

Make Membership Magic

Secure the right budget for
revenue, response, and retention!

American Museum Membership Conference

Seattle, Washington
November 7, 2017

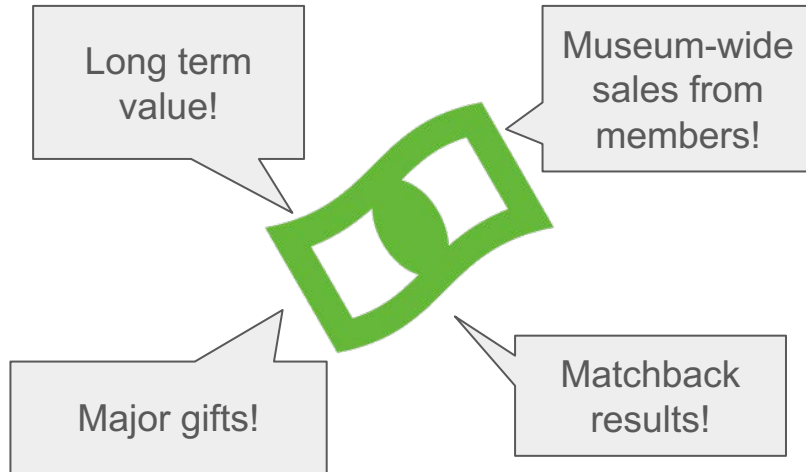


Session Overview

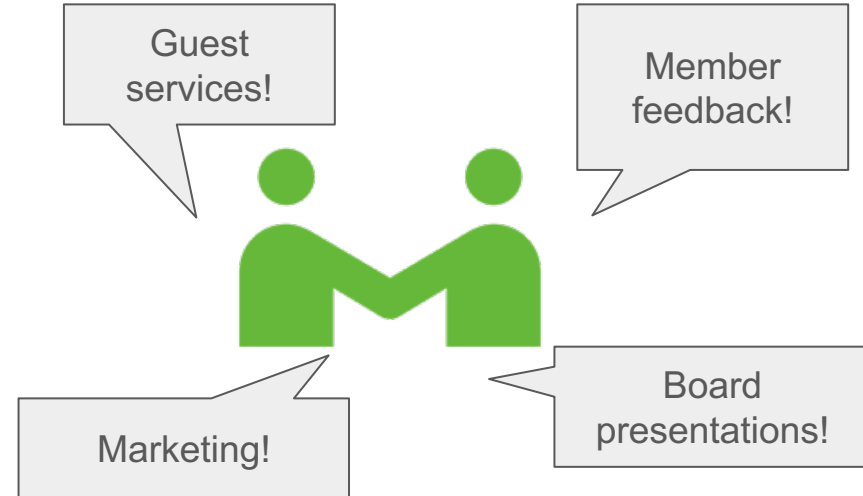
- Session Kickoff and Framework
- The Nelson-Atkins Museum of Art
- The Barnes Foundation
- Philadelphia Museum of Art
- Takeaways and Q&A

You need two critical skill sets to make membership magic

Justify the numbers *"The hard skills"*



Influence your stakeholders *"The soft skills"*



Presenters



Mae Daniller, President
Daniller + Company



Erica Terry, Sr. Development Director, Membership
The Nelson-Atkins Museum of Art



