

**Using Challenges
and Current
Circumstances
to Build Your
Membership
and Annual Giving
Program**

**American Museum
Membership Conference**

Seattle, Washington
November 7, 2017



Presenters



Martha Ernst, Vice President
Daniller + Company



Hailey Conneely, Membership Director
Isabella Stewart Gardner Museum



Sarah Scates, Membership Manager
Oakland Zoo



Carolyn Higgins, Membership Manager
National Museum of Women in the Arts

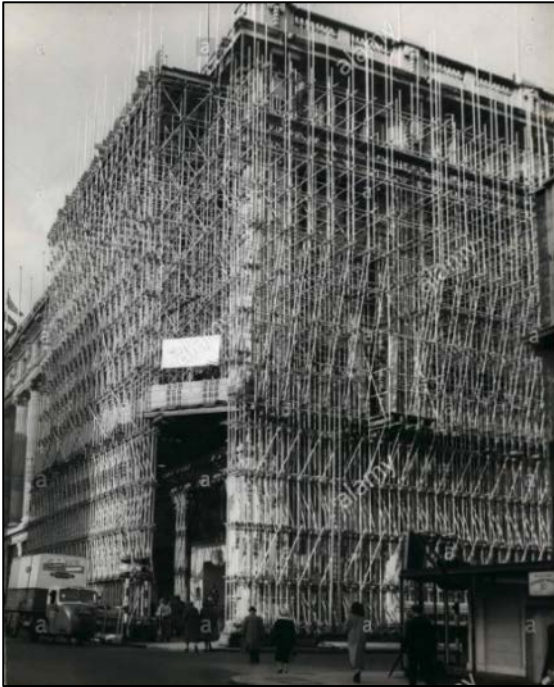
Session Overview

- Session Kickoff
- Isabella Stewart Gardner Museum
- Oakland Zoo
- National Museum of Women in the Arts
- Takeaways and Q&A

In a Perfect World...



In the Real World...



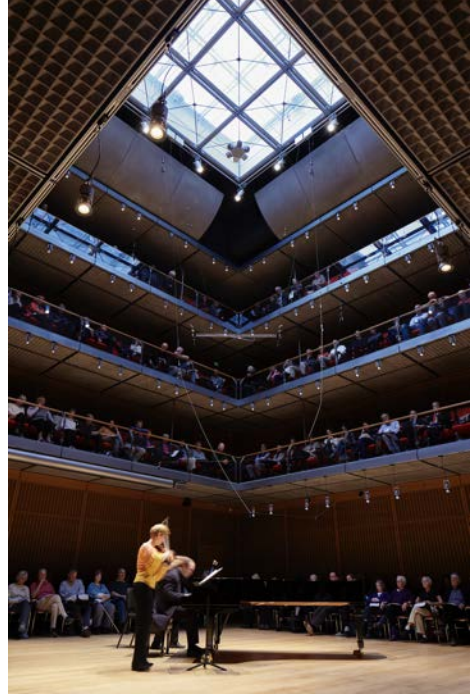
Isabella Stewart Gardner Museum

Hailey Conneely, Membership Director



"Years ago I decided that the greatest need in our Country was Art... We were a very young country and had very few opportunities to see beautiful things, works of art... So, I determined to make it my life's work if I could."

- ISABELLA STEWART GARDNER



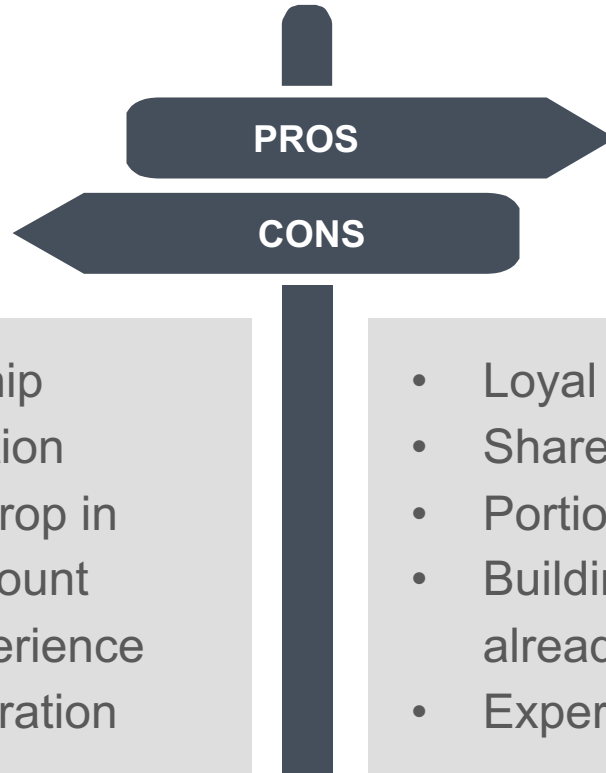
ISABELLA
SEWART GARDNER
MUSEUM

Where we were:

- Museum Visitation on the rise
 - FY12: <200,000
 - FY15: 225,000
- Attained new baseline for membership households post new-wing opening
 - Pre FY12: 3,000 to FY15: 5,750



Making lemonade...



- Transition in leadership
- Negative press attention
- 25-35% anticipated drop in member household count
- Impact on visitor experience
- Project scope and duration

- Loyal core audience
- Shared problem
- Portion of galleries impacted
- Building preservation project already in pipeline
- Experience with closures

New Plans, New Strategy



- Loyal core audience
- Shared problem
- Portion of galleries impacted
- Building preservation project already in pipeline
- Experience with closures



- Build off of audience interests
- Assure assure members
- Communicate openly, transparently
- Maintain market share
- Project active, open presence
- Actively monitor online reviews
- Move up building preservation project

Project Timeline

March
2015:
Othoniel
Exhibition

October
2016:
Crivelli
Exhibition

March
2016:
Off the Wall
Exhibition

September
2016:
Beyond Words
Exhibition

Phase 1: Low impact

Phase 2: Medium impact

Phase 3: High impact

August 2016:
“Off View”
Announcement

November
2015:
Former
Director
retires

January 2016:
Letter from Board
President

New Executive
Director arrives

November 2016:
Re-opening of 2nd
floor galleries

“Off View” Communications

Members

- Email announcements
- Monthly e-newsletter with brief updates
- Revised renewal letter copy
- Letter from Board President
- Email major progress updates
- Postcard

