurring gift members must use it (or photo ID)

MyCMPCard.org



CARNEGIE
MUSEUM
OF ART

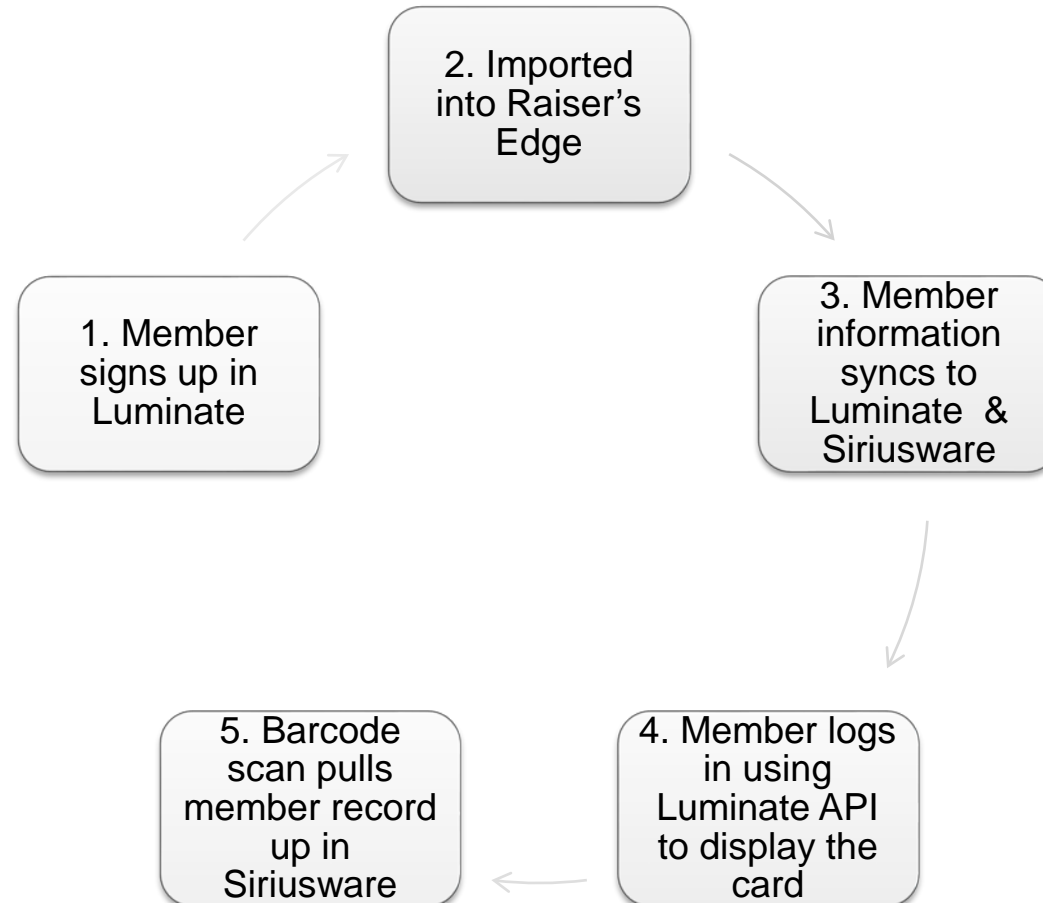
CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

THE ANDY
WARHOL
MUSEUM


How Auto-Renewing Membership Works

- Sold in our on-line system (Luminate)
- Do not receive a plastic member card
- Online system auto-charges their credit card each month



How We Promote It


- On-line donation form
- On-site handout
- Direct Mail:
 - Renewal order form
 - Upgrade insert
 - Acquisition response card
- Telemarketing




CARNEGIE | MUSEUMS
| OF PITTSBURGH

Join Carnegie Museums today

Complete this form to receive membership benefits for yourself. If you're interested in higher levels of membership, you can join the **Patrons Circle** or the **Donors Circle**.

Explore monthly payment options 

Give a membership 

Membership Levels

* Select a Membership Level:

\$250.00
Premium

Take Your Membership Mobile!



It's even easier to renew your Carnegie Museums of Pittsburgh membership with our new Mobile Membership card and monthly payment plan!

Set up convenient, automatic monthly payments using your credit or debit card, and you can:

- Stay in control of your membership. Adjust your payment information or advance to a new level at any time online or by phone.
- Get quick access to museum hours, program information, member events, and more.
- Always have your membership card handy—on your phone or mobile device—for free admission, store discounts, and program enrollment.
- Don't miss a thing! Your membership is ongoing and automatically renews each year.
- Enjoy MORE benefits and privileges at a higher membership level! With monthly payments, it's now more affordable to advance to a Higher membership level.

For more information, please visit www.carnegiemuseums.org/mobilemembership or call 412.622.3314.

Premium \$250



2 Adults, 8 Guests (adults or children), 1 Caregiver

- Free admission to all 4 museums and standard benefits for everyone covered by the membership
- 10% discount in museum cafés
- 10 half-off Omnimax coupons
- Reciprocal privileges at select art and natural history museums

Just \$20.83/month with monthly membership payments.

4 Easy Ways to Join!

Have this form ready when you...

MAIL

Send it in the enclosed postage-paid envelope

PHONE

412.622.3314

VISIT

Join us in the lobby of any of our 4 museums

ONLINE

<http://members.carnegiemuseums.org/summer15>

Monthly payment option now available online!

You belong here!



Joining Carnegie Museums has never been easier!

Become a Carnegie Museums member for as little as \$6.25 a month.

- **It's 4 amazing museums.** Enjoy free admission to Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and the Andy Warhol Museum.
- **It's benefits-packed.** Get invites to member events plus discounts on adults-only evenings and other museum programs.
- **It's convenient.** Enjoy monthly payments and automatic renewals.
- **It's flexible.** Just contact the Membership Team whenever you have to make a change.
- **It's environmentally friendly.** Instead of using a plastic member card, you'll get access to the museums with your mobile device.

Your membership supports education and outreach—plus a portion is tax-deductible.

Join today!