Katie Kalkstein, Membership Manager
The Barnes Foundation



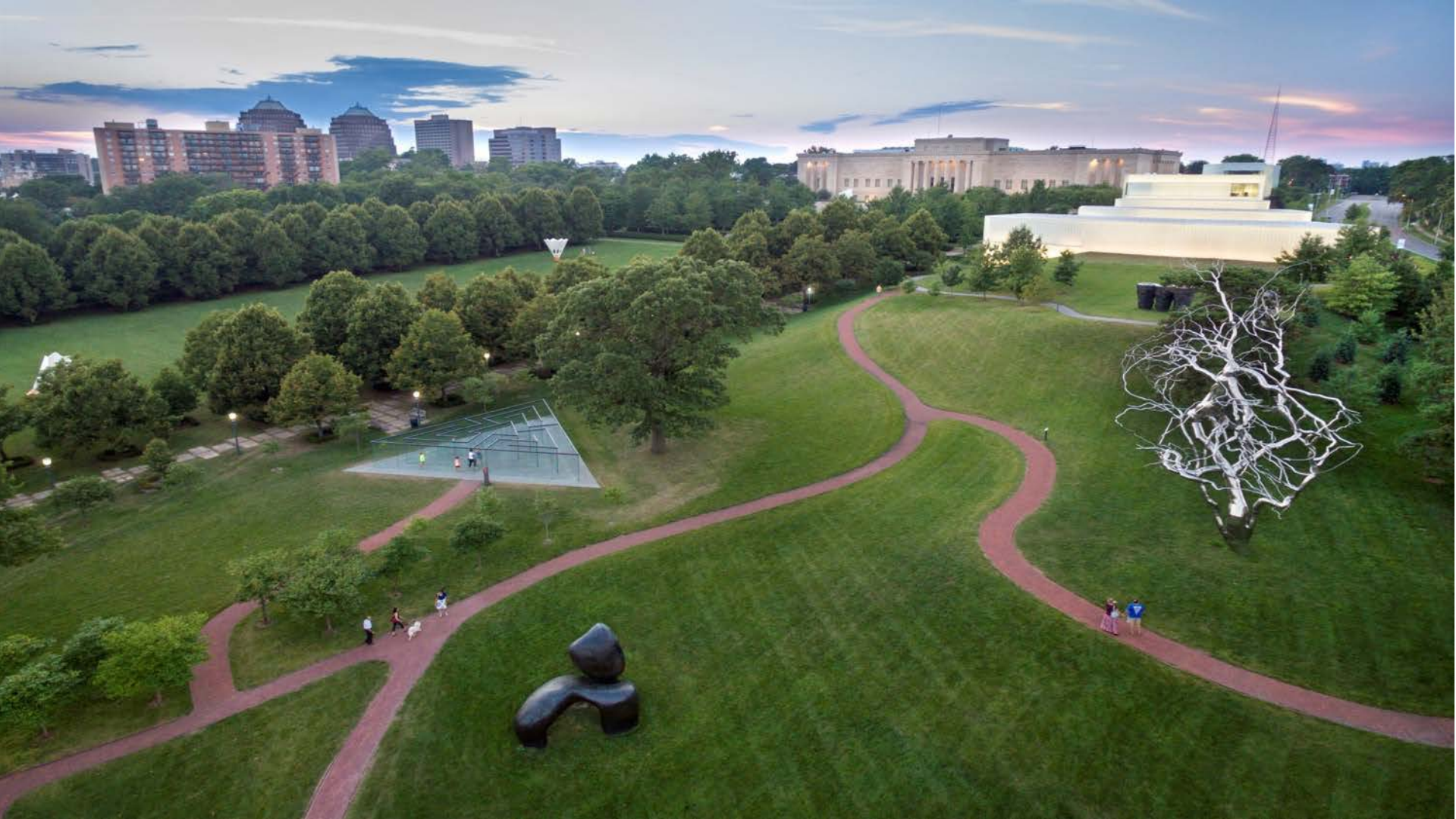
Aidan Vega, Director of Membership
Philadelphia Museum of Art

The Nelson-Atkins Museum of Art

Erica Terry, Sr. Development Director, Membership



Erica Terry, Sr. Development Director, Membership
The Nelson-Atkins Museum of Art



Baseline



Fundraising

- Total Operating Revenue: \$32.2 million
- Total Fundraising Goal: \$14.5 million
- Membership Fundraising Goal: \$4 million
- Total Expense Budget: \$700,000



Step 1: Do the Groundwork to Build Your Internal Case for Support (Budget Comes Later)



Insert
Yourself
Everywhere!



