



**AMMC**  
American Museum Membership Conference  
Seattle, WA • Nov 6-9, 2017



# Reach, Activate, and Convert

Digital and Social Media  
Strategies for Membership



**Rosie Siemer**  
Founder + CEO  
Chief Digital Officer

**Lynn Swain**  
Director of Development

**Shelley Wood**  
Vice President of Membership & Marketing

**Rachel Broom**  
Director of Development

**John Lewis**  
Director of Membership & Guest Experience



Shelley Wood

Vice President of Membership and Marketing

 COMMONWEALTH CLUB

# Background

- 114 year old public affairs forum the oldest and largest in the nation
- 450 events per year – over 75 led by members
- Guiding Principle: Find truth and set it loose in the world
- Under 50 staff and over 200 active volunteers
- 13K member households
- Extensive membership study and planning conducted in 2016
- Digital efforts were paired with aggressive direct mail
- Grand opening in September 2017

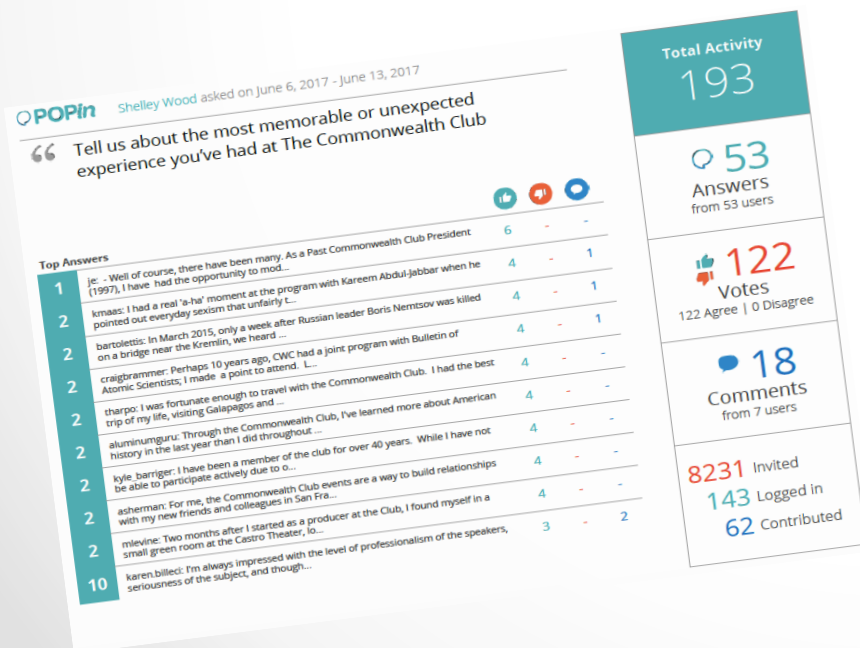
# Strategy

- Email append
- Crowdsourced member input
- Facebook Poll to generate momentum leading up to the launch of the broader social media campaign
- #UncommonThinking social media campaign:  
Highlight several influential speakers with thought-provoking quotes and will encourage audiences to “get the full story” as a member of The Commonwealth Club
- Facebook and Display advertising

# Stakeholder Input

Asked members to “Tell us about the most memorable or unexpected experience you’ve had at The Commonwealth Club.” Key themes:

- Variety of Ideas
- Fresh Thinking
- All Views
- Non-Partisan
- Thoughtful
- Unpredictable
- Inspired
- Changed My Perspective

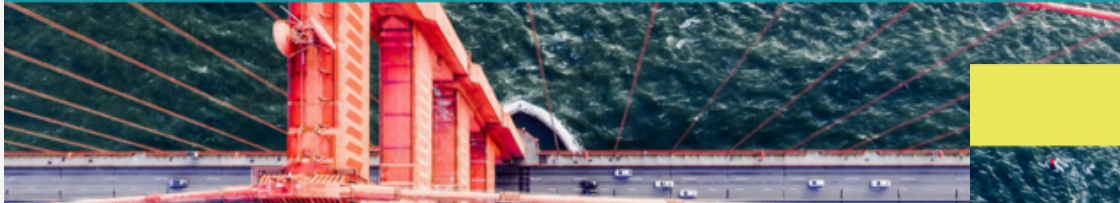


# Facebook Poll

## VOTE NOW

What is the *most important* problem facing the world today?

What do you think? Take our poll and see how your answer compares to others.



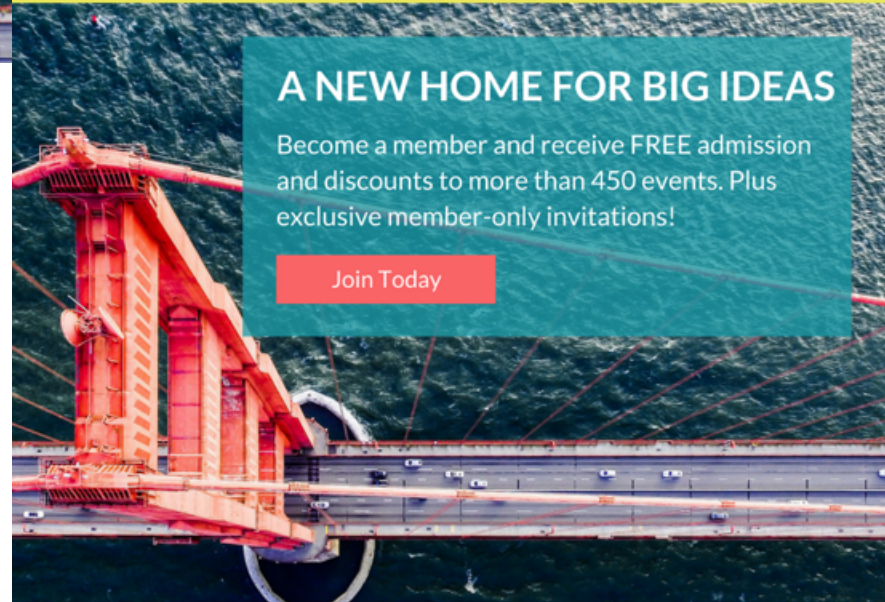
Healthcare	Artificial Intelligence (AI)	The economy	Terrorism
<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>
Rising inequality	Safety and security	Food and water safety	Political instability
<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>
Government accountability	Religious conflicts	War	Climate change
<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>
Foreign relations	Immigration	Civil rights	Privacy
<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>	<a href="#">Vote</a>