members.carnegiemuseums.org/monthly

CARNEGIE
MUSEUM
OF ART

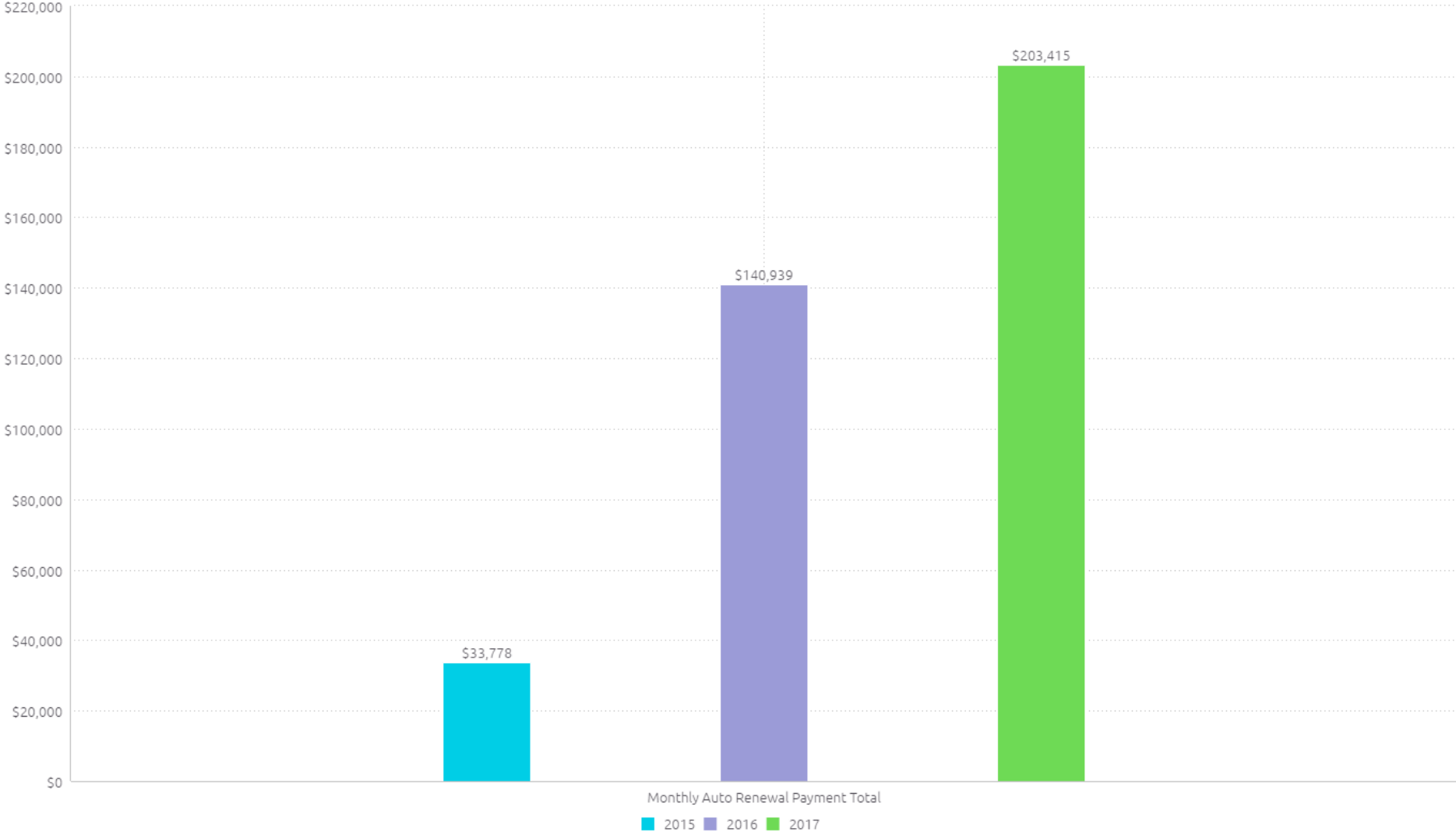
CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