Onsite

- Help onsite staff - draft answers to frequently asked questions
- Orient visitors - update map onsite
- Provide regular communications internally about status updates

Online

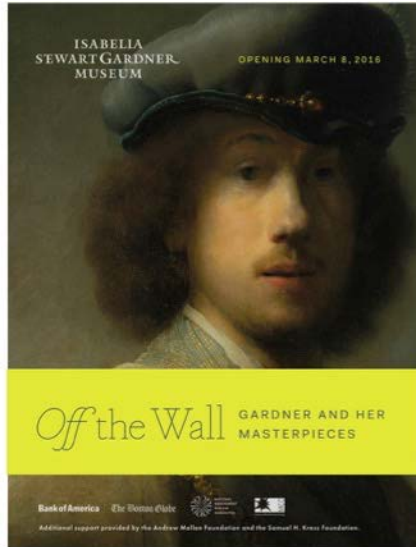
- Indicate galleries are “off view” on website
- Promote active/open status of the Museum

Awareness Campaigns: Social Media

- Active social media presence
 - #MyGardner Series with staff pictured with favorite work in Off the Wall
- @igersboston group
 - Launched new photography policy



Awareness Campaigns: Print and Transit Ads






Fall 2015 Crivelli Acquisition Campaign

PLEASE JOIN US!

ISABELLA SEWART GARDNER MUSEUM

Sample A. Sample
Address
Boston, MA Zip

THE ISABELLA STEWART GARDNER MUSEUM—a work of art in totality—is at once an intimate collection of fine and decorative art and a vibrant, innovative venue for contemporary artists, musicians, and scholars.

The historic building, opened in 1903, is modeled after a 15th-century Venetian palazzo, and houses a collection of more than 10,000 paintings, sculptures, tapestries, furniture, manuscripts, rare books, and other objects. This extraordinary collection includes work by Titian, Rembrandt, Michelangelo, Raphael, Botticelli, Manet, Degas, Whistler, and Sargent.

The Isabella Stewart Gardner Museum brims with new discoveries in art and culture, new sights and scenes in our gardens, and new music to inspire curiosity and wonder. It reveals itself in layers, like a grand adventure or good mystery. **Embark on a year of adventure by becoming a member today.**

JOIN US!

12 EVANS WAY BOSTON MA 02115
MEMBERSHIP AT 617.642.6422
GARDNER@ISGM.ORG

JOIN US!

ISABELLA SEWART GARDNER MUSEUM



GARDNER MUSEUM MEMBER BENEFITS & PRIVILEGES

We are delighted to offer you limited-time savings with these special introductory rates on membership.

ALL MEMBERS RECEIVE:
Invitation to the New Member Welcome Event. Starting January 9, 2016.

Special thank-you gift:
14 months of free Museum admission for the price of six.

Free member gifts:
Free admission to *Theocharis* and other extended Thursday evenings.
Discounted tickets and grants for concerts.
50% discount in the Museum store.
Gifts at the Garden.
50% discount and a free bottle of wine at C&G.C.
Plus, save on several membership levels when you join by December 31!

INDIVIDUAL \$395 \$10
Membership benefits for one adult, plus:
• Free gift - booklet of beautiful Crivelli art postcards

FRIEND \$495 \$65
Membership benefits for one adult, plus:
• Free gift - booklet of postcards
• Two complimentary one-time guest passes


SUSTAINER \$200 \$25
Membership benefits for one adult, plus:
• Free gift - booklet of postcards
• Four complimentary one-time guest passes for concerts

SUPPORTER \$200 \$225
Membership benefits for one adult, plus:
• Free gift - Crivelli coffee mug
• One complimentary guest admission with every visit and four extra-time guest passes
• Regional membership benefits at more than 40 major art museums nationwide

CONTRIBUTOR \$500
All benefits of Sustainer membership, plus:
• Free gift - Crivelli coffee mug
• Reserved seating for concerts
• Private dinner for two for age 18+ people

COURTYARD CIRCLE \$1,000
All benefits of Contributor membership, plus:
• Free gift - Crivelli coffee mug
• Invitation to a Friends of Friends Dinner Dinner event
• Complimentary Individual level gift membership for the recipient of your choice
• Acknowledgment in annual report

Please note: children age 12 and younger always require parent/guardian accompaniment to the Isabella Stewart Gardner Museum. All rates apply for the Crivelli Exhibition only on admission.



ORNAMENT & ILLUSION
CARLO CRIVELLI OF VENICE

OCT 22 - JAN 25, 2016

ISABELLA SEWART GARDNER MUSEUM

Dear Friend,

It is my pleasure to invite you to become a member of the Isabella Stewart Gardner Museum and enjoy 14 months of free admission and special privileges!

As a member, you can visit and explore our historic collection of extraordinary art as often as you'd like. You will also enjoy free admission to our fun *Theocharis* and *Siriven* series, plus free and discounted tickets to live performances in Calderwood Hall, lectures, and more.

And if you become a member by December 31, you'll save with discounts on our most popular membership levels and receive a free gift, with our heartfelt thanks.

Right now, the Courtyard is bursting with vibrant blooms, and the magical exhibition, *Ornament & Illusion: Carlo Crivelli of Venice* is on view in its only U.S. venue. Next spring, we will be delighted to showcase our collection in a whole new way, with the limited-time exhibition *Off the Walls: Gardner and Her Masterpiece*. An important building preservation project in several historic galleries will allow us to see signature works as never before!

I hope you will join today to be part of this dynamic year of new-to-us lifetime experiences, with insider's access and special privileges!

Sincerely,
Anne Hoadley
Norma Jean Calderwood Director

P.S. I hope you'll join quickly to be included in the very special New Member Welcome Event on January 9, and enjoy 14 months of member privileges for the price of 1!



ISABELLA SEWART GARDNER MUSEUM

Spring 2016 Off the Wall Acquisition Campaign

PLEASE JOIN US!

ISABELLA STEWART GARDNER MUSEUM

Sample A. Sample
Address
Boston, MA Zip



THE ISABELLA STEWART GARDNER MUSEUM—a work of art in itself—is at once an immense collection of fine and decorative art and a vibrant, innovative venue for contemporary artists, musicians, and scholars.

The historic building, opened in 1923, is modeled after a 17th-century Venetian palazzo and houses a collection of more than 10,000 paintings, sculptures, tapestries, furniture, manuscripts, rare books, and other objects. This extraordinary collection includes works by Titian, Bernini, Michelangelo, Raphael, Botticelli, Manet, Degas, Van Dyck, and Sargent.

