

Using Direct Mail to Drive Action



What this presentation is not...

A Direct Mail Best Practices Presentation!



What *are* Some Direct Mail Best Practices?

- Test, Test, Test
- Source codes/accurately track response
- Make it easy to reply (multiple channels)
- Deadline to respond

Okay, so what is this presentation?

- An overview of simple strategies to help drive specific action and meet specific needs



Why Use Mail to Drive Action Elsewhere?

- Worried about attendance/slow exhibition schedule
- Want to create engagement onsite
- Need guests to reserve tickets online
- Want to shake things up for repeat audiences
- Need to appease board members and show new ideas and strategies
- Drive awareness of a lesser known product
- No mail processors on staff



Using Direct Mail to Drive Action

Using Postcards to Drive Gift Membership Purchases Online



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Case Study – Woodland Park Zoo Gift Membership Postcard

Goals/Challenges

- Historical DM performance decreasing year over year – campaign launched 2012
- Costly traditional package and decreasing ROI
- Complex Annual Pass membership program sign up
- Direct mail is a lower performing response channel in all member campaigns

Opportunities

- Easy-to-use online purchase system
- Email metrics increasing year over year showing ease and preference of the system
- Woodland Park Zoo members typically prefer to purchase online/onsite
- Decrease cost and increase ROI

Case Study – Woodland Park Zoo Gift Membership Postcard

New Proposed Strategy

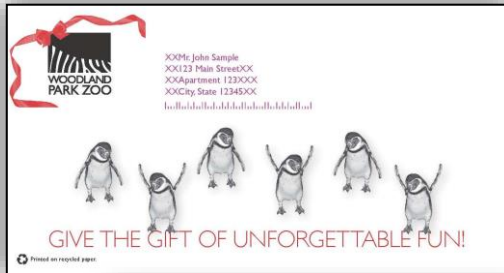
- 2-drop postcard with 3-part email series timed for after Cyber Monday campaign
- Direct recipients online with specific promo code to track gifts
- Send dates:
 - Mail drop 1: Nov. 10
 - Mail drop 2: Dec. 1
 - Email series: Dec. 9; Dec. 14; Dec. 21
- Audience:
 - 2012–2016 prior gift membership purchasers
- Offer:
 - \$15 discount (same as historical gift membership campaigns)



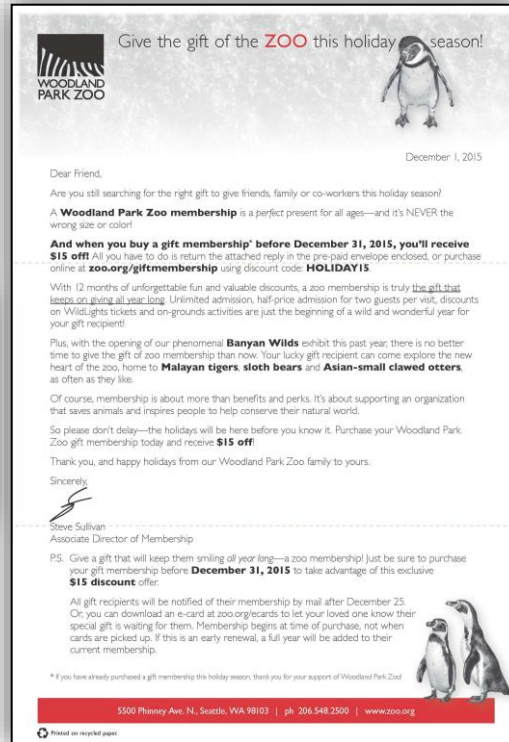
Using Direct Mail to Drive Action

Prior Gift Membership Creative

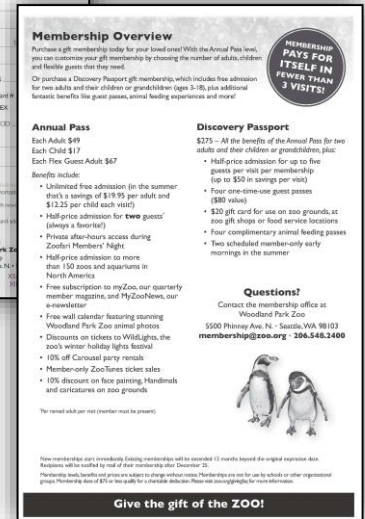
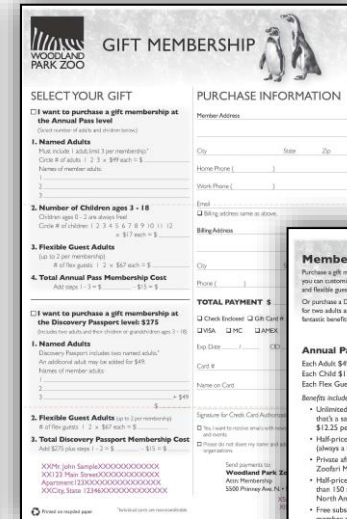
Envelopes