## Thanks For Voting!

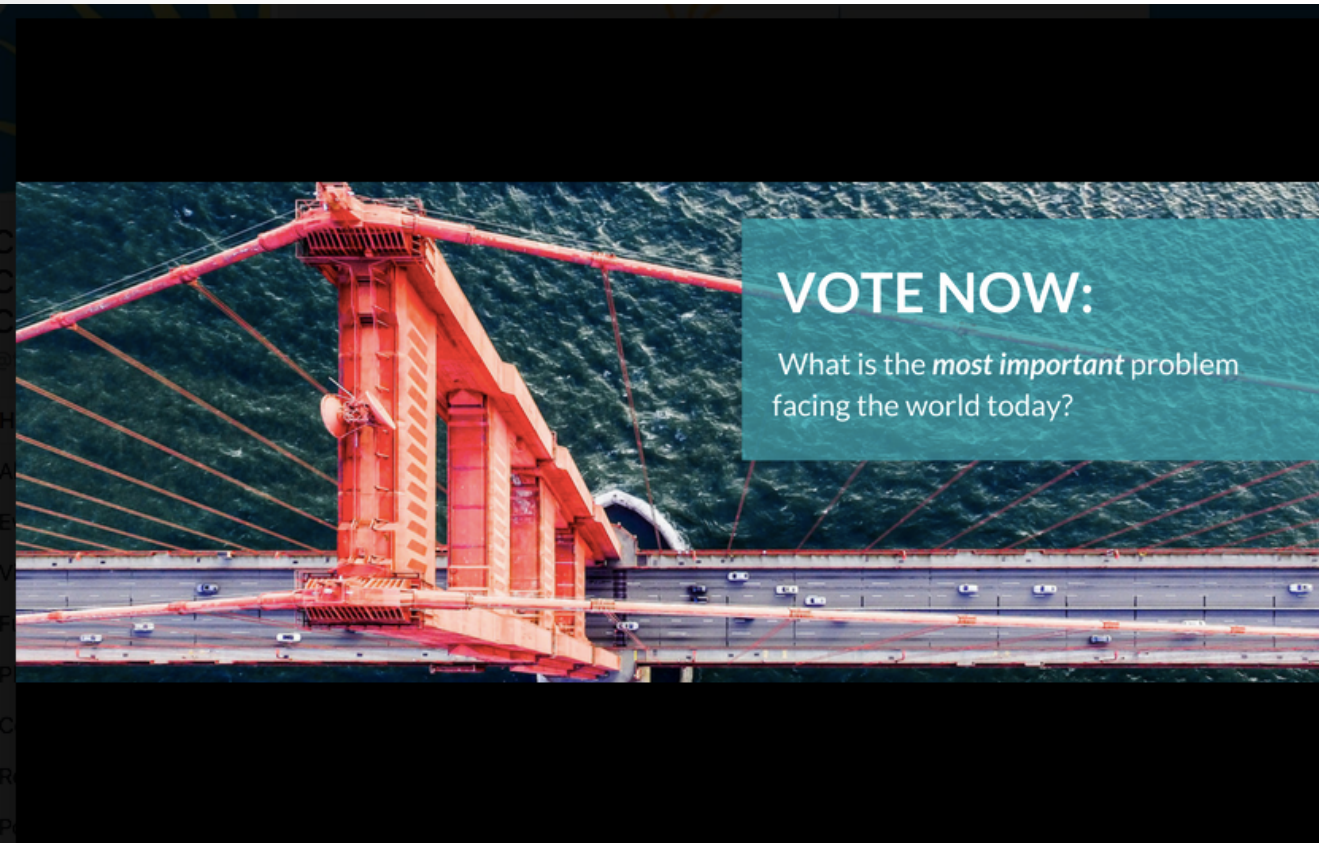
### A NEW HOME FOR BIG IDEAS

Become a member and receive FREE admission and discounts to more than 450 events. Plus exclusive member-only invitations!

[Join Today](#)



# Facebook Cover Photo



Commonwealth Club of California

Page Liked · August 1 · Edited ·

What do you think? What is the most important problem facing the world today? Vote now at: <http://woobox.com/3rpjar> and see how your answer compares to others! #UncommonThinking — at [Golden Gate Bridge](#).

Like Comment Share

301

Top Comments ▾

21 Shares

33 Comments



Commonwealth Club of California Thank you to everyone who has taken the time to comment. We truly appreciate your thoughts on this topic and look forward to keeping the dialogue open. If you haven't voted yet, our poll will remain open through August 15th. Vote now at: <http://woobox.com/3rpjar>



Write a comment...





# #UncommonThinking



# Social Ads & Landing Pages



Sponsored · 🌐

👍 Like Page

"Failure is not the opposite of success. It is the stepping stone."

Click to see more of Arianna Huffington's #UncommonThinking.

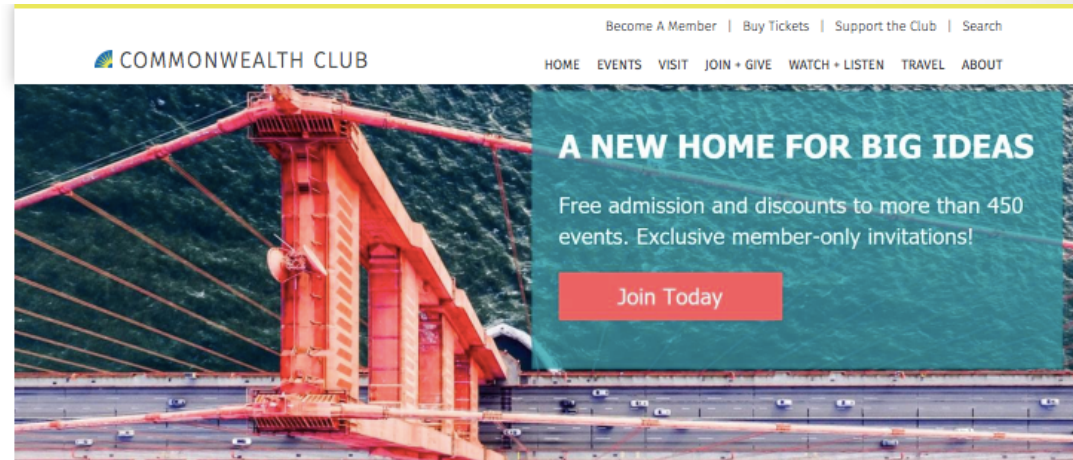


Get the Full Story Here.

The Commonwealth Club of California is the nation's oldest and largest public affairs forum.

COMMONWEALTHCLUB.ORG

Learn More



#UncommonThinking with Arianna Huffington:  
"Failure is not the opposite of success. It is the stepping stone."

Watch the video clip below to see more about why media entrepreneur and author Arianna Huffington thinks people should take encouragement from every failure—and why taking risks is so important.



# Membership Messaging

## A NEW HOME FOR BIG IDEAS

What is The Commonwealth Club? The Commonwealth Club of California is the nation's oldest and largest public affairs forum. Every year, we present more than 450 programs on topics ranging across politics, culture, society and the economy.

Joining The Commonwealth Club opens up a whole new world of learning opportunities and the chance to interact with not only today's headline makers, but also fellow highly informed and involved citizens. [Join us!](#)

### BECOME A CHARTER MEMBER TODAY!



Free admission and discounts to more than 450 events



Exclusive access to special members-only programs



48-hours advance notice to our most popular programs

### WHY I'M A MEMBER

"Every event I have attended has enlightened me in new ways, and the podcasts of those I cannot attend are fascinating. I am enjoying the people I am meeting and love participating in an organization in S.F., where I was born."

### CONNECT WITH THE CLUB



### BE THE FIRST TO KNOW

Sign up for Club emails and keep up to date with our top picks for upcoming speakers, forums and special events.



# Membership Ads & Landing Page

**Commonwealth Club of California**  
Sponsored · 🌟

Like Page

Every year, we present forums on topics ranging across politics, culture, society and the economy. Join today and receive free admission and discounts to more than 450 events plus exclusive member-only invitations!



**CELEBRATE OUR GRAND OPENING**  
A NEW HOME FOR IDEAS

Become a Charter member today!  
The Commonwealth Club opens up a whole new world of learning opportunities and the chance to interact with not only today's headline makers, but also fellow highly informed and involved citizens.

[Learn More](#)

JOIN.COMMONWEALTHCLUB.ORG

**Commonwealth Club of California**  
Sponsored · 🌟

Like Page

Join the golden-haired, curly-headed half of Simon & Garfunkel for an intimate conversation at the historic Castro Theatre as he celebrates the release of his new memoir, What Is It All but Luminous. Every year, we present forums on topics ranging across politics, culture, society and the economy. Join today and receive free admission and discounts to more than 450 events plus exclusive member-only invitations!



**AN EVENING WITH MUSIC LEGEND ART GARFUNKEL**

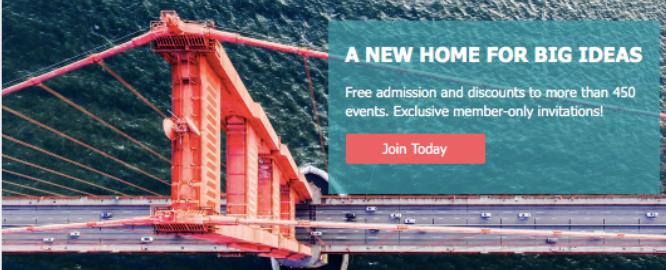
WED, OCT 11 / 7:00 PM  
The Commonwealth Club

Become a Charter member today!  
The Commonwealth Club opens up a whole new world of learning opportunities an...