The Isabella Stewart Gardner Museum brims with new discoveries in art and culture, new sights and scenes in our gardens, and new music to inspire curiosity and wonder. It reveals itself in layers, like a grand adventure or good mystery. Your support as a member makes all of this possible, and ensures new generations will know and appreciate the irreplaceable spirit of our founder.

WELCOME!

ISABELLA STEWART GARDNER MUSEUM

25 EVANS WAY BOSTON, MA 02115
MEMBERSHIP 617.261.2640
GARDNERMUSEUM.ORG



JOIN US!

ISABELLA STEWART GARDNER MUSEUM

GARDNER MUSEUM MEMBER BENEFITS & PRIVILEGES

We are delighted to offer you limited-time savings with these special introductory rates on membership.

ALL MEMBERS RECEIVE:
Invitation to the New Member Meeting, Sunday, May 18, 2016
Special thank-you gift
14 months of free Museum admission for the price of 12
Invitation to member-only exhibitions, lectures, events, and more
Free audio guide
Free admission to The Gardner and/or weekend Thursday evenings
Discounted tickets and priority ticket access
10% discount to the Museum store, Gift at the Garden
All discounts and other benefits shown on Call G.
Plus, see an overall membership level when you join by May 31!

INDIVIDUAL \$299 \$60
Membership level for one adult, plus:
• Free gift – packet of Notation seeds
• Free complimentary one-time guest passes

FRIEND \$495 \$65
Membership level for two adults, plus:
• Free gift – packet of Notation seeds
• Free complimentary one-time guest passes

SUSTAINER \$249 \$60
Membership level for one adult, plus:
• Free gift – packet of Notation seeds
• Free complimentary one-time guest passes

SUPPORTER \$249 \$225
Membership level for one adult, plus:
• Free gift – A Study Book of DSC-Muse, inspired by the Museum galleries
• One complimentary guest admission with every visit and four one-time guest passes
• Special membership benefits at more than 40 major art museums nationwide

CONTRIBUTOR \$500
All levels of Corporate membership, plus:
• Free gift – DSC-M use, inspired by the Museum galleries
• Reserved seating for one event
• Private discount bid time for up to 100 people

COURTYARD CIRCLE \$1,000
All levels of Corporate membership, plus:
• Free gift – DSC-M use, inspired by the Museum galleries
• Invitation to Friends of Evening Court Performances
• Complimentary individual-level gift inscribed by the recipient at your choice
• Acknowledgment in annual report

Please see additional rules and usage when using gift-giving options in the Isabella Stewart Gardner Museum. All gifts subject to availability. Donations and proceeds of funds from our events are tax-deductible.

ISABELLA STEWART GARDNER MUSEUM

Dear Friend,

It is my pleasure to invite you to become a member of the Isabella Stewart Gardner Museum and enjoy 14 months of membership and special privilege!

I'm thrilled to be here as the Museum's new Director, and I hope you will join me in celebrating the return of our dazzling Hanging Nurseries, and a once-in-a-lifetime opportunity to explore highlights from our extraordinary collection up close, made possible by an important building preservation project in several of the Museum's historic galleries.

If you become a member by May 31, 2016, you will save with discounts on our most popular membership levels and receive a free gift, with our deep appreciation.

As a member, you will enjoy free admission to our fine Third Thursday and Six events series, plus free and discounted admission to live performances in Calderwood Hall, and much more.

I hope you will join today and come along with me on this new adventure, as a member!

Warmly,

 Peter Paganini
 Name: Jane Calderwood Director

PS: Please join quickly to be included in the special New Member Meeting event on May 18, and enjoy 14 months of membership for the price of 12!

ISABELLA STEWART GARDNER MUSEUM

MARCH 10 – AUG 15

Off the Wall GARDNER AND HER MASTERPIECES

Many of the works on view by Botticelli, Bacciotti, and more, will be displayed at eye-level—allowing you to view them up close and in the best possible lighting for the first time.

In the Vatcheva you will also see archival material that focuses on Mrs. Gardner as a collector, and illustrates how she tapped into an international network of artists and scholars to build her extraordinary Museum.

Free for members.

JOIN US!

ISABELLA STEWART GARDNER MUSEUM

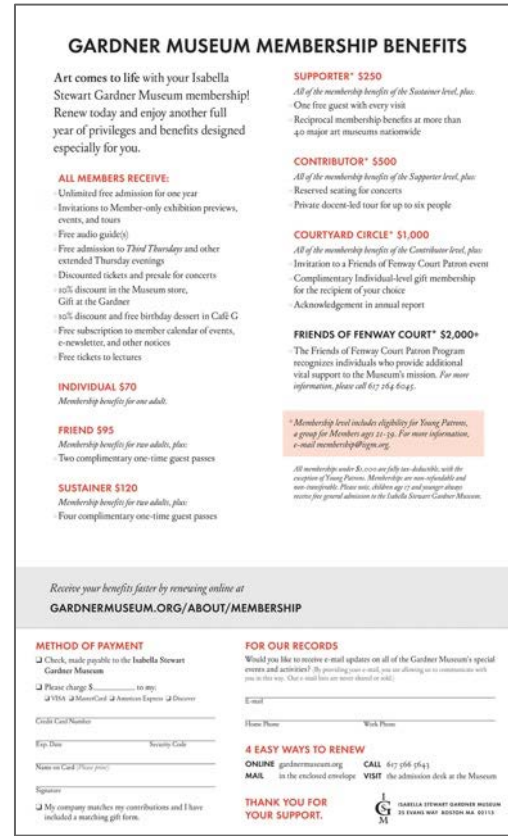
ISABELLA STEWART GARDNER MUSEUM

Renewal Series

Begins two months prior to expiration through two months after expiration

- 5 Letters
- 5 Emails

Includes upgrade and early renewal incentives



What's Old is "New"



**(IT'S SO SUBTLE,
YOU WON'T EVEN
NOTICE.)**

After the successful completion of the roof preservation project, we are happy to announce that the second floor is on view once again.

We invite you to return to the Gardner and reacquaint yourself with Isabella's collection.

ISABELLA
SEWART GARDNER
MUSEUM

It worked!