THE ANDY
WARHOL
MUSEUM

Program Growth

- Launched in February of 2015



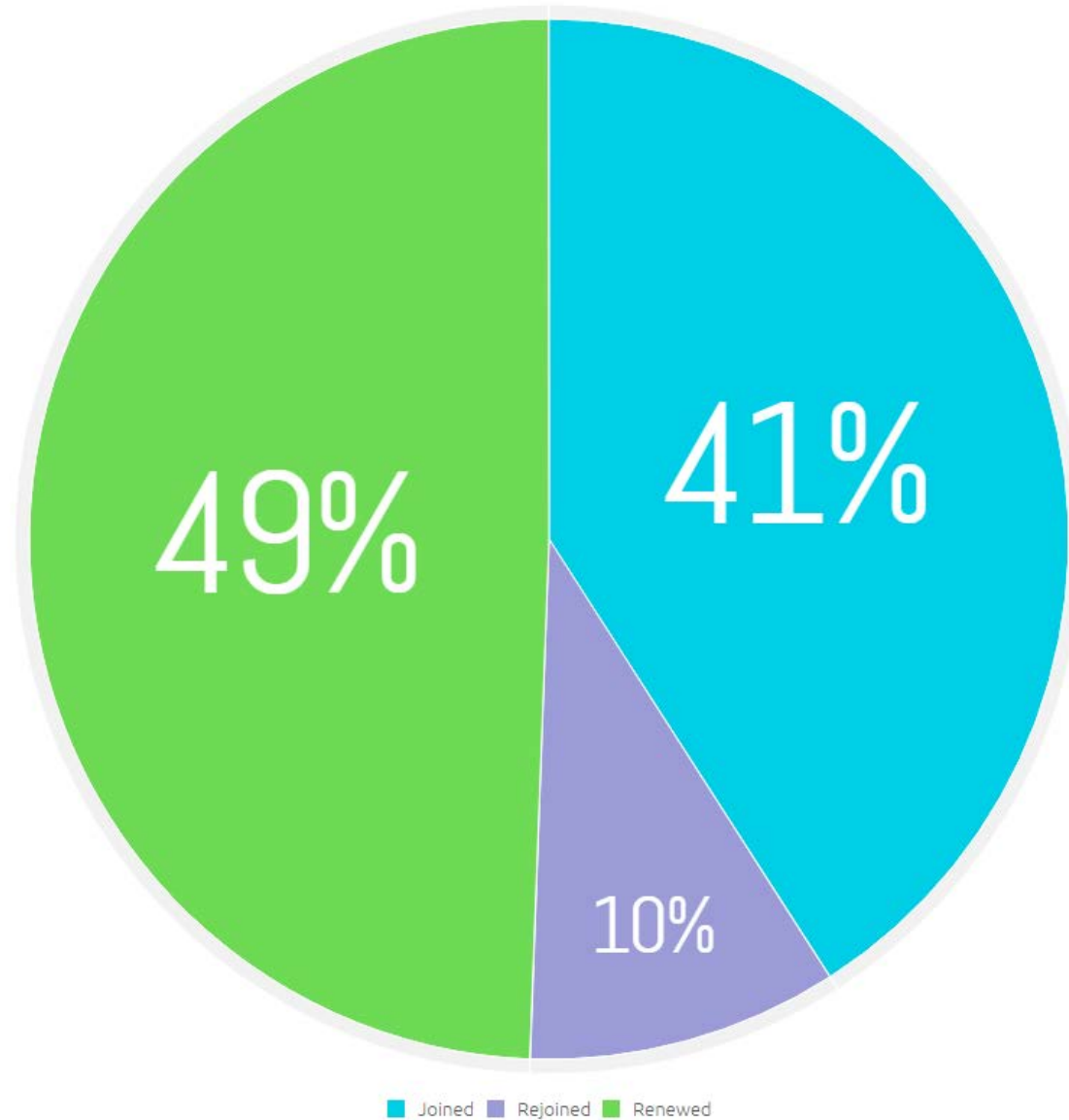
CARNEGIE MUSEUM OF ART

CARNEGIE MUSEUM OF NATURAL HISTORY

CARNEGIE SCIENCE CENTER

THE ANDY WARHOL MUSEUM

Growing the Membership Base



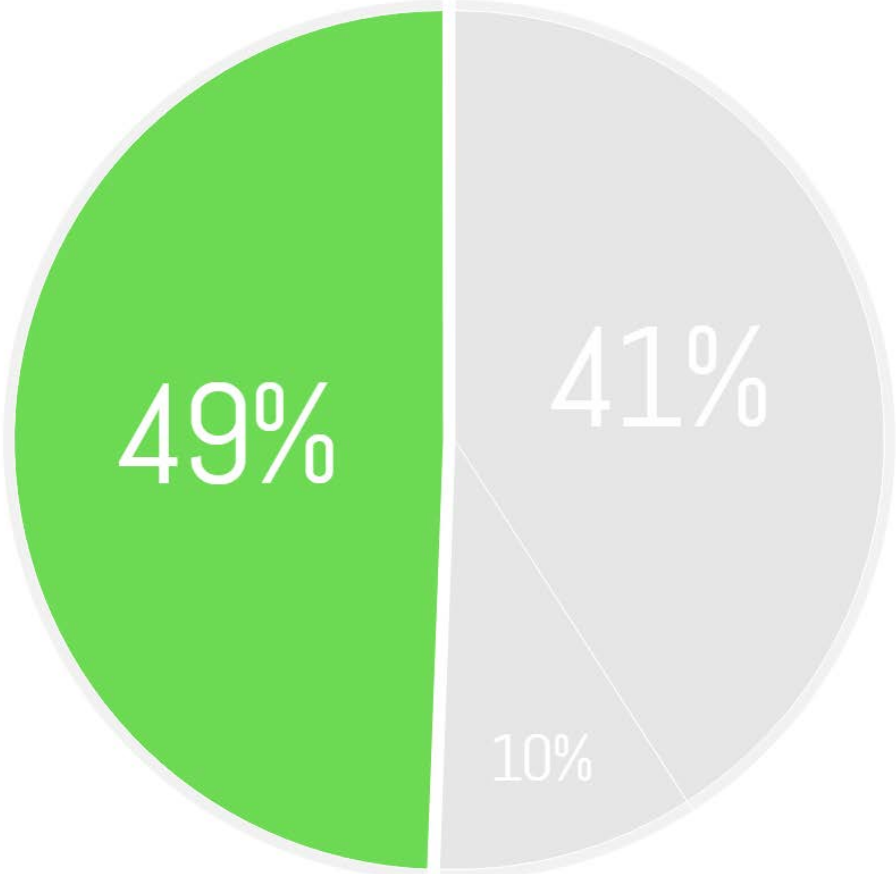
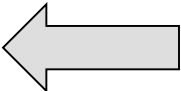
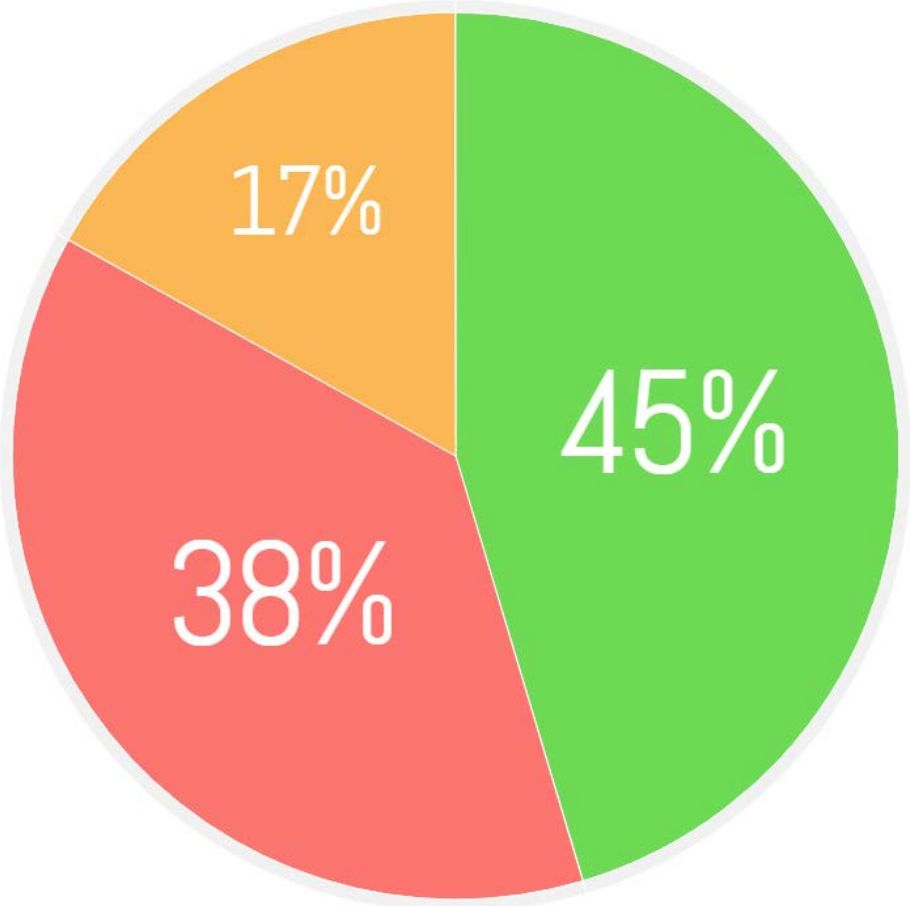
CARNEGIE
MUSEUM
OF ART

CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

THE ANDY
WARHOL
MUSEUM

Renewals: A Closer Look



CARNEGIE MUSEUM OF ART

CARNEGIE MUSEUM OF NATURAL HISTORY

CARNEGIE SCIENCE CENTER

THE ANDY WARHOL MUSEUM

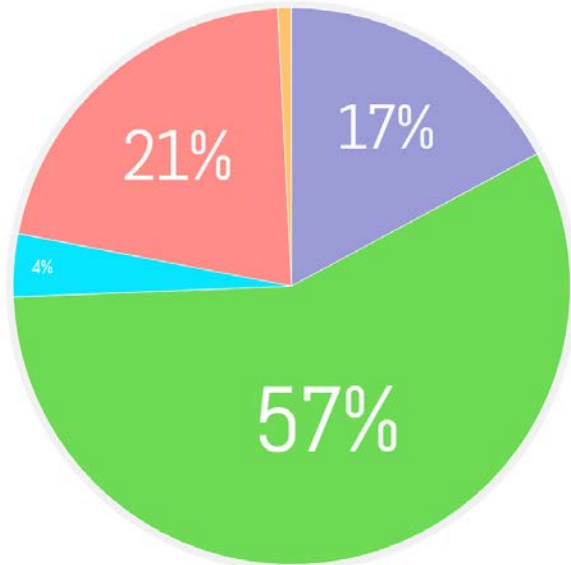
■ First ■ Multi ■ Second

Key Statistics

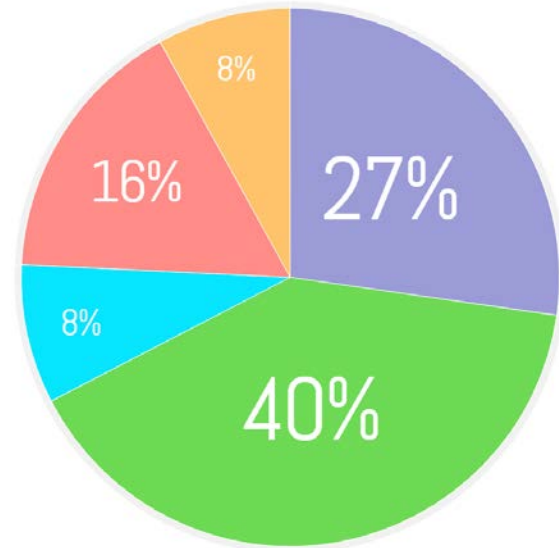
- Households
 - 1,600+ Monthly (~6% of member base)
 - 500+ Annual
- Monthly Auto-Renewal: Revenue: \$21k+/month
- Retention Rates: ~73%
 - Overall Member Base:
 - First-Year: 50%
 - Multi-Year: 83%