Insert
Yourself
Everywhere!



Insert
Yourself
Everywhere!



How do you Engage Internal Stakeholders?



Examples



What value does this exercise provide?

- Builds your case for support internally
- Demonstrates the reach membership has
- Shows the impact of membership
- You might discover new and exciting new programs/initiatives along the way



Step 2: Do the ground work with your Committees/Trustees & Board Members



Step 3: Construct a Budget – Justify your Budget, Show the ROI



Step 4: Create a Year-End Re-Cap



Good Luck!



The Barnes Foundation

Katie Kalkstein, Membership Manager



THE BARNES FOUNDATION

The Barnes Foundation

- Founded by Albert C. Barnes in 1922; moved to the Benjamin Franklin Parkway in Philadelphia in 2012
- Art collection of post-impressionist and early modern art with new exhibition program
- 15,000 member households
- 4 general membership categories (\$90-\$550)
- \$1.85 million annual general membership revenue



Know your audience

Ask yourself: “What matters to your budget decision-maker?”

- Earned revenue implications?
- Visitation?
- Program ticket sales?

Tailor your membership “pitch” to focus on what’s important to the person receiving it

Always underscore the larger institutional implications a successful membership program



Talk about members as vital advocates for your institution. **Because they are.**

- Investing in a strong membership program attracts the **RIGHT** members
- Members want to “buy in”, align with and feel like they’re a part of your institution
- This leads to repeat visitation and encourages members to “share” your institution with family and friends
 - Positive word of mouth that money can’t buy
 - Visitation as social experience



Membership materials as marketing tools that promote your institution's...

- Exhibitions
- Public programs
- Institutional message and mission
- Vital role in the community



A World-Renowned Collection in Philadelphia

The Barnes Foundation's unparalleled impressionist, post-impressionist, and early modern art collection and distinctive ensemble installations are on view in the heart of Philadelphia's cultural corridor on the Benjamin Franklin Parkway.

When you become a member, you'll expand your horizons with lectures, programs, and tours, and always have first notice of our most popular activities.

It's easy to join online at barnesfoundation.org/support, using the promo code JOINFALL. Join today to see all new special exhibitions free and first.

Welcome!