[Learn More](#)

JOIN.COMMONWEALTHCLUB.ORG

**COMMONWEALTH CLUB**



**A NEW HOME FOR BIG IDEAS**  
Free admission and discounts to more than 450 events. Exclusive member-only invitations!

[Join Today](#)

**CHOOSE THE LEVEL THAT MEETS YOUR NEEDS:**

Joining The Commonwealth Club opens up a whole new world of learning opportunities and the chance to interact with not only today's headline makers, but also fellow highly informed and involved citizens.

INDIVIDUAL	JOINT	MOST POPULAR!	VIP CHARTER (BENEFACTOR)
\$110	\$155	\$300	\$1,000
<a href="#">Join Now</a>	<a href="#">Join Now</a>	<a href="#">Join Now</a>	<a href="#">Join Now</a>
<ul style="list-style-type: none"> <li>Receive one free or discounted ticket per event</li> <li>48 hours advance notice to popular programs</li> <li>Discounts up to 60% on ticket prices</li> <li>Exclusive access to members-only events</li> <li>Subscription to the Club's magazine</li> </ul>	<p>This membership is for any two persons at one address. The second person can be a family member, a co-worker or a roommate.</p> <ul style="list-style-type: none"> <li>Receive two free or discounted tickets per event</li> <li>48 hours advance notice to popular programs</li> <li>Discounts up to 60% on ticket prices</li> <li>Exclusive access to members-only events</li> <li>Subscription to the Club's magazine</li> </ul>	<p><b>Show your love for the club.</b></p> <p>This membership is for any two persons at one address. The second person can be a family member, a co-worker or a roommate.</p> <ul style="list-style-type: none"> <li>Help further our efforts as the nation's premier public affairs organization!</li> <li>Receive two free or discounted tickets per event</li> <li>48 hours advance notice to popular programs</li> <li>Discounts up to 60% on ticket prices</li> <li>Exclusive access to</li> </ul>	<p>All of the benefits of the Sponsorship Membership plus:</p> <ul style="list-style-type: none"> <li>Invitation to exclusive private receptions with speakers and Club VIPs (at least six per year)</li> <li>Premier seating in the first few rows</li> <li>One complimentary Individual Membership to give as a gift</li> <li>One complimentary book signed and personalized by the author(s)</li> <li>Two complimentary drink tickets redeemable at the fully stocked bar at our new home at 110 The Embarcadero</li> </ul>

**Celebrate our Grand Opening**

**A NEW HOME FOR BIG IDEAS**

Free admission and discounts to more than 450 events

[Join Today](#)

**COMMONWEALTH CLUB**

**Richard Dawkins: Science in the Soul**

THU, AUG 10 / 7:00 PM  
Santa Clara Convention Center Theater

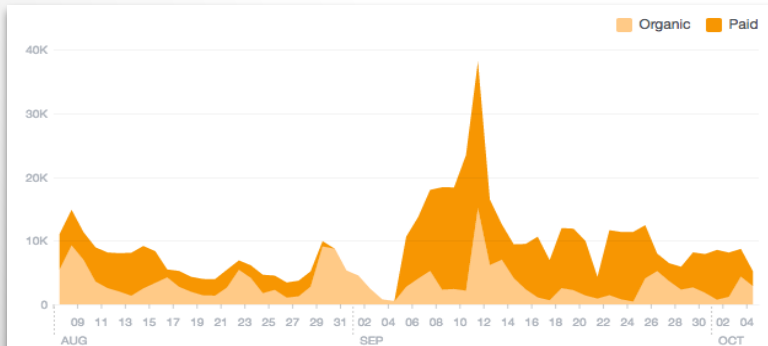
[Get Tickets](#)

**COMMONWEALTH CLUB**

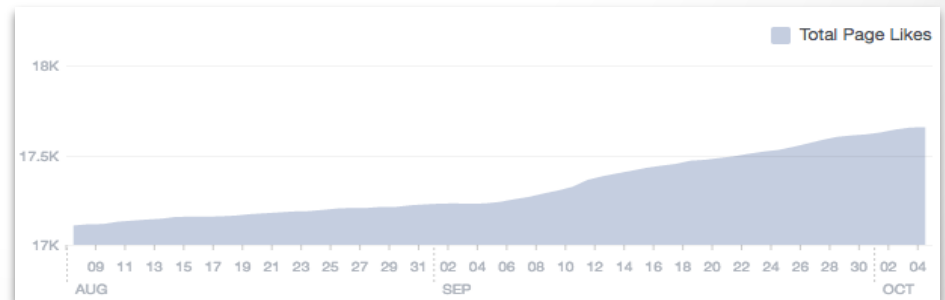
# Results

- Email Append: 26.3% match rate (2,458 emails ≈ \$1.00 to \$1.06 each)
- Display Ads:
  - 286 Viewthrough conversions
  - \$56,465.99 in attributed revenue for membership (385)
  - \$26,651.66 in attributed revenue for events (947)
- Social Media Campaign:
  - 30.96% increase in pageviews (1,398 to #UncommonThinking landing pages)
  - 27.23% of all website traffic from Twitter (234.23% increase over prior period)
  - Growth in membership visibility and followers on Facebook and Twitter

## Reach



## Page Likes



# Lessons Learned & Next Steps

- Allow more lead time for internal buy in
- More education needed for older audiences
- Awareness campaigns helped to keep The Commonwealth Club top of mind and drive sales
- Demonstrated opportunity for social media to grow awareness and membership
- Next Steps:
  - Continue event focused ads and membership evergreen campaign
  - Gift membership messaging
  - 2018 digital planning underway



Rachel Broom  
Director of Development



# Background

- Small organization
- Mission: To preserve and protect Mexican wolves, red wolves and other wild canid species, with purpose and passion, through carefully managed breeding, reintroduction and inspiring education programs.
- Less than 25 employees and 60 active volunteers
- ~50 animals (8 species)
- Organizational Budget is ~1M
- 900K+ Facebook Likes & Followers
- 1,200 Member Households



# Objectives

- First time using Facebook for data capture/participation campaign (pilot program)
- Objectives:
  - Drive awareness and build in-house email database
  - Identify areas for improved user experiences and prepare for technology shifts
  - Increase the average engagement rate in terms of Facebook page likes, shares and comments
  - Increase email list by 3% - 5% (180 – 300 new email addresses)
  - (Long-range) Aim to secure 80 – 120 Adopt-a-Wolf, donations, and/or memberships

# Strategy

- Use new approach to support fundraising and membership acquisition
  - Contest to name a red wolf and be in our Puppy Naming Club
  - Leverage Valentine's Day with "Show your love" messaging
  - Promote Adopt-A-Wolf memberships



# Contest Creative



**We'll announce the  
winner on February 10.**

Show your support for the  
endangered all-American  
Red Wolf by giving someone you  
love a Valentine's Day  
gift of adoption.

#BeOurValentineAdoptUs

**With your sponsorship  
of \$135, you'll receive  
a valuable adoption  
package that includes:**

- A 1-year membership to the  
Endangered Wolf Center
- A free Endangered Preda-Tour  
for four people
- A personalized Certificate  
of Adoption
  - A 4 x 6 color photo
- Bi-annual updates about your  
adopted animal
- A plush animal of your  
adopted species



**SHOP NOW**



# Ads & Organic Posts

**Endangered Wolf Center**    
 Written by Cohn Mark [?] · February 3 · 

Enter to win the chance to give this beauty a name she can howl about for Valentine's Day!



**Endangered Wolf Center**    
 Written by Cohn Mark [?] · February 2 · 

Show Your Love  
 Our spirited two-year-old is looking for a name. Win a chance to name a red wolf with an American dream of hope!

WOODOX.COM

30,702 people react

Like Comment

Juan Lopez, Brian

57 shares

Write a comment



**Name Our Nation's True American Wolf**

The Endangered Wolf Center is granting one lucky winner the chance to name a rare red wolf and become part of her comeback story. Enter to win here!

WOODOX.COM [Learn More](#)

25,443 people reached

Like Comment Share Hootlet

Steven M. McGehee, Carla M Armistead and 301 others [Top Comments](#)



55 shares 21 Comments

Write a comment...