Member Level Breakdown

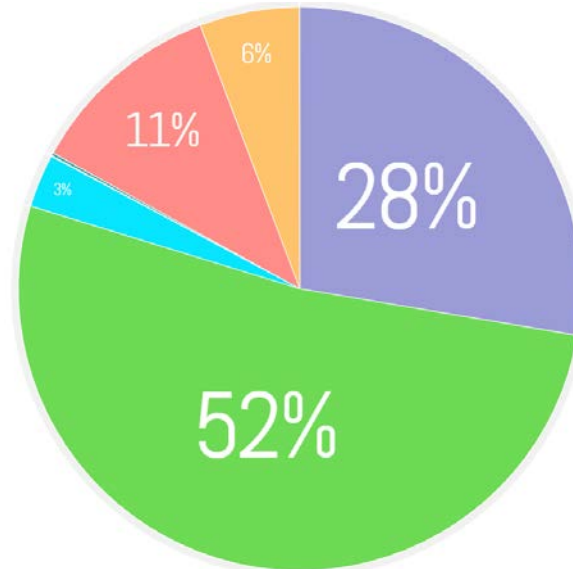
Monthly Auto-Renewals



Annual Auto-Renewals



Standard



CARNEGIE
MUSEUM
OF ART

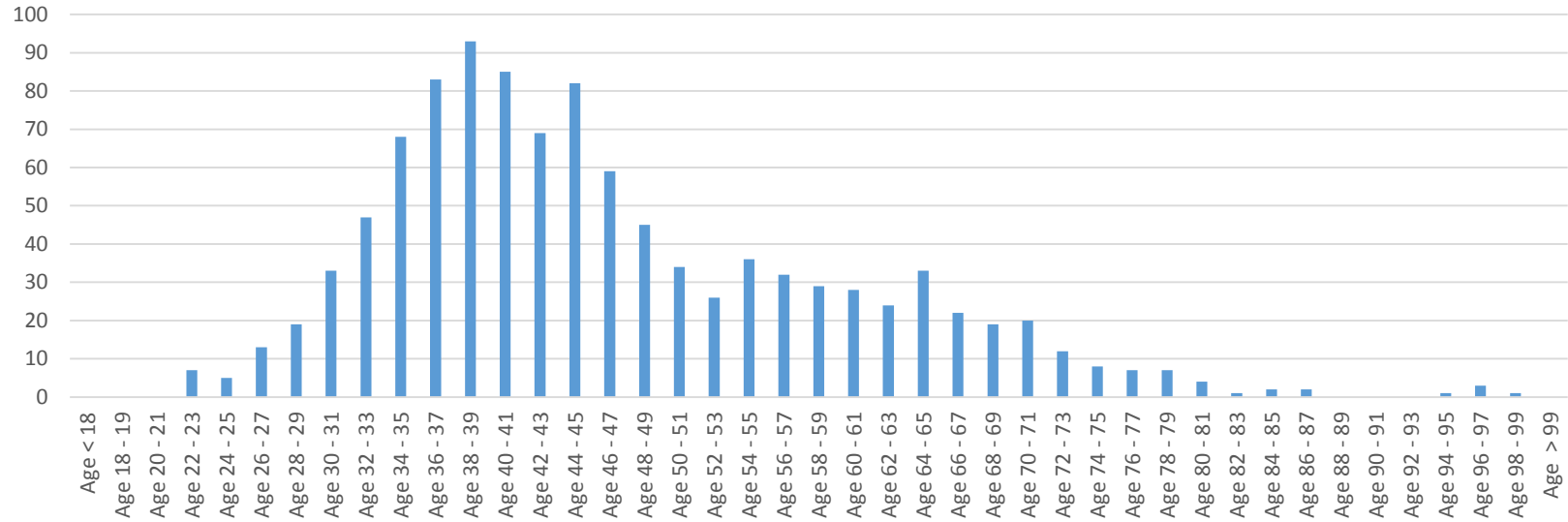
CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