THE BARNES FOUNDATION
2025 BENJAMIN FRANKLIN PARKWAY
PHILADELPHIA, PA 19130
BARNESFOUNDATION.ORG

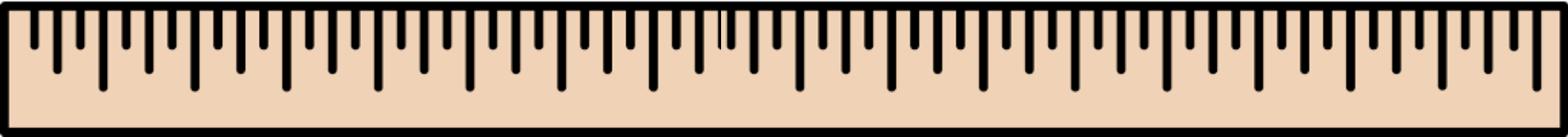
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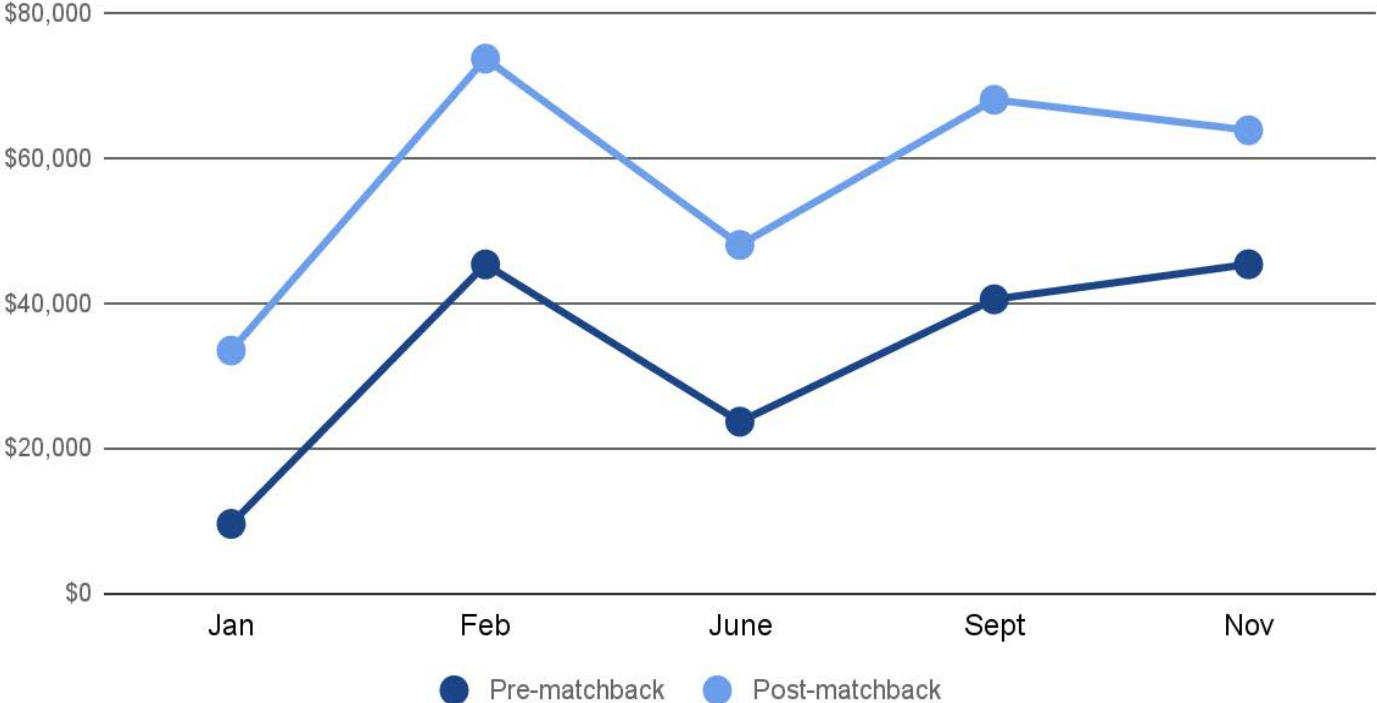
DATA, DATA, DATA

The Barnes Foundation is a very data-driven institution; membership decisions are based on numbers.

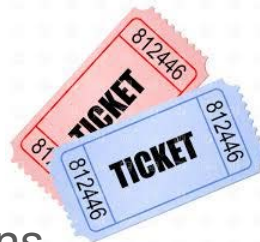
- Be prepared: Anticipate the unpleasant
- Benchmarks: how do you measure up?
- Member spending: member vs. ticket buyers