Member Household Count

- 5% increase
- 5,751 → 6,041

Renewal Rate

- 66%

Museum Visitation

- 13.5% increase
- 225,813 → 256,299



Oakland Zoo

Sarah Scates, Membership Manager





CONSERVATION & EDUCATION
OAKLAND ZOO



Oakland Zoo

Location: Oakland, CA

Size: 50 acres

Annual Visitation: 750,000

Member Households: 22,000

Base level memberships: Individual (\$84), Dual (\$124), **Family (\$159)**, Family Plus (\$194), Sustaining (\$234)



In 2015...

Dear Kelly,

What if you could renew your membership at the Oakland Zoo for practically peanuts? Rejoin by **July 7, 2015** and take **50% off the price of a one year membership!**

You know better than most the value of a Zoo membership - special Zoo events, discounts at the gift shop, free parking, and of course, unlimited admission for a full year.

So why not renew today? When you do, you'll save 50% off the regular price of membership. Simply return the attached Renewal Certificate in the enclosed envelope and you are on your way to another year of great benefits, free admission, and fun!

And remember, it's practically peanuts!

Sincerely,



Sarah Scates
Membership Manager

PS: This special offer is available through the mail only and not available online, over the telephone, or onsite. You must renew by **July 7, 2015** in order to take advantage of this discount - no exceptions.

Please note: If your renewal is postmarked after July 7, 2015 you will receive a pro-rated, six month membership.

GROUPON®

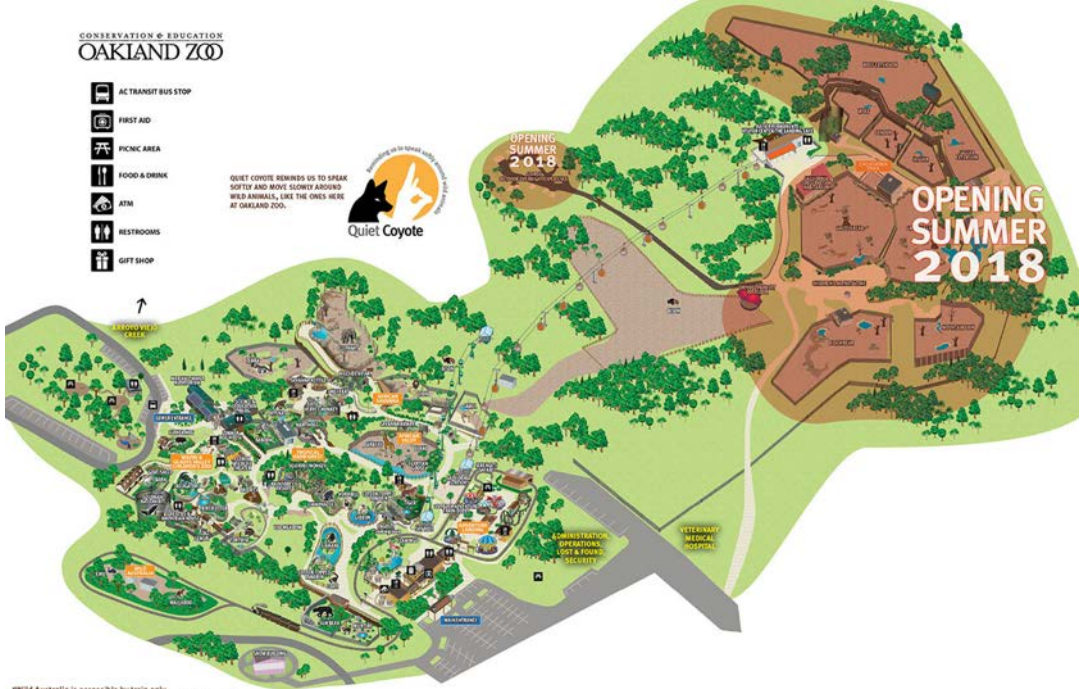


livingsocial

CONSERVATION & EDUCATION
OAKLAND ZOO



But we were headed towards...



The Challenge

How to find **SUCCESS** in a year without anything new to offer?



The Opportunity



On-site Efforts

CONSERVATION & EDUCATION
OAKLAND ZOO

MEMBERSHIP BENEFITS

FREE
admission 362 days of the year at Oakland Zoo

FREE
parking at Oakland Zoo

10% DISCOUNT
at the Gift Shop

DISCOUNTS
for ZooCamp and other Education Programs

DISCOUNTS
for birthday parties

DISCOUNTED tickets
for Zoo Fundraisers – like ZooLights and Walk in the Wild

DISCOUNTED admission
to over 125 reciprocal zoos and aquariums nationwide

3 WAYS TO JOIN

ONSITE
Visit the Membership Booth at the Zoo's main entrance

ONLINE
oaklandzoo.org

BY PHONE
510-632-9525 x152

CONSERVATION & EDUCATION
OAKLAND ZOO

MEMBERSHIP CATEGORIES

Individual – \$84
1 named adult age 18 years or older.

Dual – \$124
2 named adults age 18 years or older. You may leave the second adult unnamed, which will allow you to bring a guest with you on every visit.

Family – \$159
2 named adults and up to 4 children age 17 and younger. Both adults must be named on the cards. The Guest option is not available at this level.

Family Plus – \$194
3 named adults and up to 4 children age 17 and younger. A great option for families with a caretaker! You may leave the third adult unnamed which will allow you to bring a guest with you on every visit.

Sustaining – \$234
4 named adults and up to 4 children age 17 and younger. You may leave the third and fourth adult(s) unnamed, which will allow you to bring two guests with you on every visit.

Friends of the Wild – \$1000
All benefits of Sustaining Membership, plus special benefits for your guests, invitations to our annual donor reception, listing on our donor board, and more!

It's Your ZOO
oaklandzoo.org

For questions regarding membership levels, please email membership@oaklandzoo.org or call us at (510) 434-9525 x152



Not a Member of Oakland Zoo?

Join today and we'll convert your parking fee into \$10.50 worth of ride tickets!*

Membership Benefits

- FREE admission
- FREE parking
- FREE one-time use guest pass with eight (8) "ride tickets"*
- 10% Discount at the Gift Shop
- Discount admission to over 125 zoos and aquariums nationwide
- Discount on birthday parties
- Discounts on education programs
- Early admission for members during summertime

*This offer excludes the Sky Bus

TAKE THIS FORM TO THE MEMBERSHIP BOOTH LOCATED AT OUR MAIN ENTRANCE TO BEGIN YOUR ZOO ADVENTURE TODAY!