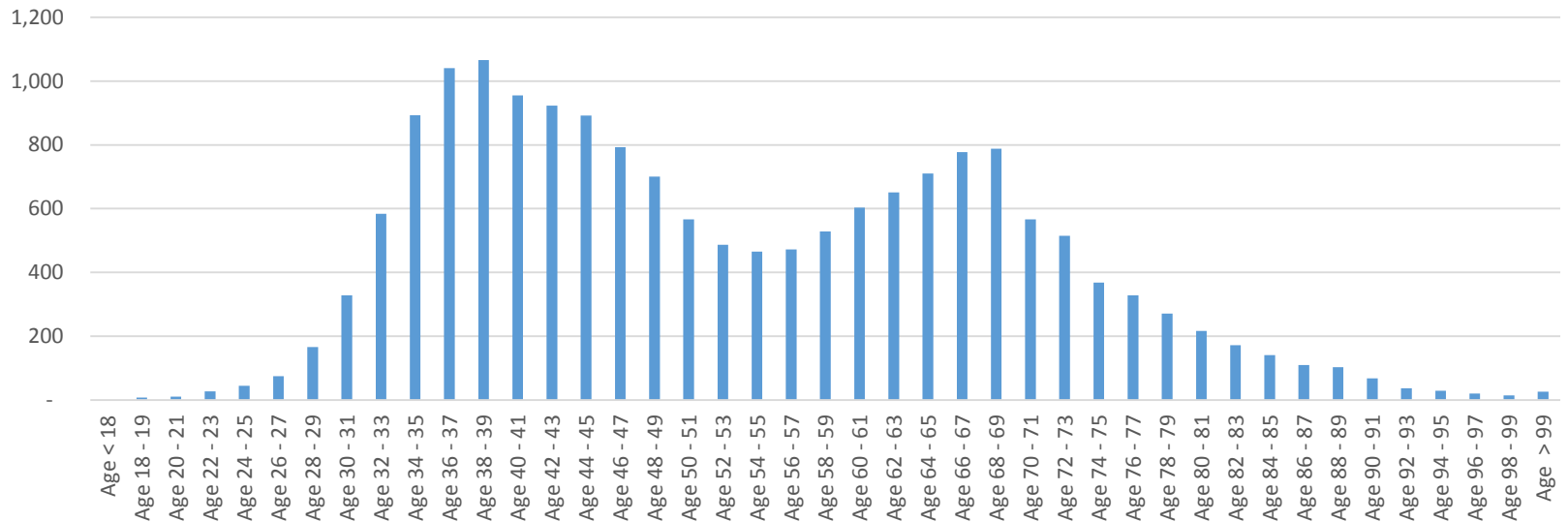
THE ANDY
WARHOL
MUSEUM

Comparison by Age

Monthly Auto-Renewals



Overall



CARNEGIE
MUSEUM
OF ART

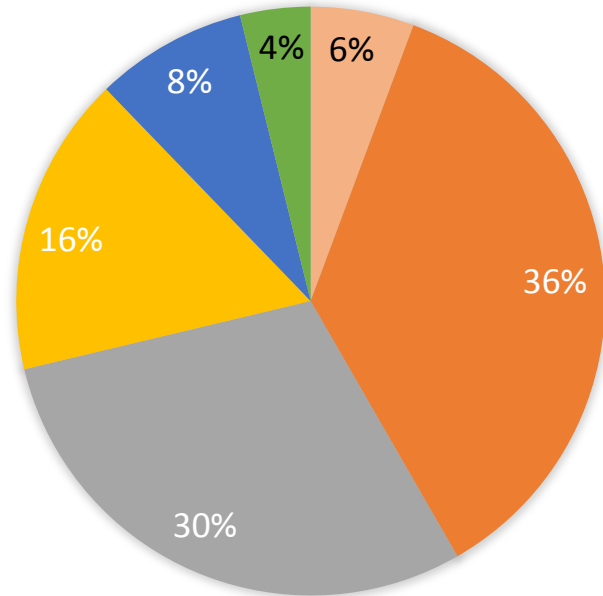
CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

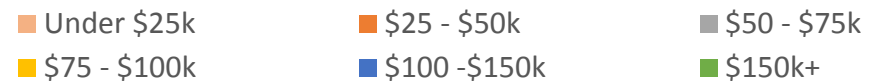
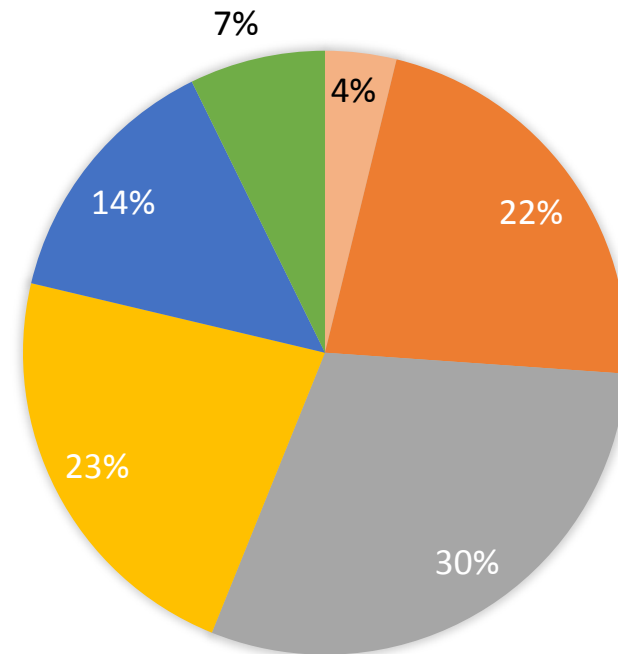
THE ANDY
WARHOL
MUSEUM

Comparison by Income

Monthly Auto-Renewals



Overall



CARNEGIE
MUSEUM
OF ART

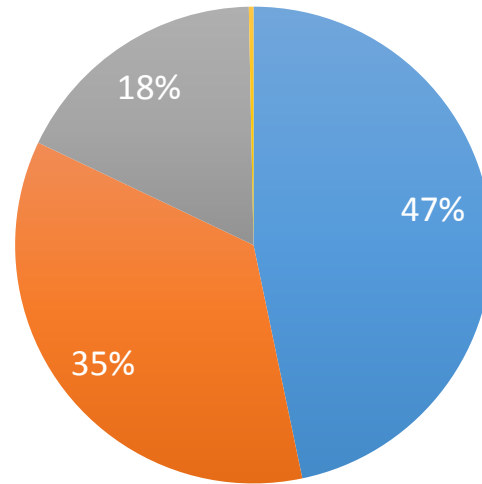
CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

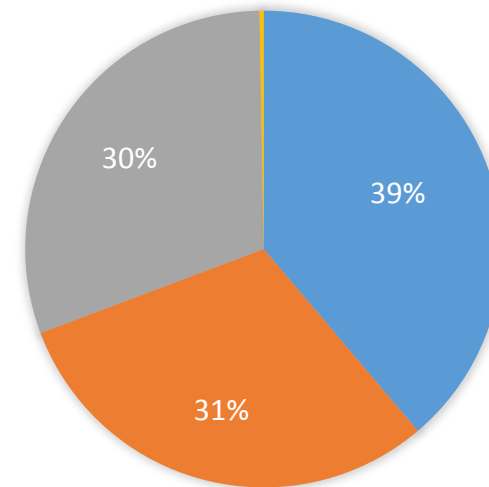
THE ANDY
WARHOL
MUSEUM

Comparison by Education

Monthly Auto-Renewals



Overall



- Completed High School
- Completed College
- Completed Graduate School
- Attended Vocational/Technical

CARNEGIE
MUSEUM
OF ART

CARNEGIE
MUSEUM
OF NATURAL
HISTORY

CARNEGIE
SCIENCE
CENTER

THE ANDY
WARHOL
MUSEUM

CROCKER art museum

SUSTAINER PROGRAM



goals

- Increase net revenue
- Provide environmentally-friendly membership options
- Create locked-in revenue for next year
- Decrease processing time

CROCKER
art museum



capacity

- Availability and affordability of platforms/software
- Staffing
- Maintenance
- SWOT and cost-benefit analysis



current strategy

website

BECOME A MEMBER

The Museum relies on the generosity of members to make possible our educational programs and exhibitions.

PAY ANNUALLY

PAY MONTHLY

Crocker Sustainer Membership Program

Help the Crocker save valuable resources by reducing printing and postage. Become a Crocker Sustainer to ensure that more of your membership support goes to providing outstanding programs, bringing new traveling exhibitions, and conserving Sacramento's most treasured art. As a Crocker Sustainer member, your membership auto-renews, and you can change at any time. Choose monthly or annual payments. Charges are made at the end of each month for monthly Sustainers. Annual Sustainer memberships are charged at the end of their anniversary renewal month. For all Crocker Sustainer members, a courtesy email is sent at the beginning of the anniversary renewal month so you can make any changes at that time. Memberships are not refundable or transferable.

CROCKER
art museum

current strategy

website

Please select a membership level:

Please select the recipient of this membership: Self Gift

No Second Name

By selecting this membership level you are entitled to a secondary card holder. If you would like to add a secondary name, please add it here.