**Endangered Wolf Center**  updated their cover photo.   
 Published by Cohn Mark [?] · February 3 · 

ENTER to win a chance to name our beautiful American Red Wolf! Visit: <http://woobox.com/sc3aim> to enter.



**Endangered Wolf Center**  updated their profile picture.   
 Published by Cohn Mark [?] · February 3 · 

23,486 people

Love

1K

110 shares

Write

Enter to win the chance to name one of our beautiful American Red Wolves! <http://woobox.com/sc3aim>

(Please note, comments will not be accepted as valid entries.)

#NameAnAmericanRedWolf #BeOurValentineAdoptUs #iHeartRedWolves



2,213 people reached [Boost Unavailable](#)

**Endangered Wolf Center**    
 Published by Cohn Mark [?] · February 6 · 

Help us name this beautiful rare wolf! Our nation's true American Red Wolf is on the comeback trail. Help show your support for the endangered all-American girl and her species by giving her a special name. Enter for a chance to win here.


#NameAnAmericanRedWolf #BeOurValentineAdoptUs #iHeartRedWolves



**Name-a-Wolf Contest!**

Who wouldn't love to name an American Red Wolf? Enter for a chance to work with the Endangered Wolf Center team and name an American Red Wolf!

WOODOX.COM

 **Get More Likes, Comments and Shares**  
 Boost this post for \$30 to reach up to 11,000 people.

8,320 people reached [Boost Post](#)

157 16 Comments 18 Shares

Love Comment Share Hootlet

# Technology Shift

- Facebook Live
- Website Usability
- Mobile Friendly Call to Action
- Goal: To be able to offer an ability to donate/engage at the moment of inspiration
- Invest for Growth

# Results

- Achieved our goal of 217 new email opt-ins ( $\approx 4\%$ )
- Demonstrated an opportunity to leverage Facebook
- 319 eligible entries and 277 NEW prospect records
- Raised visibility and contributed to an overall lift in website traffic and donor outreach (planted the seed of supporting)
- Established a baseline for future digital marketing campaigns

Eligible Entries	New Prospects Acquired	New Email Opt-Ins
319	277	217

# Lessons Learned & Next Steps

- Allow more lead time for planning
- Support future campaigns with other marketing and PR efforts
- Numerous Facebook users commented on the posts and ads rather than entering the contest via the contest form
- Continue to nurture new audiences and ask for support
- Track results over time to understand long-range conversion
- Reinvest in a future Facebook campaign and build a base of digital support personas

# Best Benefit

- We met a loyal and devoted family that will be active supporters and ambassadors for our Center's mission







John Lewis

Director of Membership & Guest Experience

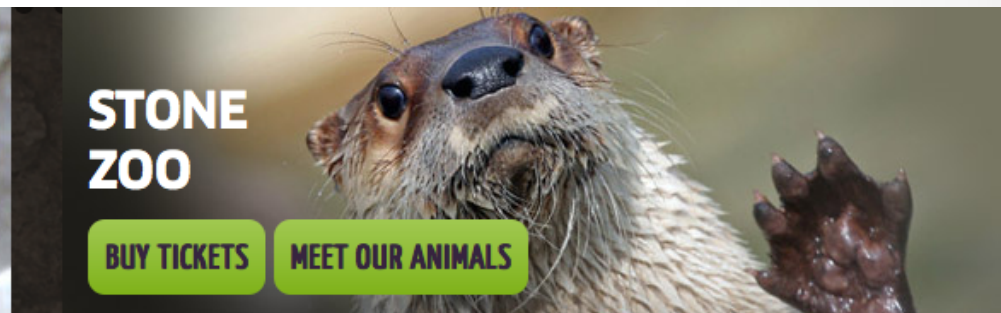
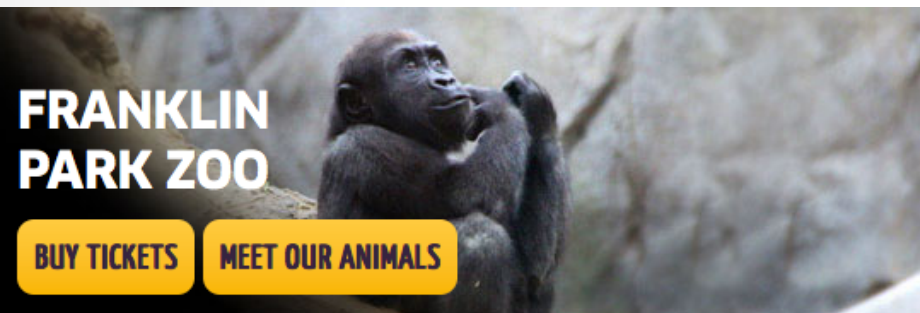


NEW ENGLAND

Franklin Park Zoo • Stone Zoo

# Background

- Two Zoos: Franklin Park Zoo and Stone Zoo
- 17,000 Member Households



# Strategy

- 2014: Focused on email list building
  - From 29,545 in 2014 to 90,595 active subscribers in 2016
- 2015: Aggressively added email marketing
- 2016: Added digital to membership acquisition
  - 16,989 member households – an all time high!
  - Even though **challenged by** closure of major exhibit for construction and decrease in attendance
- 2017: Tried new digital strategy leveraging local radio station partner for contest and added Facebook ads for membership acquisition

# 2016 Ad Creative

A vertical advertisement featuring a black bear in the top half and a lion in the bottom half. A green banner with the text "MORE NEW FRIENDS" is positioned between the two images. At the bottom, there is a yellow button with "COME SEE US" and the "ZOO NEW ENGLAND" logo with the text "Franklin Park Zoo • Stone Zoo" below it.

A vertical advertisement featuring a sloth in the top half and a goat in the bottom half. A green banner with the text "2x THE ZOOS" is positioned between the two images. At the bottom, there is a yellow button with "JOIN NOW" and the "ZOO NEW ENGLAND" logo with the text "Franklin Park Zoo • Stone Zoo" below it.

A square advertisement divided into four quadrants. The top-left quadrant is green with the text "MORE NEW FRIENDS". The top-right quadrant shows a lion. The bottom-left quadrant shows a bear. The bottom-right quadrant is white with a yellow banner that says "COME SEE US" and the "ZOO NEW ENGLAND" logo with the text "Franklin Park Zoo • Stone Zoo" below it.

A square advertisement divided into four quadrants. The top-left quadrant is green with the text "2x THE ZOOS". The top-right quadrant shows a goat with the text "FRANKLIN PARK ZOO" in the top right corner. The bottom-left quadrant shows a sloth with the text "STONE ZOO" in the bottom left corner. The bottom-right quadrant is white with a yellow banner that says "JOIN NOW" and the "ZOO NEW ENGLAND" logo with the text "Franklin Park Zoo • Stone Zoo" below it.

A horizontal advertisement featuring a sloth on the left and a goat on the right. A green banner with the text "2x THE ZOOS" is positioned between them. At the bottom, there is a yellow button with "JOIN NOW" and the "ZOO NEW ENGLAND" logo with the text "Franklin Park Zoo • Stone Zoo" below it.

# 2016 Holiday Gift Membership Campaign

## ZOO NEW ENGLAND'S WILD GIFT GIVEAWAY

Tell us who you would take to the Zoo this holiday season and you could win two Zoo New England Wild Gift Prize Packs—one for yourself and one to give to a friend.



COMPLETE THE FORM BELOW TO ENTER

THANKS FOR ENTERING!

We'll announce the winner on December 12

### HOLIDAY MEMBERSHIP OFFER

#### GET-ONE-GIVE-ONE

Family membership plus two tickets to ZooLights.