CONSERVATION & EDUCATION
OAKLAND ZOO
oaklandzoo.org

Join Oakland Zoo and Start Saving TODAY

Membership is a Great Value!

Compare Regular Zoo Rates to the Value of Membership:

Regular Admission Rates:	
2 adults @ \$22	= \$44
2 kids @ \$18	= \$36
parking	= \$10
8 ride tickets	= \$14
4 guest passes	= \$80
Cost per visit:	\$184

Spend LESS on a Family Membership and visit Oakland Zoo for the next 12 months FREE!

MEMBERSHIP LEVELS

Individual – \$84
1 named adult age 18 years or older

Dual – \$124
Two named adults age 18 years or older. You may leave the second adult unnamed, which allows you to bring a guest with you on every visit.

Family – \$159
Two named adults and up to 4 children age 17 and younger. Both adults must be named on the cards. Guest option not available at this level.

Family Plus – \$194
Three named adults and up to 4 children age 17 and younger. You may leave the third adult unnamed, which allows you to bring a guest with you on every visit.

Sustaining – \$234
Four named adults and up to 4 children age 17 and younger. You may leave the third and fourth adult(s) unnamed, which allows you to bring two guests with you on every visit.

TAKE THIS FORM TO THE MEMBERSHIP BOOTH LOCATED AT OUR MAIN ENTRANCE TO BEGIN YOUR ZOO ADVENTURE TODAY!

CONSERVATION & EDUCATION
OAKLAND ZOO
oaklandzoo.org

Registration for Spring Break ZooCamp opens 100%!

CONSERVATION & EDUCATION
OAKLAND ZOO

SPRING BREAK ZOO CAMP

Enrich Their Minds While School's Out

Send 'em to Spring Break ZooCamp!

Unsure What to do With Your Kids During School Spring Break? Send Them to Us!

Spring Break ZooCamp runs Monday - Friday March 28-April 1 and April 4-8. Participants must be currently enrolled in Kindergarten - 5th grade.

Learn more by visiting our [Spring Break ZooCamp](#) page!

[Register Now](#)

[SUBSCRIBE TO LIST](#) [FORWARD EMAIL](#)

CONSERVATION & EDUCATION
OAKLAND ZOO
Copyright © 2013. All Rights Reserved.



Renewal Cycle: Postal Mail

Dear Chan and Fahm,

Thank you for being a member of Oakland Zoo! We hope you've enjoyed making memories with friends and family over the past year. We're contacting you now to let you know that your time as a member will be ending soon and to give you an easy way to renew your support.

As reward for being a loyal member, please use the attached form to renew your Family membership at **30% off!** This represents a savings of **\$42.**

We'd love to have you renew your membership and spend another year as part of our zoo family. Renewing early ensures that there will be no lapse in your membership – your new cards will arrive before the old ones expire! As a bonus, renewing now helps the zoo save on the cost of additional mailings.

This offer is available by mail only. And please remember it's an incentive to renew *early*, so must postmark the form by **June 30, 2016.**

We look forward to hearing from you and we look forward to seeing you often at the zoo!

Sincerely,

Sarah Scates

Sarah Scates
Membership Manager

p.s. We want to save you the time and trouble of bargain-hunting! To honor our relationship with current members, we promise this is the deepest renewal discount we'll offer anywhere in 2016.

Is This Goodbye?



This One's Ours...



Get Your Own!



Renewal Cycle: Email

A Fantastic Renewal Offer is Headed Your Way!

CONSERVATION & EDUCATION
OAKLAND ZOO



Thank you for being a member!

OAKLAND ZOO

Dear Salutation,

Thank you for being a member of Oakland Zoo! We hope you've enjoyed making memories with friends and family over the past year. We're contacting you now to let you know that your time as a member will be ending soon and a fantastic renewal offer is headed your way.

As a special reward for being a loyal member, you will receive an offer to renew your membership at 30% off the regular price! At the Membership Level membership level, you'll realize a savings of Discount \$ Amount.

We'd love to have you renew your membership and spend another year as part of our zoo family! Renewing early will ensure that there is no lapse in your membership - your new cards will arrive before the old ones expire! As a bonus, renewing now helps the zoo save on the cost of additional mailings.

Be on the lookout for an envelope like this - it holds the key to big savings on your next year of zoo membership!

OAKLAND ZOO
2010 Ave. 5200
Oakland, CA 94608





Bill Pineda
12345678901234567890
12345678901234567890

RENEWAL ENCLOSED

This offer is available by mail only. And please remember, it's an incentive to renew early, so you must postmark the form by Offer Reply By Date.

Renewing Your Membership With Oakland Zoo is Easy!

CONSERVATION & EDUCATION
OAKLAND ZOO



We Love it When You Hang Around!

OAKLAND ZOO

Renewing Your Membership with Oakland Zoo is Easy!

CONSERVATION & EDUCATION
OAKLAND ZOO



Is This Goodbye?

Dear Salutation,

We don't want you to miss all the fun things happening at Oakland Zoo - but your membership expired on Membership Expiration!

Your membership helps make it possible for our animals to receive truly excellent care -- just the kind we know that you'd want them to have. And, because we know that you haven't stopped caring about animals, or your Oakland Zoo, we're asking you to renew your Zoo membership right now. When you renew, you'll receive an email confirmation pass that you can use today!

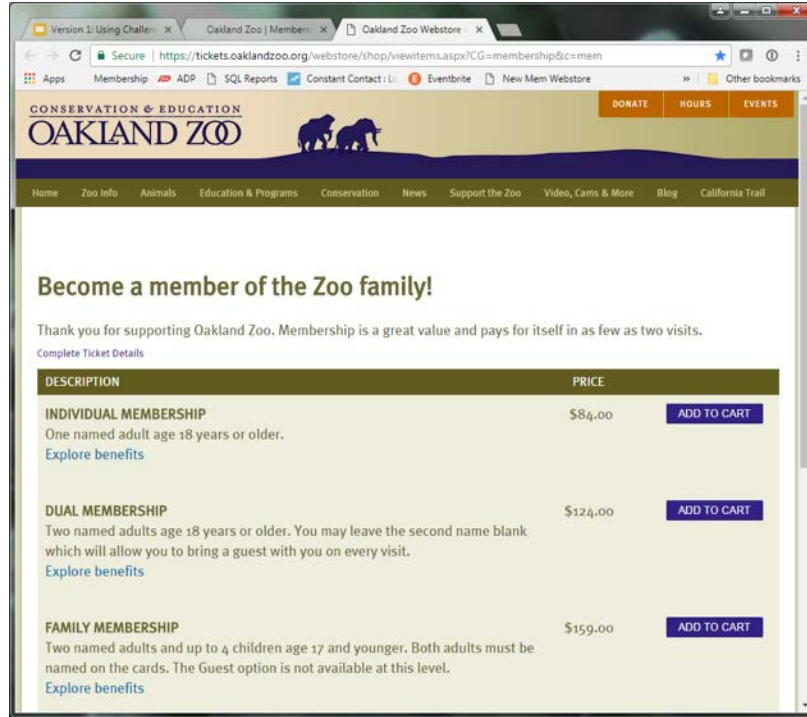
Sincerely,
Sarah Scates
Membership Manager