First Name LastName

Choose the desired payment mode:

- Single Payment (12 month membership term)
 - Annual Automatic Renewal
- Monthly Payments of \$16.50 (Will automatically renew each year)

Membership payment summary:

Charge at Checkout: \$175.00

current strategy

internal forms

STEP 1 Choose a membership level

- | | | | | |
|--|--|--|---|---|
| <input type="radio"/> \$7/month | <input type="radio"/> \$9/month | <input type="radio"/> \$16.50/month | <input type="radio"/> \$27/month | <input type="radio"/> \$52/month |
| <input type="radio"/> \$65/year | <input type="radio"/> \$85/year | <input type="radio"/> \$175/year | <input type="radio"/> \$300/year | <input type="radio"/> \$600/year |
| Individual | Family | Associate | Contributor | Benefactor |

STEP 2 Choose a payment plan

- Annual Sustainer*
- Annual
- Monthly Sustainer*

*Automatically renews. Change at any time.

current strategy

member brochure
and ads

Green Your Membership!

Help the Crocker save valuable resources by reducing printing and postage. By going green, you ensure that more of your membership support goes to providing outstanding programs, and conserving Sacramento's most treasured art. Opt in to all three ways below when you renew or join. We'll say thanks with a **FREE** Crocker tote.

1. **Enroll in auto renewal.** As a Crocker Sustainer, we will automatically renew your membership each year so your benefits can continue uninterrupted. No more renewal letters, and no hassle.

To enroll, please call the Membership Office at (916) 808-6730, visit the Museum admission desk, or email membership@crockerart.org.

2. **Opt out of mailed publications.** Access exhibition and program information at crockerart.org.
3. **Update your email address.** Receive exclusive invites to members-only events.

The Crocker is for kids!

For only \$9 a month, Crocker Family members enjoy:

- **UNLIMITED ADMISSION** for 2 adults + children under 18
- **FREE WEEKLY & MONTHLY PROGRAMS** for babies, toddlers, and kids
- **EXPRESS ENTRY** during peak hours
- **DISCOUNTS** on classes, ticketed programs, and at the Museum Store and café

Visit crockerart.org/sacparent to join today!
216 O Street • Sacramento • (916) 808-6730 • @crockerart

CROCKER
art museum

GREEN YOUR MEMBERSHIP

Help the Crocker save valuable resources by reducing printing and postage. By going green, you ensure that more of your membership support goes to providing outstanding programs, bringing new traveling exhibitions, and conserving Sacramento's most treasured art.

Opt in to all three ways below when you renew or join. We'll say thanks with a free Crocker tote.

- **Enroll in auto renewal*** Get uninterrupted benefits and exclusive access without renewal reminders in the mail.

Opt out of printed member publications Receive digital copies of ArtLetter.

Update your email Receive exclusive invites to members-only events and

*To renew your membership with your current email address, please call the Membership Office at (916) 808-6730, visit the Museum admission desk, or email membership@crockerart.org.

Two additional months **FREE*** with promo code **ARTFAM**

CROCKER
art museum

current strategy

- mailed appeals
- social media ads
- eNews

Step 1 Select a membership level

Individual	Family	Associate
■ \$7/month ■ \$65/year	■ \$9/month ■ \$85/year	■ \$16.50/month ■ \$175/year

Crocker Art Museum shared an offer
Written by Andy Galloway-Long 111 | October 26 at 8:26pm

Become a Crocker member at the Associate level for just \$16.50/month and get access to de Young, Legion of Honor, and 900+ museums in the US and Canada.
Use promo code MUS17 to get an additional two months free! Offer ends December 31, 2017.



Get access to 900+ museums for just \$16.50/month!
Expires Dec 31, 2017 • Online only

33 PEOPLE GOT THIS OFFER [Get Offer](#)

MUS17 Use this code at checkout



FREE admission to 900+ museums with just 1 membership!

Sign up at Associate level for just \$16.50/month and get access to de Young, Legion of Honor, and 900+ museums in the US and Canada.

CLICK to learn more and sign up now!

current strategy

renewal form

CROCKER
art museum

CROCKER
art museum

It's your museum. Join in!

YES, I want to renew my membership!

STEP 1 Choose a level

Renew my membership at the current level:

Family, \$85 or \$9/month

Upgrade my membership to:

- Associate, \$175 or \$16.50/month
- Contributor, \$300 or \$27/month

I prefer to give at a different level:

R161

4 EASY WAYS TO RENEW

VISIT the Museum admission desk or Museum Store

MAIL this renewal form

CLICK, for annual payments only, at crockerartmuseum.org

CALL our Membership Office at (916) 808-6730

STEP 2 Choose a payment plan

- Annual
- Annual Sustainer* *Auto-renews your membership for uninterrupted benefits and reduced paper use.
- Monthly Sustainer*

STEP 3 Choose a payment method

- Check (enclosed for one year of membership, payable to the Crocker Art Museum)
- Credit card

Credit card <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	Expiration date	Security code
---	-----------------	---------------

Cardholder's signature

I'd like to add an additional donation of \$ _____ to support the Crocker

STEP 4 Tell us a bit about yourself

First and last name	Birthdate MM / DD / YYYY
---------------------	-----------------------------

Email (this will serve as your login for online ticket reservations)	Phone
--	-------

Renewing at Family level or above? Add a family member or friend to your membership card!	
First and last name	Birthdate MM / DD / YYYY

Go paperless

- I prefer digital versions of the ArtLetter member magazine and Art Interactive program calendar.

Legacy giving

- Please send me information about giving to the Crocker through my estate plans
- I have already included the Crocker in my estate plans

current strategy

tote incentive



Get a free Crocker tote!

Help the Crocker save valuable resources by reducing printing and postage.

By going green, you ensure that more of your membership support goes to providing outstanding programs, bringing new traveling exhibitions, and conserving Sacramento's most treasured art.



*As a Crocker Superior, we will automatically renew your membership each year so your benefits can continue uninterrupted. If you prefer annual letters, send us a note. In wood, please call the Membership Office at (916) 808-6700, visit the website crocker.org, or email membership@crockerart.org.