Discount on gift membership:

- . \$160 \$139 Friends,
- . \$140 \$125 Family Plus,
- . \$110 \$99 Family,
- . \$95 \$90 Dual,
- . \$80 \$75 Individual

SHOP NOW



Dec 2016

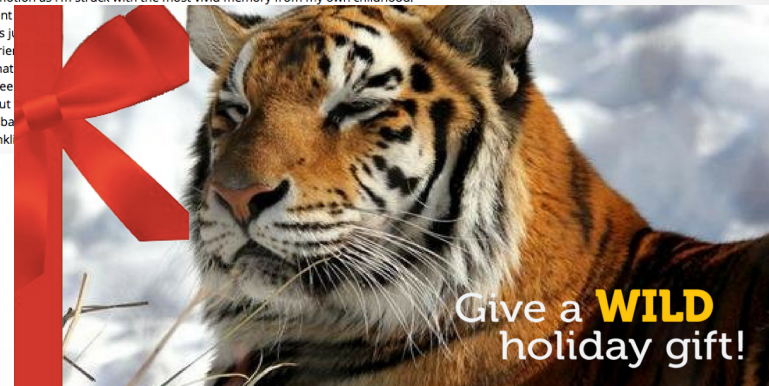
## ZOO NEW ENGLAND'S WILD GIFT GIVEAWAY: WIN A MEMBERSHIP FOR YOU & A FRIEND

By KQuinn / 0 / animals, boston, buy one get one, children, contest / Permalink



We push past the wrought iron gates and enter the park. My kids are brimming with excitement as they start to point in all different directions, debating on where to go first. I notice parents trotting after their little ones who have started to make their way across the grassy knoll to a lookout platform. An earthy mineral smell with a hint of popcorn tinges my nose. Everything turns to slow motion as I'm struck with the most vivid memory from my own childhood:

standing in front together. I was just feelings, and friends of needs. In that watch on a screen little voice shout help bring me back day at the Frankl

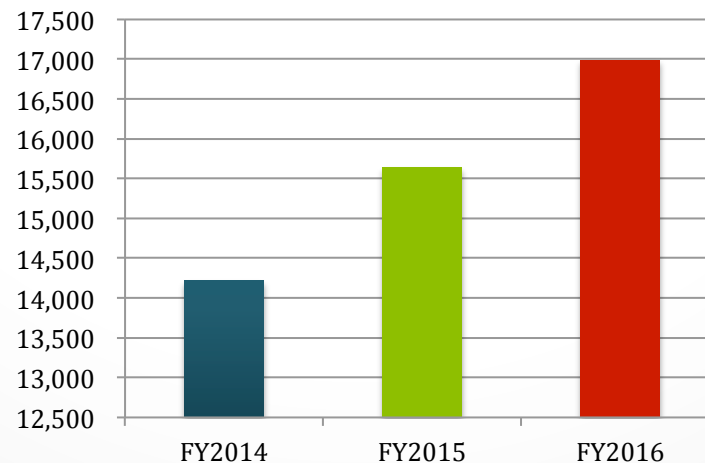


Give a **WILD** holiday gift!

# 2016 Results

- Display Ads: 583 view through conversions
- Contest:
  - 695 qualified entries — 66% from new prospects!
  - 81% opt-ins for email — 461 NEW email addresses
- 12% growth in membership revenue

## Membership Households



# 2017 Creative

More Stations By Location ▾ SIGN UP FOR NEWSLETTERS

Log In Register Search

**Mix 104.1**  
BOSTON'S BEST VARIETY

HOME MUSIC K&K ON-AIR PLAYLIST PHOTOS CONTESTS EVENTS

**ZOO NEW ENGLAND'S MEMORY MAKER GIVEAWAY**

Enter to win one of three amazing prizes including a behind the scenes tour to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, a birthday party at the Zoo, or a Family Membership to Zoo New England!

**CASH CODE: Ten Chances To Win \$1,000 CASH Every Weekday!**

NEW ENGLAND  
Franklin Park Zoo • Stone Zoo

Waiting for rtaxcriteo.com...

**We'll announce the winner on May 9, 2017**

**Membership Offer**


Sign up for a Zoo Membership by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!

**JOIN TODAY ▶**

**ZOO**  
NEW ENGLAND  
Franklin Park Zoo • Stone Zoo

**Franklin Park Zoo**  
Sponsored · 🌐 Like Page

Go behind the scenes to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, host your next birthday party at the Zoo, or spend the year making memories with a Family Membership to Zoo New England (Franklin Park Zoo and Stone Zoo)!



**Enter to Win!**

Tell us who you would take to the Zoo to make your experience more memorable!

WOOBX.COM [Learn More](#)

**Stone Zoo**  
Sponsored · 🌐 Like Page

Go behind the scenes to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, host your next birthday party at the Zoo, or spend the year making memories with a Family Membership to Zoo New England (Franklin Park Zoo and Stone Zoo)!



**Enter to Win!**

Tell us who you would take to the Zoo to make your experience more memorable!

WOOBX.COM [Learn More](#)

**Mix 104.1 is with Franklin Park Zoo.**  
Sponsored (demo) · 🌐 Like Page

Go behind the scenes to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, host your next birthday party at the Zoo, or spend the year making memories with a Family Membership to Zoo New England (Franklin Park Zoo and Stone Zoo)!



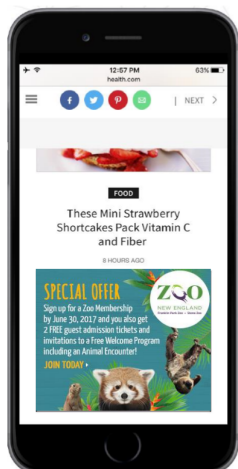
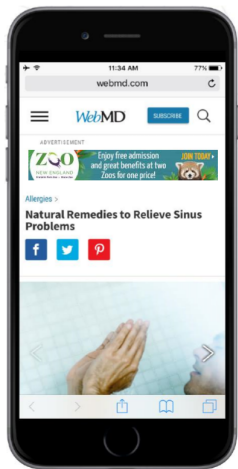
**Enter to Win!**

Tell us who you would take to the Zoo to make your experience more memorable!

WOOBX.COM [Learn More](#)

👤 You and 70 others 11 Comments 14 Shares

# 2017 Membership Ads



Stone Zoo

Go to Business Manager to manage this Page.

**SPECIAL MEMBERSHIP OFFER**  
Enjoy free admission and great benefits at two Zoos for one price!

Like Follow Send Message ... Donate

Featured For You

Zoo in Stoneham, Massachusetts  
4.1 ★★★★★ - Closed Now

Community

Invite your friends to like this Page

22,533 people like this

22,058 people follow this

59,494 people have visited

About See All

Write something on this Page

**ZOO NEW ENGLAND**  
MEMBERSHIP OFFER - Stone Zoo

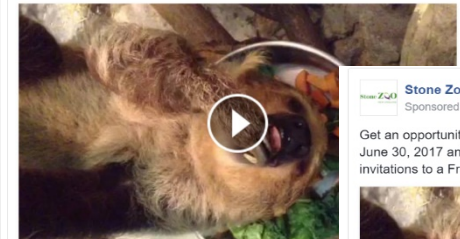
**Enjoy free admission and great benefits at two Zoos for one price!**  
You can now discover and learn like never before at the all-new Children's Zoo!

Sign up by **June 30, 2017** and you also get **2 FREE** guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!

**JOIN NOW AND SAVE!**

**Franklin Park Zoo**  
Sponsored

Get an opportunity to hang out with the sloths and other wild friends. Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!

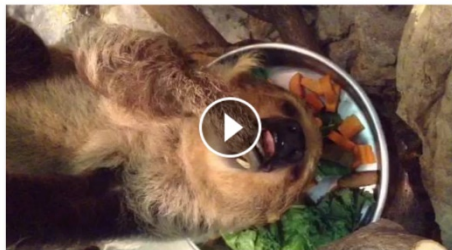


### Limited Time Membership Offer

Enjoy free admission and great benefits at two Zoos for one price!

**Stone Zoo**  
Sponsored

Get an opportunity to hang out with the sloths and other wild friends. Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!



### Limited Time Membership Offer

Enjoy free admission and great benefits at two Zoos for one price!

[Learn More](#)

**Mix 104.1 is with Franklin Park Zoo.**  
Sponsored (demo)

Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter at Stone Zoo and Franklin Park Zoo!