Click the button below or call 510-632-9525 x152 to renew your membership today.

RENEW TODAY



New Webstore



The screenshot shows a web browser window displaying the Oakland Zoo's membership page. The browser's address bar shows the URL: <https://tickets.oaklandzoo.org/webstore/shop/viewitems.aspx?CG=membership&c=mem>. The page features the Oakland Zoo logo at the top, which includes the text "CONSERVATION & EDUCATION OAKLAND ZOO" and a silhouette of two elephants. Below the logo is a navigation menu with links for Home, Zoo Info, Animals, Education & Programs, Conservation, News, Support the Zoo, Video, Cams & More, Blog, and California Trail. On the right side of the header, there are buttons for "DONATE", "HOURS", and "EVENTS".

Become a member of the Zoo family!

Thank you for supporting Oakland Zoo. Membership is a great value and pays for itself in as few as two visits.

[Complete Ticket Details](#)

DESCRIPTION	PRICE	
INDIVIDUAL MEMBERSHIP One named adult age 18 years or older. Explore benefits	\$84.00	ADD TO CART
DUAL MEMBERSHIP Two named adults age 18 years or older. You may leave the second name blank which will allow you to bring a guest with you on every visit. Explore benefits	\$124.00	ADD TO CART
FAMILY MEMBERSHIP Two named adults and up to 4 children age 17 and younger. Both adults must be named on the cards. The Guest option is not available at this level. Explore benefits	\$159.00	ADD TO CART



Spring 2016 Acquisition DM Package

Ready for **WILD** Family Fun?

Join your Oakland Zoo now and **SAVE up to 30%**!



Savings worth **ROARING** about!

Get a year of family fun for one low price, with:

- FREE Zoo Admission and Parking
- FREE Tickets to over 30 of our FREE Exhibits
- FREE Gifts, On-site Discounts & More!



OUR ZOO FAMILY CAN'T WAIT TO MEET YOUR FAMILY—JOIN TODAY!

SAVE 30% ON A YEAR OF FAMILY FUN

www.oaklandzoo.org/member2016

	ADULT	JUNIOR	CHILD	SENIOR
2016 Annual Admission (12-month membership)	\$110	\$70	\$50	\$80
2016 Family Pack (12-month membership for 2 adults, 2 children, 2 seniors)	\$210	\$140	\$100	\$160
2016 Family Pack Plus (12-month membership for 2 adults, 2 children, 2 seniors, includes 12 months of Zoo Store membership)	\$240	\$170	\$130	\$190

Additional Benefits:

- FREE Zoo Admission and Parking
- FREE Tickets to over 30 of our FREE Exhibits
- FREE Gifts, On-site Discounts & More!

Year of WILD Family Fun Pays for itself in TWO visits!

Special Admission Rate for:

- 2 Adults: \$110
- 2 Children: \$70
- 2 Seniors: \$80
- 2 Family Members: \$210
- 2 Family Members Plus: \$240

Save 30% only online!

www.oaklandzoo.org/member2016



ENJOY AN EVENTFUL YEAR

With exciting Exhibits, Lectures and more!

- FREE Zoo Admission and Parking
- FREE Tickets to over 30 of our FREE Exhibits
- FREE Gifts, On-site Discounts & More!



Connect with us online, and your family!

Use a FREE admission privilege order to visit the Zoo for as long as you wish. Use whenever the need arises.

When done, your Wild Zoo card will be issued a substitute program as well.

Check Family Fun membership for more information.

You can still visit with your membership or bring a guest with you. Visit the Zoo website for more information.

Visit the Zoo website for more information.

Visit the Zoo website for more information.

CONSERVATION & EDUCATION
OAKLAND ZOO

Save 30% online and get a **LION'S SHARE** of extras!

Join Today!

Ready for the lion's head taking our family membership?

Save your family's year of wild fun at the Oakland Zoo!

Enroll now with 30% savings on the Annual Family Fun Pack. It's our best offer yet—online only!

Save 30% on Family membership when you save online today. The just \$99/year you get a year of VIP benefits including:

- FREE UNLIMITED ADMISSION to Oakland Zoo!
- FREE PARKING — \$9 per visit savings.
- FREE Zoo Store membership for 12 months — \$45 value!
- EXCLUSIVE TICKETS for our current, most and other 30+ FREE Exhibits!
- CONSERVED 12 months of our gifts, lectures, education programs, behind-the-scenes, and more!
- CONSERVED 12 months of our special events, including the Zoo Store, Zoo Lecture, Field & Science Center and Zoo Store Store.

Join today and get a bonus gift: Two FREE Zoo Store tote bags (one for each adult) and one for each child (if applicable).

The Oakland Zoo is home to 400 animals and plants in 117 acres of beautiful grounds. Come meet our mammals, birds, reptiles and amphibians. You'll see our birds up close in the Zoo Store Store. Children love to see our birds up close in the Zoo Store Store.

Go to www.oaklandzoo.org/member2016 to SAVE 30% on Family Fun, when you join by mail, by phone or at the Zoo.



Thanks for joining!

BUSINESS REPLY MAIL

THE OAKLAND ZOO
490 BULL CREEK
OAKLAND, CA 94612-8910




Spring Acquisition Email & Digital



CONSERVATION & EDUCATION
OAKLAND ZOO

SAVE 30% on a year of **WILD** Family Fun

JOIN NOW

Dear (Salutation),

Give your family a year of wild fun at the Oakland Zoo—baby baboons, river

Join online today and save 30%!