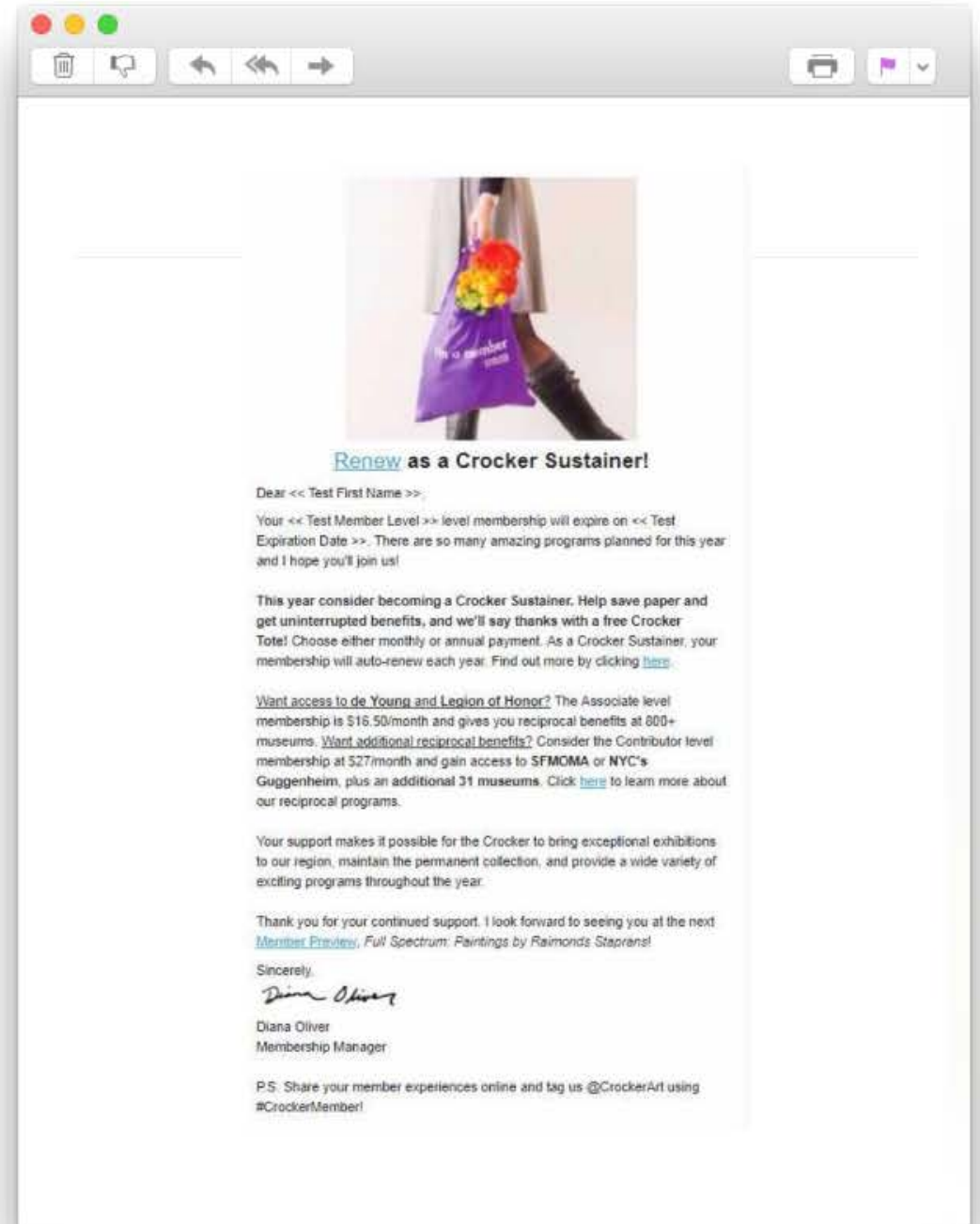
CROCKER
art museum

current strategy

emails

- to prospective members
- courtesy 4 weeks before renewal date
- monthly follow-up for declines

CROCKER
art museum

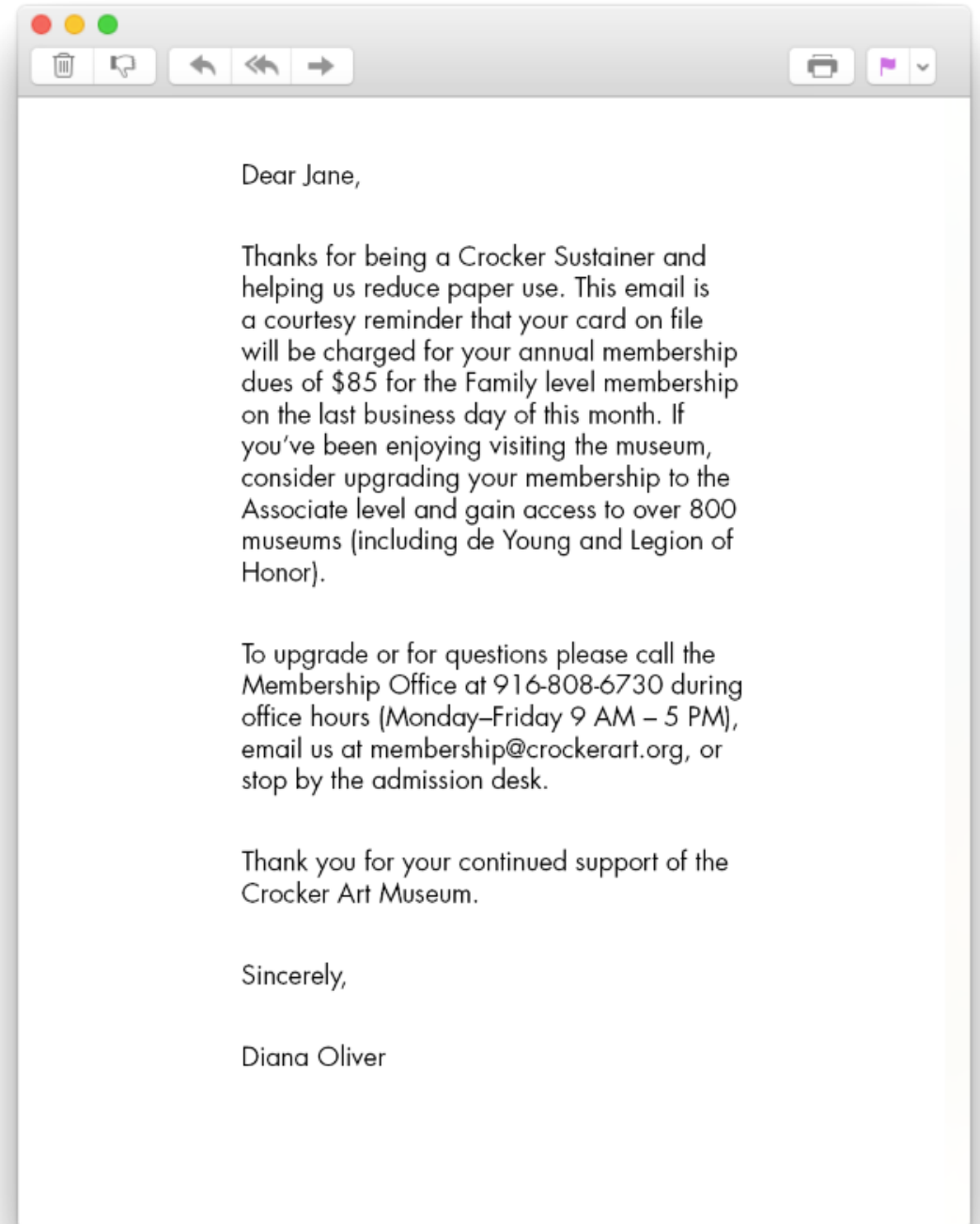


current strategy

emails

- to prospective members
- courtesy 4 weeks before renewal date
- monthly follow-up for declines