### Limited Time Membership Offer!

Get an opportunity to hang out with sloth and other wild friends at The Stone Zoo and Franklin Park Zoo.

[Learn More](#)

68

6 Comments 15 Shares 8.5K Views

### Every Membership Includes:

- FREE daytime admission at Franklin Park Zoo
- FREE daytime admission at Stone Zoo
- Discounted admission to more than 140 reciprocal zoos and aquariums nationwide
- EXPRESS ENTRY on most high attendance days
- Invitations to members-only events
- FREE subscription to e-newsletter, Wild Words
- Discounts on party and event rentals
- Discounted tickets to ZooLights, Stone Zoo's beloved holiday light show
- Discounted tickets to Midnight Zoo, Franklin Park Zoo's Halloween event
- Discounts on Wild Adventures education programs
- 10% off at Zoo New England food and gift shops
- Invitation to a FREE Welcome Program including an Animal Encounter



### Do the Math

Your \$99 Family membership more than pays for itself!

One visit to Franklin Park Zoo \$18  
One visit to Stone Zoo \$18  
Just one visit to each Zoo \$36

Family Plus and Friend members give events access!  
Setup done on for a group of four with two adults and two children.

**JOIN NOW!**

Family \$110 \$99	Family Plus \$140 \$125	Friend \$160 \$139
<a href="#">JOIN NOW</a>	<a href="#">JOIN NOW</a>	<a href="#">JOIN NOW</a>
- Benefits for 2 named adults and 4 children	- Benefits for 2 named adults, 4 children, plus 2 accompanying guests	- Benefits for 3 named adults, 4 children, and 2 accompanying guests including 4 Free ride tickets with this offer



# 2016-2017 Results

- 2017 Contest:
  - 516 total entries (507 qualified)
  - 408 opt-ins for email (81%)
  - 501 NEW contacts to database (97%)
- 1,951 tracked website conversions from 2017 ads
- 87 attributed sales matched back from 2016/2017 contests
- 103 website visits driven from campaign landing page
- Acquired new members from new sources
- Created an additional touch point to enhance recall

# Lessons Learned & Next Steps

- Set-up Google Analytics conversion goals to support improved tracking
- Continue to experiment with digital channels and different partners to see what works best
- Reengage Mommy Blogger for future campaigns
- Create “money can’t buy” experiences for prizes
- Allow for more lead time to ensure best possible strategy
- Leverage Facebook page cover photos as membership ad placements



Lynn Swain  
Director of Development



CORNELL  
BOTANIC  
GARDENS

# Background

The **Cornell** Lab  of Ornithology

- Significant growth
- 28,000 to 100,000 supporters in 5 years
- 50% of revenue online

# Strategy

- Cornell Lab of Ornithology implemented an integrated membership marketing strategy, including using online leads to generate direct mail results
- Hotlist is a tool through which donors enter and engage in your content marketing; it is up to you to retain them, elevate their interest and grow their commitment.

# The “Hotlist”

## Content Marketing & List Building

- A terrible package or solicitation to the right person has greater likelihood of success than a great package or solicitation to the wrong person.
- From the direct marketing perspective, a Hotlist is...
  - A segment of a mailing list that represents people who have recent transactions with the list owner.
- Digital marketing makes building your own Hotlist easier and more effective.

# Past: Living Bird Magazine

**Around the Lab**

## An Epic Mission Q&A with Tim Laman

In 2001, renowned National Geographic award-winning photographer Tim Laman embarked on an epic eight-year mission to document, for the first time, all 19 species of birds of paradise with his recent partner, Cornell Lab biologist Robert Soligo (see page 20). Together they conducted 18 expeditions to remote mountain villages, mostly in New Guinea. At the project's conclusion, the fall will see a book, a National Geographic article, a television documentary, a museum exhibition, and a national geology trail. Laman paired us with Robert to help the birds of paradise "come alive" and understand the urgent need to conserve the world's biodiversity in wild, beautiful places.

—Pat Leonard

**How did you first get involved in the birds of paradise project?**

While researching a story about the National Geographic in 2003, I learned about Ed Scholer's work using digital video to document and study the courtship behaviors of New Guinea's birds of paradise. When we met, it became obvious that it would be great to team up.

**How much gear do you take on these expeditions?**

Typically I have about 250 to 300 pounds of gear, which includes 50 to 70 pounds of climbing equipment. Then there's camera equipment, camping gear, computers, a small generator, and lots of batteries. We had three classic expeditions with a line of 20 porters from local villages carrying the gear.

**Can you give me an example of a really complicated shoot?**

To photograph the Greater Bird of Paradise, I built a hide in a tree adjacent to the branch where the birds had been displaying. Then I climbed that tree and rigged up a camera hidden in big leaves

attached together to form a pocket—we called it the "leaf-cam." I ran a cable from the camera to the other tree and controlled it from my laptop in the hide. I had to put the gear in place and it rains every day because of the mountain's steep slopes.

**It shows a really dramatic scene. That's a single bird of paradise in an open area. How did you get that shot?**

That's a single bird of paradise in an open area. How did you get that shot?

bring examples of the birds to the lab. We got a lot of examples of the birds to the lab. We got a lot of examples of the birds to the lab.



**LIVING BIRD**  
Cornell Lab of Ornithology  
WINTER 2011

**Following the birds that follow the ants**  
DNA analysis sheds light on evolution of this unique behavior

**W**hen thousands of army ants go on the march, Central and South American spidersense must with hordes of other insects and small creatures scrambling to get out of the way. Many species of birds have learned that following the marching ants means a feast, and over millions of years of evolution some species have lost their ability to feel that any other way.

Using modern genetic techniques, a new study has revealed the evolutionary path of following behavior in the tropical antbirds and flycatchers. The behavior has become more and more specialized—so the point where some species depend entirely on ant swarms, these are the "specialists" of army ant following.

"These birds depend almost solely on one species of army ant, called Eciton burchardi," says study author Todd Swanson. "This makes the professional army-ant followers sensitive to many of the very real threats to this ecosystem, like deforestation, global warming, and other similar issues."

Swanson, assistant director of genetic resources at the Cornell University Museum of Natural Science, led the research team whose findings appear in Science and Behavioral Ecology journal. He had become interested in army ant following behavior in birds while working in Peru assisting their graduate student Ben Rosenberg, now director of conservation science at the Cornell Lab of Ornithology, and a co-author of the study.

"What's exciting to me is that we now know army ant following behavior has evolved a couple of different times in different groups of antbirds," says Rosenberg, "but once it evolved the behavior never disappeared. It just became more and more pronounced in some species and became what we call 'obligate' behavior. If these birds don't find an army ant swarm they don't know how to feed."