2016 Direct Mail Campaigns: Pre- and Post-Matchback Revenue Results

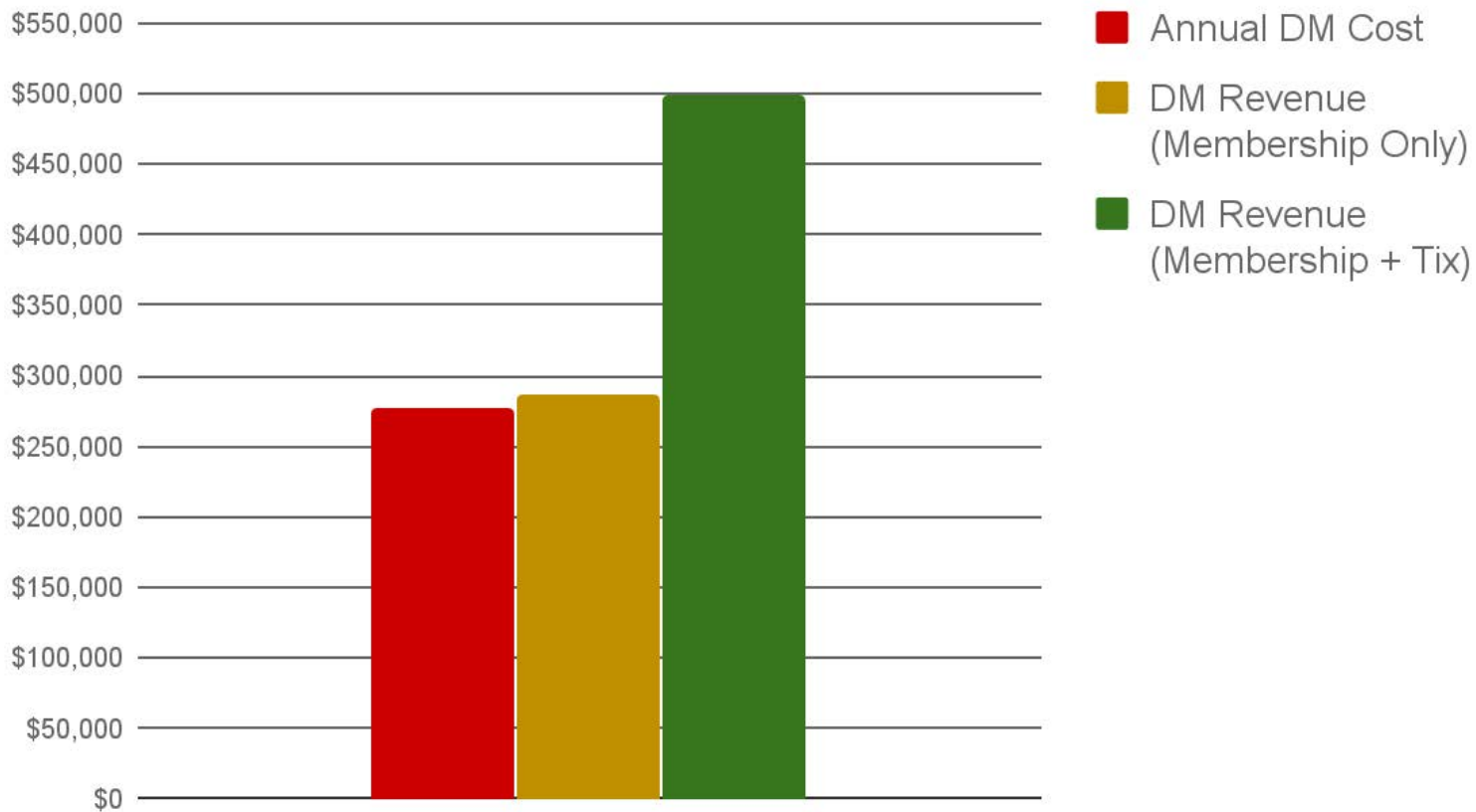


Annual Ticket Matchback



- Allows you to illustrate the wider impact of direct mail campaigns, beyond just direct membership revenue
- In 2016, the Barnes had five direct mail campaigns, with 425,000 pieces of mail
- Annual ticket matchback showed that:
 - Acquisition mailing recipients purchased 8,000+ tickets during 2016
 - This generated an additional \$212,830 in revenue, bringing total 2016 revenue from mail recipients (membership + tickets) to just under \$500,000
 - Annual ROI including only membership revenue: \$1.03; including ticket purchases from mail recipients brings annual direct mail ROI up to \$1.80

2016 Annual Ticket Matchback



Don't count out the anecdote

No matter how data-driven decisions might be in your institution, direct member feedback is meaningful and persuasive.