CROCKER
art museum



results

Monthly sustainers give
40% more than general
members

Members

Average Gift

One-time gift

Monthly

\$100.80

\$141.19

results

Support for auto-renewal
is increasing

2016

- Locked-in renewal revenue: \$128,227
- Enrolled in auto-renewal: 4%
- Do not receive printed publications: 4%
- Have an email on record: 68%

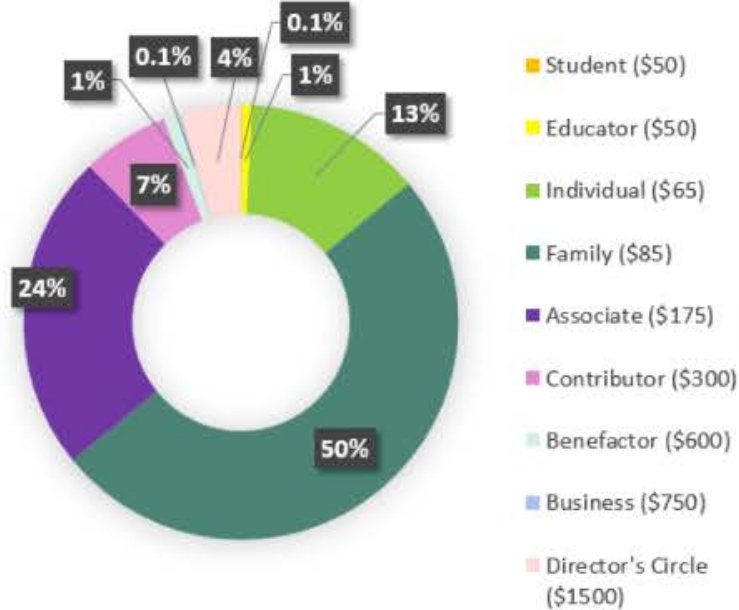
2017

- Locked-in renewal revenue: \$176,022
- Enrolled in auto-renewal: 6%
- Do not receive printed publications: 6%
- Have an email on record: 97%

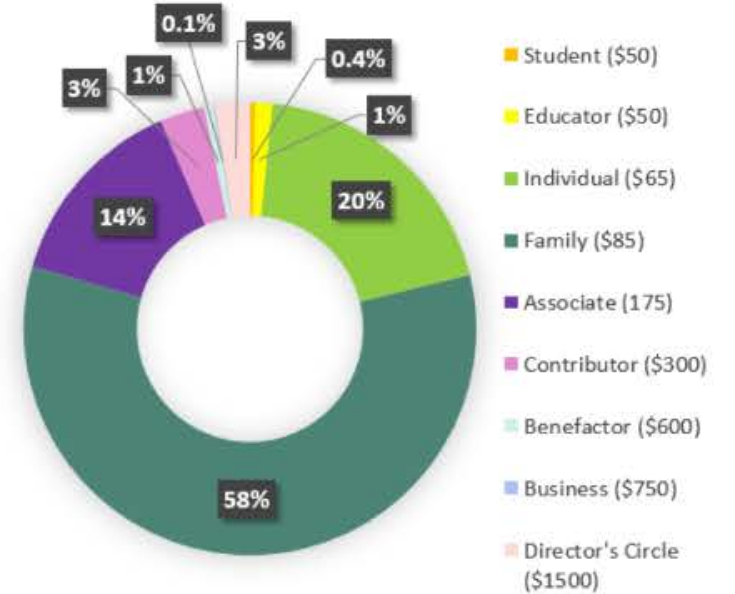
results

Sustainers join at higher levels

Sustainers by Level



Members by Level

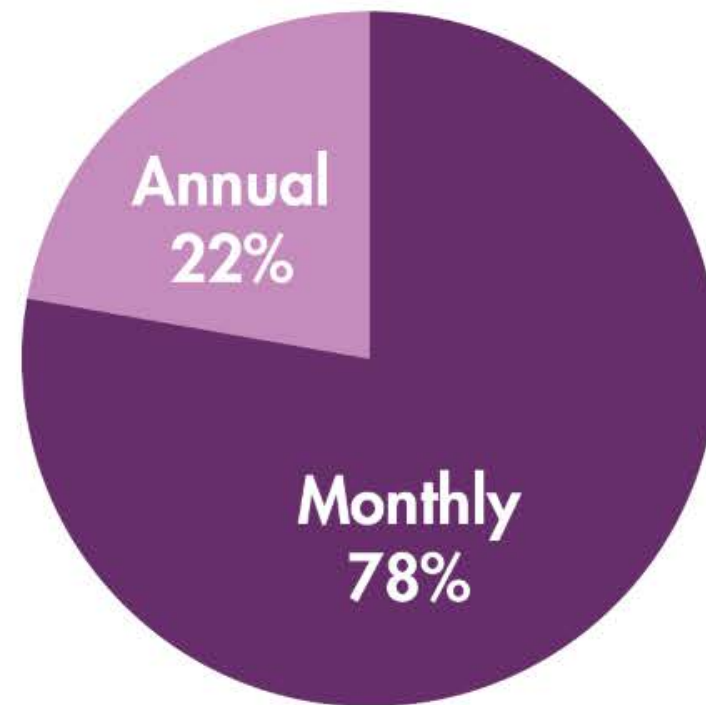


results

Monthly payments are more popular than annual

CROCKER
art museum

849 Sustainers



results

Demographics

CROCKER
art museum

Age

Sustainer

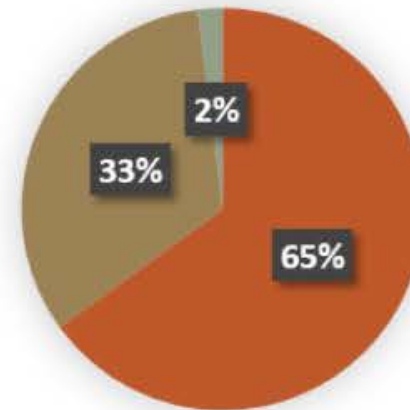
Average age: 62
Median age: 65

One-time gift

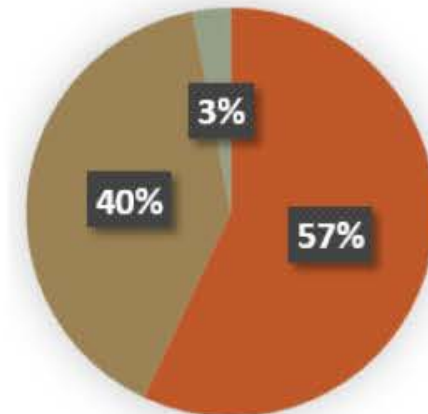
Average age: 67
Median age: 69

Gender

Sustainer



One-time gift



Female



Male



Did not disclose



Thank You!

Please remember to complete the conference survey.

AMMC.cvent.com/2017

Mindee Kashiwagi
Director, Membership
California Academy of Sciences
415.379.5422
mkashiwagi@calacademy.org

Cari Maslow
Associate Vice President, Engagement
Carnegie Museums of Pittsburgh
412.578.2609
maslowc@carnegiemuseums.org

Diana Oliver
Membership Manager
Crocker Art Museum
916.808.5802
dzoliver@crockerartmuseum.org