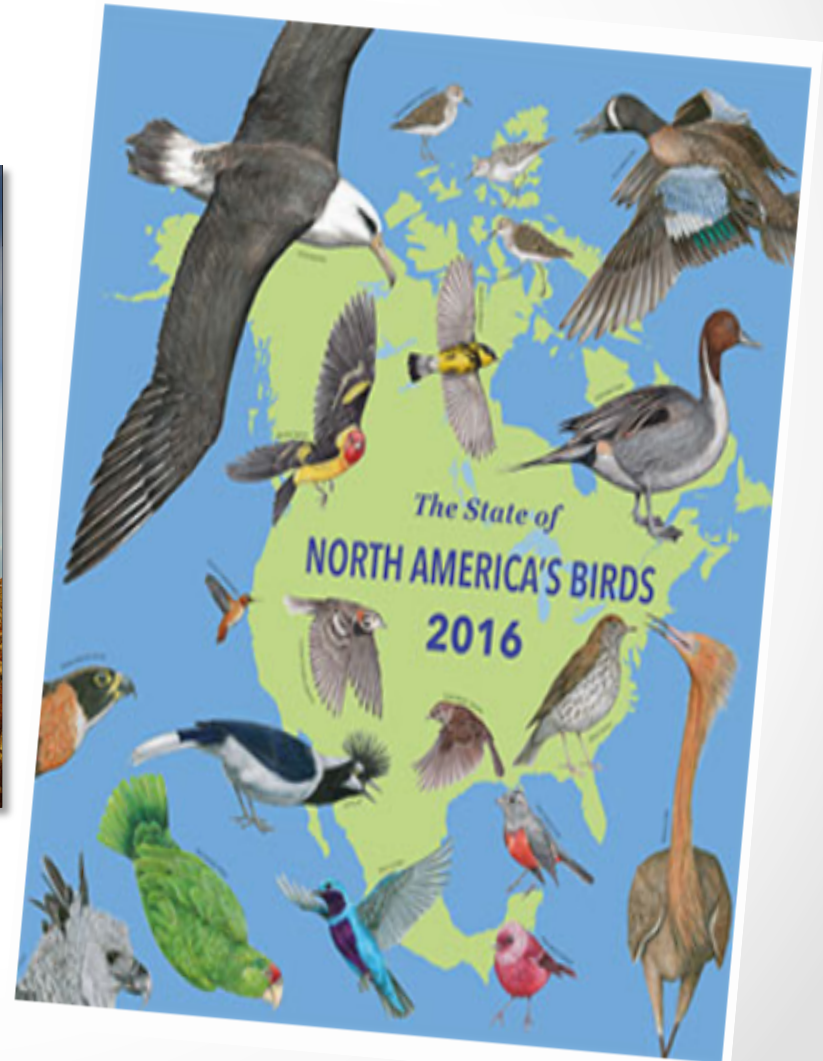
"If anything affects the ant population, it could be devastating for these birds," says Swanson. "But what is perhaps most surprising is that, despite the birds' dependence on one particular ant species, the specialized line persisted for millions of years."

"Nature is like a giant game piece," says Rosenberg. "The ecology, the environment, the evolution of behavior over time—now we have a technique to do that, so this genetic playset, placed on its board at the world through a whole new window."

—Pat Leonard

*12 Living Bird / Winter 2011*

# Today: Science and Outreach





# #1 Bird Website + Lead Capture

The screenshot shows the homepage of 'All About Birds' by The Cornell Lab of Ornithology. At the top, there are navigation links for 'Topics' and 'Search', and buttons for 'Get eNews' and 'Support the Lab'. The main heading is 'All About Birds'. Below this, a large banner features a Baltimore Oriole with the text 'Welcome Your Online Guide To Birds And Bird Watching'. A search bar is present with a 'Go' button. Below the banner, there are several featured articles, including 'Living Bird Summer 2016—Table Of Contents' and '9 Ways People Have Used eBird Data to Make Conservation Happen'. A Google search bar is overlaid on the page with the query 'cardinal sounds'.

This block shows the Google search results for the query 'cardinal sounds'. The search bar at the top shows the query and a magnifying glass icon. Below the search bar, it indicates 'About 863,000 results (0.46 seconds)'. The top result is 'Northern Cardinal Sounds - AllAboutBirds.org' with a link to 'www.allaboutbirds.org/'. Below the result, there is a snippet of text: 'Audio, Facts, and Images from the Bird Experts at the Cornell Lab Join The Cornell Lab · Birding Basics'.

This block shows the Google search results for the query 'warbler id'. The search bar at the top shows the query and a magnifying glass icon. Below the search bar, it indicates 'About 500,000 results (0.97 seconds)'. The top result is 'Warbler ID - Warbler Identification Pictures - AllAboutBirds.org' with a link to 'www.allaboutbirds.org/'. Below the result, there is a snippet of text: 'Download the Free Photo Guide.' and links for 'Birding Basics', 'eNews Subscriptions', 'Free Merlin Bird ID App', and 'Join The Cornell Lab'.

This is a promotional banner for 'Warbler ID Guides'. It features a close-up image of a yellow warbler with its beak open. The text on the right says 'Want to Identify Warblers? Download Warbler ID Guides' and includes a button with the URL 'bit.ly/IDwarblers'. At the bottom right, it says '© Laura Erickson'.

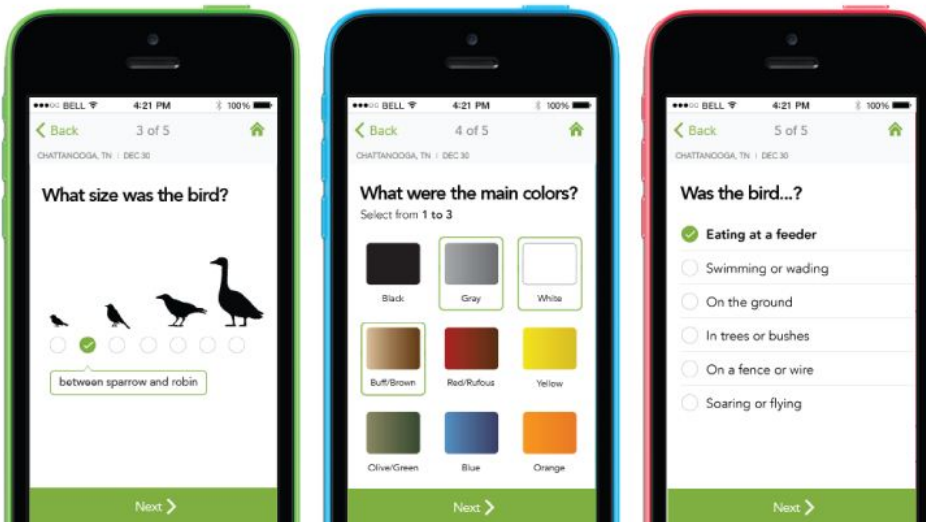
This screenshot shows the search page of 'All About Birds'. At the top, there is a navigation bar with 'The Cornell Lab of Ornithology' logo and 'All About Birds' text. Below this, there is a search bar with a 'Find' button. The search bar contains the text 'Search in: Website Bird Guide'. Below the search bar, there are several tabs: 'Bird Guide', 'Bird Cams', 'Birding Basics', 'Living Bird', and 'Get Involved'. The 'Bird Guide' tab is selected. Below the tabs, there is a 'Search Our Bird Guide' section with a search bar and a 'Find' button. Below this, there is a section for 'MOST POPULAR BIRDS' with a grid of bird images and their names: Northern Cardinal, Black-capped Chickadee, Red-tailed Hawk, Osprey, Peregrine Falcon, American Robin, Black Phoebe, and Blue Jay. On the right side, there is a sidebar with a 'Sign Up Now' button and a 'GREATNESS. DEFINED. MONARCH' advertisement for Nikon binoculars.

# Merlin Bird ID App



## Bird ID Wizard—Step-by-step

Answer five simple questions about a bird you are trying to identify and Merlin will come up with a list of possible matches. Merlin offers quick identification help for beginning and intermediate bird watchers to learn about North America's most common birds!



**CNN politics** 🔍 ☰

Donald Trump is looking for a big enough win to lock [Ted Cruz](#) and [John Kasich](#) out of New York's 95 delegates. And [Hillary Clinton](#) will try to show [Bernie Sanders](#) that besting her in coastal states is a tall order.

Try our free app  
**Merlin Bird ID**

[Download Now](#)

TheCornellLab

Advertisement

Here are five things to watch Tuesday:

# Address Capture Online

## Download the NestWatch Pocket Guide

### Learn More About Nesting Birds!

This pocket guide will help you find and identify nests of six common bird species. It comes as a PDF file that you can view online or print at home.

Species included in the pocket guide:

- American Robin
- Northern Mockingbird
- Northern Cardinal
- Mourning Dove
- Barn Swallow
- House Finch



You'll also learn how you can participate in NestWatch, a citizen-science project that needs people like you to help track the nesting success of birds.

By providing your email address you will be added to our monthly Cornell Lab eNewsletter. You can manage your subscriptions or unsubscribe at any time. We will not share your email address with any other organizations.

First Name\*

Last Name\*

Email (We'll send you our monthly eNews about birds and conservation. You can unsubscribe at any time. [Privacy policy](#))\*

Street Address

Address Line 2

City

State/Province (Please Select)

Postal Zip Code

Country

# Hotline Packages

The Cornell Lab of Ornithology

Cornell University  
159 Sapsucker Woods Road  
Ithaca, New York 14850-1999  
birds.cornell.edu

\$24 introductory offer!