Enjoy a Family Membership for just \$97!

- FREE UNLIMITED ADMISSION—
- FREE PARKING—a \$9 per-visit add-on!
- FREE one-day guest passes for 2!
- EIGHT FREE TICKETS for our car!
- DISCOUNTS on Zoo gifts, Zoo cafe!
- DISCOUNTED admission to 125+ other zoos including San Francisco Zoo, Lindsay Wildlife

BONUS GIFT when you join today: Two animal facts and stories at 25 magic stations and make learning FUN!

With 400 native and exotic animals, eight hands-on learning activities—your kids will love it again. [Join us today!](#)

Hope to see you at the Zoo!


Joel J. Parrott, DVM
President & CEO

P.S. Want to bring a FREE guest to the zoo? Receive a FREE plush lion! Choose our **Family Membership**—now just \$118!



CONSERVATION & EDUCATION
OAKLAND ZOO

See who's **NEW** at the Zoo

JOIN NOW

Join crowds with member's early admission PLUS the added benefit of bringing a guest to the Oakland Zoo.

Just \$97 at the Family level fun and discovery right now! (code: XXXX / XXXX)

One of the many exclusive membership benefits is early admission. Join today for one low price and save 30%!

Join today for just \$118 today (that's a savings of \$51!) and receive a FREE lion plush PLUS the added benefit of bringing a guest with you every time you visit your Oakland Zoo!

Join us anytime your schedule allows.

Join your family to the Oakland Zoo—join today!

Don't miss out on this special offer—[join today!](#)




CONSERVATION & EDUCATION
OAKLAND ZOO

Your final chance to **SAVE 30%** on your Oakland Zoo membership!

JOIN NOW

Dear Friend,

There's still time to save 30% on a value-packed family membership to the Oakland Zoo, but act fast because this offer expires July 31!

Start enjoying a year of family fun and join your Oakland Zoo online today! (Discount code: EOZ3C16/ EOZ3T16)

- When you join today you'll enjoy VIP benefits including:
- FREE ADMISSION & PARKING (a \$9 value!)
 - FREE GUEST PASSES
 - FREE RIDE TICKETS
 - MEMBERS-ONLY HOURS & DISCOUNTS

FREE BONUS GIFTS: Join at the Family Plus level for just \$118 (that's a savings of \$51!) and receive a FREE lion plush PLUS the added benefit of bringing a guest with you every time you visit your Oakland Zoo!

Thanks in advance for your support. Our new Zoo babies are looking forward to meeting you!



Oakland Zoo sponsored · Like Page

Join your Oakland Zoo today and save 30%! Use promo code ZOOFUN1D.

Go WILD with membership!

JOIN NOW

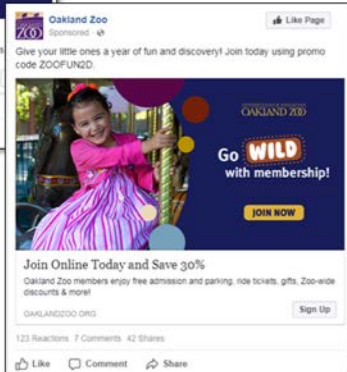
Join Online Today and Save 30%

Oakland Zoo members enjoy free admission and parking, ride tickets, gifts, discounts & more!

OAKLANDZOO.ORG

171 Reactions · 11 Comments · 38 Shares

Like Comment Share



Oakland Zoo sponsored · Like Page

Give your little ones a year of fun and discovery! Join today using promo code ZOOFUN2D.

Go WILD with membership!

JOIN NOW

Join Online Today and Save 30%

Oakland Zoo members enjoy free admission and parking, ride tickets, gifts, Zoo-wide discounts & more!

OAKLANDZOO.ORG

Sign Up

123 Reactions · 7 Comments · 42 Shares

Like Comment Share



CONSERVATION & EDUCATION
OAKLAND ZOO

Go **WILD** with membership!

Use promo code **SAVE30** to join online today and **SAVE 30%**

JOIN NOW

OFFER EXPIRES JULY 31, 2016



A Caveat...



Vs



The Results!



3,038
memberships sold



\$0.23 cost per dollar raised

3.02%
response rate to multi-channel campaign



94%
online redemption

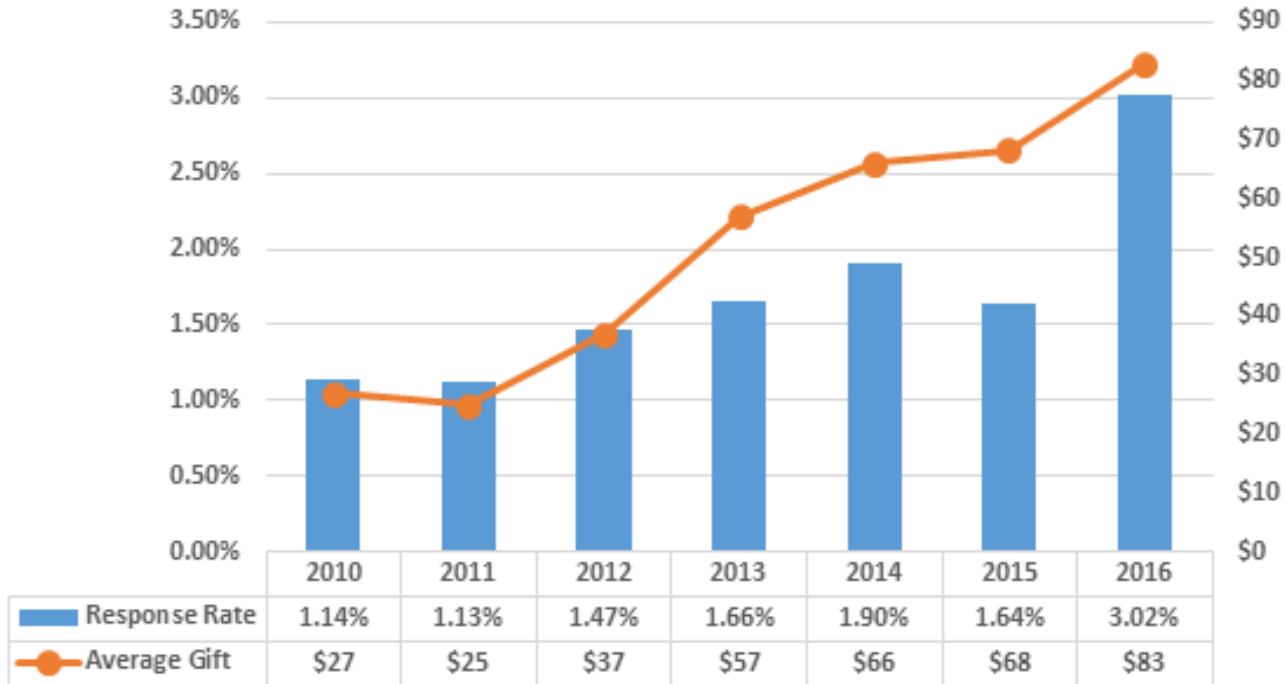


\$326,297
gross revenue



The Results!