“The Barnes never disappoints. First Fridays are lots of fun, the collection is amazing, and the exhibits have been phenomenal. I've really learned a lot since being a member.”

“Go and see this museum. See it again. See it as soon as you can.”



Philadelphia Museum of Art

Aidan Vega, Director of Membership

The Philadelphia Museum of Art



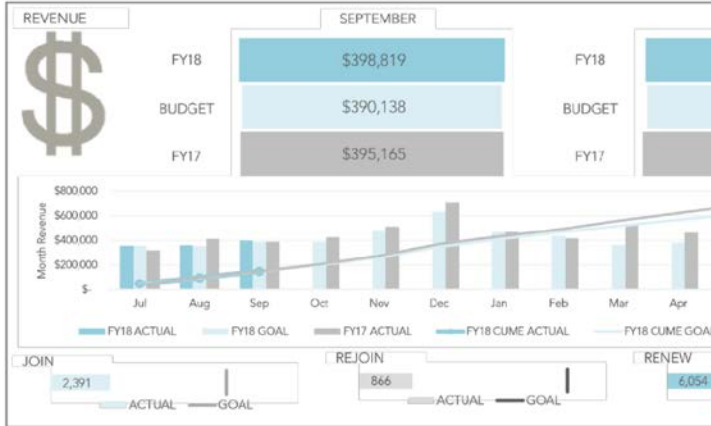
- Encyclopedic collection
- 800,000 annual visitation
- 44,000 membership households
- Generating \$5-6 million annually

Define the Problem

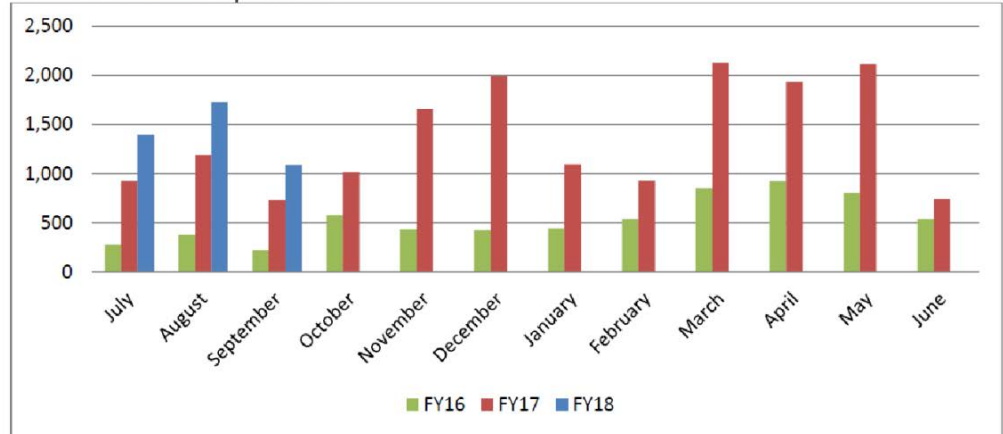


Present Your Case Regularly

Members Participate, Advocate, and Support



- 1,000 member guest tickets were sold in September. This is down from August and a 49% increase over last September.