FREE gift inside. Open and SAVE!



Common Yellowthroat  
by Donald Maclell

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
CORNELL  
UNIVERSITY

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((133 Main Street))  
((123 Main Street))  
((123 Main Street))  
((AnyCity, NY 00000))  
ID#

Yes, I'm for the birds!

- \$24 special introductory Membership offer, valid through July 31, 2015
- \$41 Supporter *Now only \$39, including Living Bird magazine!*
- \$60 Family\*  \$250 Patron\*  Gift membership
- \$84 Contributor\*  \$500 Sponsor\*  Other \$\_\_\_\_\_
- \$120 Guardian\*



Printed on SFI Certified Paper with soy ink.

((Mr. James Donor))  
((133 Main Street))  
((123 Main Street))  
((123 Main Street))  
((AnyCity, NY 00000))  
ID# Source code

Please make any corrections to your name and address above.  
Spell out your first name if it appears as initials.

JOIN TODAY!

- Call 866-989-2473 or sign up online at [birds.cornell.edu/discount](http://birds.cornell.edu/discount)
- My check is enclosed, payable to the Cornell Lab of Ornithology.
- Please charge my credit card:

Total amount \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Card # \_\_\_\_\_  
Signature \_\_\_\_\_

Here's my email address:  
Please correct or add your email address to receive digital communications from the Lab,  
including Living Bird in digital format.

- Please send me Living Bird digital format ONLY.
- \*My Membership Gift:
- Please do not send a free gift and have more of my contribution support the Lab.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

The Cornell Lab of Ornithology  
159 Sapsucker Woods Road • Ithaca, New York 14850-1999 • [birds.cornell.edu](http://birds.cornell.edu)

**Gift memberships:**  
Please use the form below. Your membership gift is tax-deductible as permissible by law.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Gift card message \_\_\_\_\_  
From \_\_\_\_\_  
Your friend will receive an announcement of your gift and we will send you a receipt when we've processed your request.

The Cornell Lab of Ornithology

159 Sapsucker Woods Road • Ithaca, New York 14850 • 866-989-2473 • [birds.cornell.edu](http://birds.cornell.edu)

Here's your one-time opportunity to PROTECT BIRDS and join as a member of the Cornell Lab for an amazing introductory rate of just \$24!

Dear friend,  
On a recent autumn night I stood outside my home, looking at the stars and listening to the faint, high-pitched noises of birds above. A river of birds was passing overhead in the darkness!

I heard Swainson's Thrushes, sounding like falling spring peepers as they headed for the Andes, and Wood Thrushes emitting their way to the forests of Guatemala. I even heard the calls of warblers, grosbeaks, sparrows, and tanagers—all heading for their wintering grounds in the tropics.

Marvelling at this applesauce river of birds, I wondered how it sounded a few decades ago, when hundreds of millions more birds took part in these annual migrations.

*Sadly, the number of birds migrating across the Gulf of Mexico has diminished by half since the 1960s.*

**Please join us in helping the birds.**  
Unfortunately, birds today face an onslaught of environmental hazards, habitat destruction and degradation and a toll even on our most common species every day—in oceans, grasslands, forests, and our own neighborhoods.

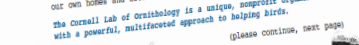
**Because you care about birds, I'm inviting you to become a member of the Cornell Lab of Ornithology today.**  
For just \$24, you can share in the excitement of bird watching and scientific discovery—and help ensure that the river of birds will flow across North America for generations to come.

*The data are shocking. One of our most familiar forest-dwelling songbirds, the Wood Thrush, has declined by more than 50 percent since 1966. Songbird headcounts have declined by 70 percent. Thankfully these birds still number in the millions, but they need our help now.*

**As a member of the Cornell Lab of Ornithology, you'll be part of the solution.**  
Today you can advance our efforts to understand and protect birds around our own homes and around the world.

The Cornell Lab of Ornithology is a unique, nonprofit organization with a powerful, multifaceted approach to helping birds.

(please continue, next page)



The Cornell Lab of Ornithology

Cornell University  
159 Sapsucker Woods Road  
Ithaca, New York 14850-1999  
birds.cornell.edu

Member Benefits Enclosed

FULL NAME  
COMPANY  
ALT ADDR 1  
DELADDR  
CITY STATE ZIPCODE  
ID#

**FREE BOOKMARK INSIDE!**  
Please complete and return the enclosed form to receive your members-only subscription to Living Bird magazine.

NONPROFIT ORG.  
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PAID  
CORNELL  
UNIVERSITY

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MEMBERSHIP ENROLLMENT FORM

Reply by: XXXX/XX

SUPPORTING MEMBERSHIP	YOUR RATE	OTHER
\$44 SAVE \$5.00	\$39	

3 WAYS TO JOIN  
• Online. Just mail me the form!  
• By check. Mail out to the Cornell Lab of Ornithology.  
• By credit card.

See answer for additional levels and benefits.

ID# \_\_\_\_\_ Source code \_\_\_\_\_

FULL NAME  
COMPANY  
ALT ADDR 1  
DELADDR  
CITY STATE ZIPCODE  
ID#

See answer for additional levels and benefits.

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please do not send my gift, only send Living Bird.

Please send me Living Bird in digital format ONLY.

Submit to: [MEMBERSHIP@CORNELL.ORG](http://MEMBERSHIP@CORNELL.ORG)

Additional form rules here.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

The Cornell Lab of Ornithology  
159 Sapsucker Woods Road • Ithaca, New York 14850 • 866-989-2473 • [birds.cornell.edu](http://birds.cornell.edu)

MEMBER ELECT. (Many Prospects)

DESCRIPTION	STATEMENT OF BENEFITS	AMOUNT
<input checked="" type="checkbox"/> A full year of Cornell Lab membership at the Supporter level. <i>Critical time offer!</i>		\$44 (\$39)
<input checked="" type="checkbox"/> One-year subscription to Living Bird, regarded as the most elegant of today's nature magazines. Your membership also gives you free access to the Living Bird digital for web browsers and mobile devices.	Included	
<input checked="" type="checkbox"/> Free BirdNotes from our popular information series: Migration Mysteries, PAOs, Winter Bird Feeding, Attracting Hummingbirds, and Creating a Garden for Birds.	Included	
<input checked="" type="checkbox"/> eNewsletter with the latest scientific discoveries and news.	Included	
<input checked="" type="checkbox"/> Discounts on citizen-science projects and courses on birds.	Included	
<input checked="" type="checkbox"/> Discounts on purchases from Wild Birds Unlimited at Sapsucker Woods (online and in store).	Included	
<input checked="" type="checkbox"/> Bird bookmark featuring our award-winning site <a href="http://allaboutbirds.org">allaboutbirds.org</a> .	Included	
<input checked="" type="checkbox"/> The satisfaction of sharing in the excitement of bird watching and scientific discovery—while you help ensure the conservation of birds and habitats.	Included	
<input checked="" type="checkbox"/> Free gift at the Family level and above.		

See reverse...

# Calendar



The Cornell Lab of Ornithology

**2017**  
**CALENDAR**

A YEAR WITH BIRDS

# Results - Response

- **Benchmark 0.50%**
- Overall 1.36% response rate
- Magazine membership offer best returns
- BirdCam viewers highly responsive (up to 7.29% on one package)
- Sound downloads respectable (0.65% average)
- Address append to email list yielded 0.58% response

# Results - LTV

## HOTLINE

- **\$80.49** = Cost to acquire
- **\$46.82** = Average gift
- **\$162.80** = 4 year revenue
  
- **NET = \$82.31**

## RENTED LISTS

- **\$110.59** = Cost to acquire
- **\$53.78** = Average gift
- **\$193.56** = 4 year revenue
  
- **NET = \$82.97**

# Lessons Learned & Next Steps

- Direct mail is NOT dead in the digital age
- Address capture does not turn off donors
- If they give you an address, MAIL THEM!
- Have a plan that includes testing and analysis
- There is tremendous opportunity



Q&A