YOY Response Rate and Average Gift



Next up: a Blockbuster!




National Museum of Women in the Arts

Carolyn Higgins, Membership Manager

National Museum of Women in the Arts



Gender Disparity in the Arts



Do women have to be naked to get into the Met. Museum?

Less than 3% of the artists in the Modern Art sections are women, but 83% of the nudes are female.

Statistics from the Metropolitan Museum of Art, New York City, 2001

GUERRILLA GIRLS CONSCIENCE OF THE ART WORLD
www.guerrillagirls.com

What is #5WomenArtists?

NatIMuseumWomenArts @WomenInTheArts · 8 Mar 2016
Happy International Women's Day! It's a perfect day to take the challenge: can you name #5womenartists? #IWD2016



6 132 107

Can You Name #5WomenArtists?

Ami Arbes Lois M. Jones E. D. K.
Antigua Louise Dahl Wolff Anna Leach Scott
Emily Cassatt Lois M. Jones Frida Kahlo R. Bonheur
Suzanne Valadon Louise Abbema Kiki Smith
Anna Leach Scott Ami Arbes E. D. K.
Kiki Smith Emily Cassatt Frida Kahlo Antigua
R. Bonheur Louise Dahl Wolff Lois M. Jones
Frida Kahlo E. D. K. Scottett Ami Arbes

#5WomenArtists Results



5,000



People who took our quiz:
Which woman
artist are you?



60



Blog posts written
about the campaign



40



Feature articles
in the media



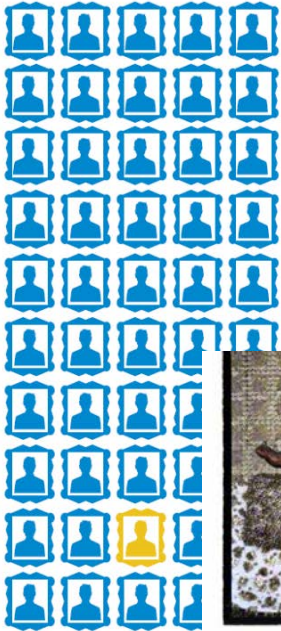
Follow us
@womeninhearts

Instagram images, top-bottom, L-R: Yayoi Kusama, @agtorrento; Antoinette Geniesch, @dadetrot; Mickalene Thomas, @mickaleneart; Hannah Wilke, @hannahwilke; Maria Martins, @mariamartinsart; Elizabeth Vigle La Bruh, @mestmuseur; Sheila Hicks, @infaboston; Natalia Goncharova, @guggenheim; Maimouna Guèye, @LACMA



#5WomenArtists in Direct Marketing


100 MOST EXPENSIVE ARTWORKS



CREATED BY A

Lalla Essaydi, *Bullets Revisited* #3, 2012; Triptych, chromogenic prints on aluminum, 66 x 150 in.; Courtesy of the artist, Miller Yezerski Gallery, Boston, and Edwynn Houk Gallery, NY

Male artist Female artist

Each  represents two artworks.

Can you name 5 women artists?



Get the Facts on Gender Disparity in the Arts

According to the National Endowment for the Arts, 5.0% of visual artists working

5 Women Artists You Should Know

Did you know that the National Museum of Women in the Arts is the only major museum in the world solely dedicated to celebrating the creative contributions of women?

Join us and bring light to many more!

In 1993, NMWA produced the first museum exhibition of works by artist **Carrie Mae Weems**. Since then her art has been exhibited at major museums, and she starred in the Guggenheim



Museum's first-ever solo show for an African-American woman. **Now, as a NMWA member, you can help more outstanding women artists achieve successful careers. Join us in making an impact!**



Molecular-biologist-turned-photographer **Amy Lamb** marries her scientific eye and artistic passion to produce exquisite, large-scale "portraits" of plants.



Portuguese artist **Joana Vasconcelos** creates sculptures and installations that challenge our assumptions about what constitutes art. She is known for enveloping everyday objects in crocheted or knitted material.

Discover even more women artists as a NMWA member!



Sculptor **Chakala Booker** explores ecological concerns, racial and economic difference, globalization, and gender through fascinating shredded tire sculptures. Her work will be featured in our upcoming exhibition, *Magnetic Fields: Expanding American Abstraction, 1960s to Today*.

Textile artist **Sonya Clark** interweaves craft, history, and race to create mixed-media works that address racial tensions and stereotypes. NMWA recently acquired Clark's *Afro Abe II*, a transformed five-dollar bill that reveals connections between money, power, and pride.



Can you name 5 women artists? **JOIN US** to that and more!

NATIONAL MUSEUM OF WOMEN IN THE ARTS

NATIONAL MUSEUM OF WOMEN IN THE ARTS

Join as a member by November 30 for limited-time savings on membership and to be recognized on the 30th Anniversary Members List at NMWA!

Women's March on Washington

- Following the result of the election in November, close to 500,000 people came to Washington for the Women's March.
- How can the museum be a part of the conversation and become a safe space for marchers?



Women's March on Washington



Women's March on Washington: Impact on NMWA



katybirdstyles
National Museum of W...

Follow

katybirdstyles Day one in DC and rocking our Rosie the Riveter outfits! #wecandoit #whyimarch

riverofthenorth Perfection.



37 likes

JANUARY 19

Add a comment...



NATIONAL
MUSEUM
OF WOMEN
IN THE ARTS

Ideas and Conclusions



Be positive



Collaborate across departments



Leverage your opportunities



Create a plan and execute carefully



Be sure your membership assets are excellent



Communicate with your members

Thank you! Questions?



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Hailey Conneely, Membership Director
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