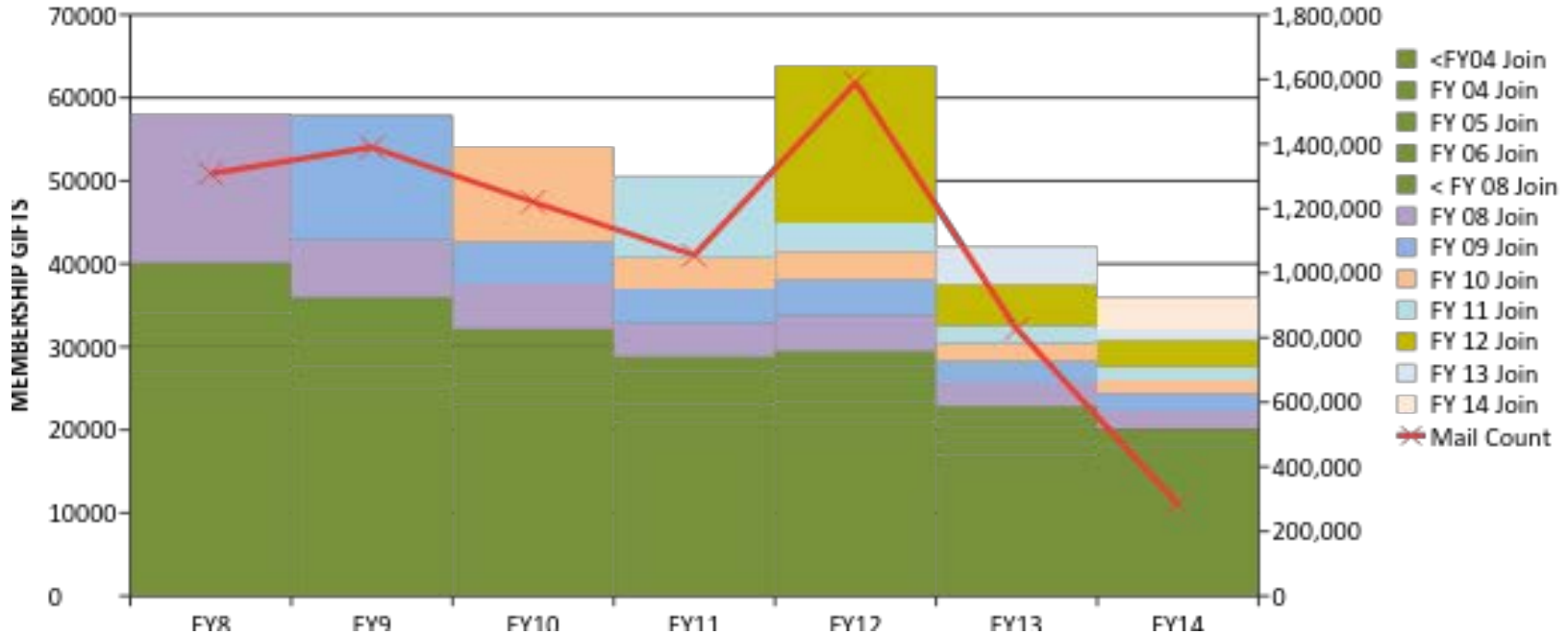


Why are they asking so many questions???



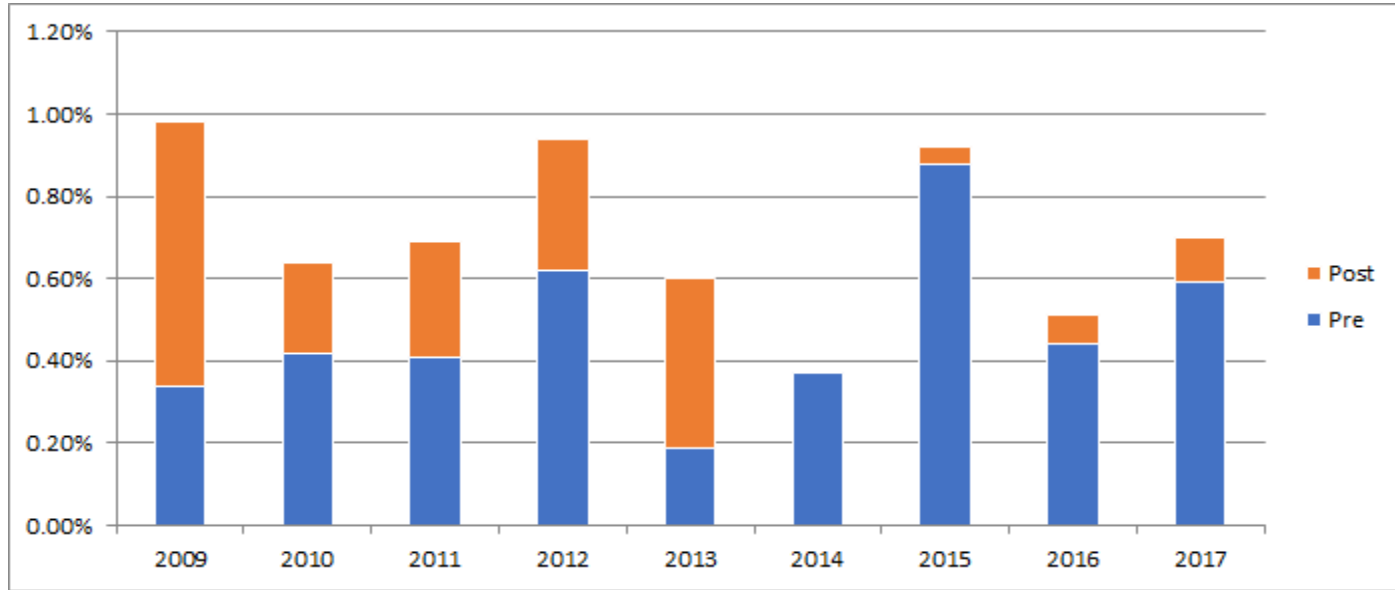
Give them what they are asking for
and what they really need to know.

Successful Membership programs are built over many years



Find a way to show this

Faster Match Back



Show real-time results and ensure they are captured in you long-term data

Know the Field

- Activate Your Contacts
- Resources
 - CultureTrack
 - Know Your Own Bone
 - AMMC List Serve



Enroll Your Colleagues

- Ask for their help
- Ask for their opinions
- How can you collaborate?
- Say thank you!



Have Your Elevator Pitch Ready

When you run into the Director, Board Member, etc can you answer:

How is membership doing?

What do you really want them to know?

Most Importantly...

... Remember who you stand for





Ensure membership gets its RESPECT!

Make your WHY compelling.



Remember WHO you represent.



LISTEN.



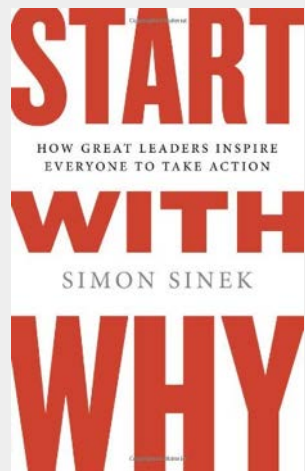
The 5 Big Ideas



Know your DATA, and have it tell a story.

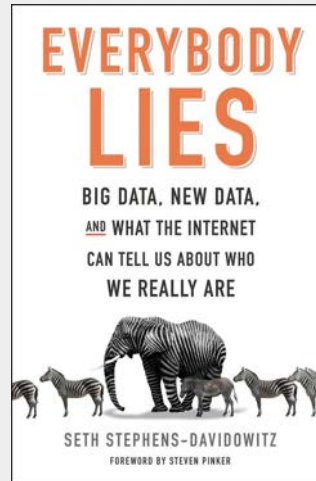
More resources!

Inspire others at work



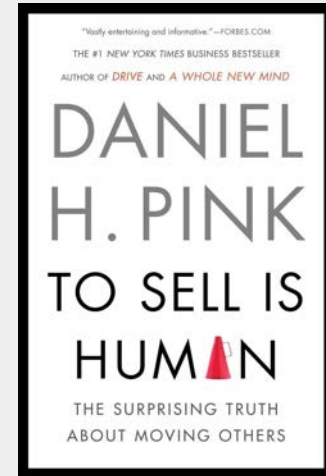
Simon Sinek

Make your case with data



Seth Stephens Davidowitz

Sales for everyone else



Daniel Pink

Thank You!



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Please share your feedback:
AMMC.cvent.com/2017