Letterhead



Reply



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SF MO MA

New Package Creative

Postcard Front

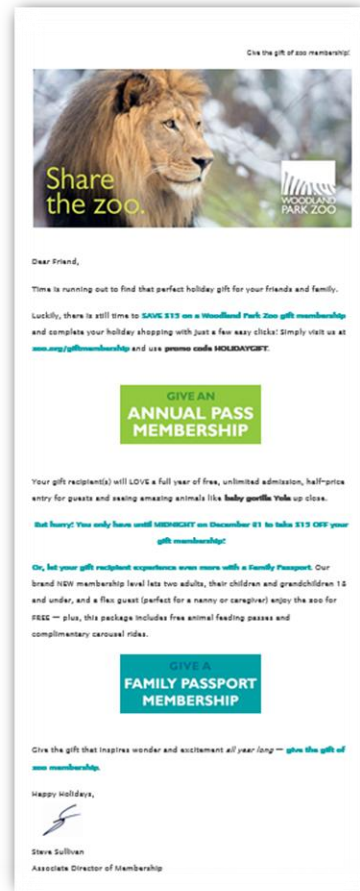


Postcard Back



New Package Creative

Email Template



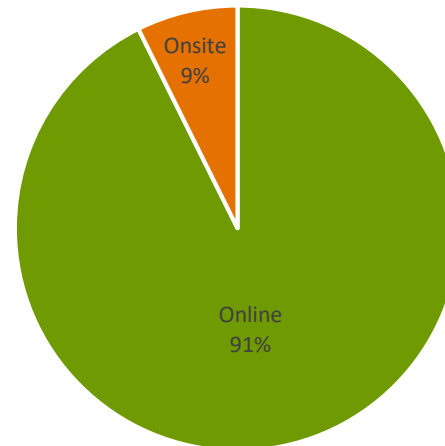
Case Study – Woodland Park Zoo Gift Membership Postcard

Overall Results

- 432 purchases
- \$116 average gift
- \$6.50 ROI

- 173% increase in number of purchases!
- 88% increase in revenue!

Channel	% of Total Members	% of Total Revenue	Average Gift
Online	91%	93%	\$116
Onsite	9%	7%	\$95





Using Direct Mail to Drive Action

Case Study – Woodland Park Zoo Gift Membership Postcard

Key Takeaways/Recommendations

- The two-drop postcard surpassed prior results across all metrics, while minimizing costs.
- Removing direct mail reply device did not hinder response.
- Given the success, future campaigns will follow a similar communication strategy and expand audience targeting to additional prospect lists.



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Using Direct Mail to Drive Action

Case Study – SFMOMA Gift Membership Postcard

Goals/Challenges

- Maintain momentum from SFMOMA reopening in May 2016 (after being closed for 3 years)
- First holiday season post-reopening
- Worry about traditional DM package fatigue
- Audience unfamiliar with SFMOMA gift membership offerings

Opportunities

- Active SFMOMA members receive 10% off gift memberships
- Members/gift purchasers become ambassadors of the museum
- Create a unique gift membership landing page that ties creatively to the mail/email series
- Phone and onsite channels available to supplement online



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Case Study – SFMOMA Gift Membership Postcard

Proposed Strategy

- 2-drop postcard with 5-part email series
- Direct recipients online to custom landing page
- Send dates:
 - Mail drop 1: Nov. 11
 - Mail drop 2: Dec. 7
 - Email series: Nov. 17; Nov. 28 [Cyber Monday]; Dec. 8; Dec. 19; Dec. 28
- Audience:
 - Current members
 - Lapsed members 2015–2016
 - General Admission and Event Ticketbuyers
- Offer:
 - Current members: use membership to take 10% off gift membership purchases
 - Prospects: become a member and take 10% off gift membership purchases

Package Creative



Postcard Back

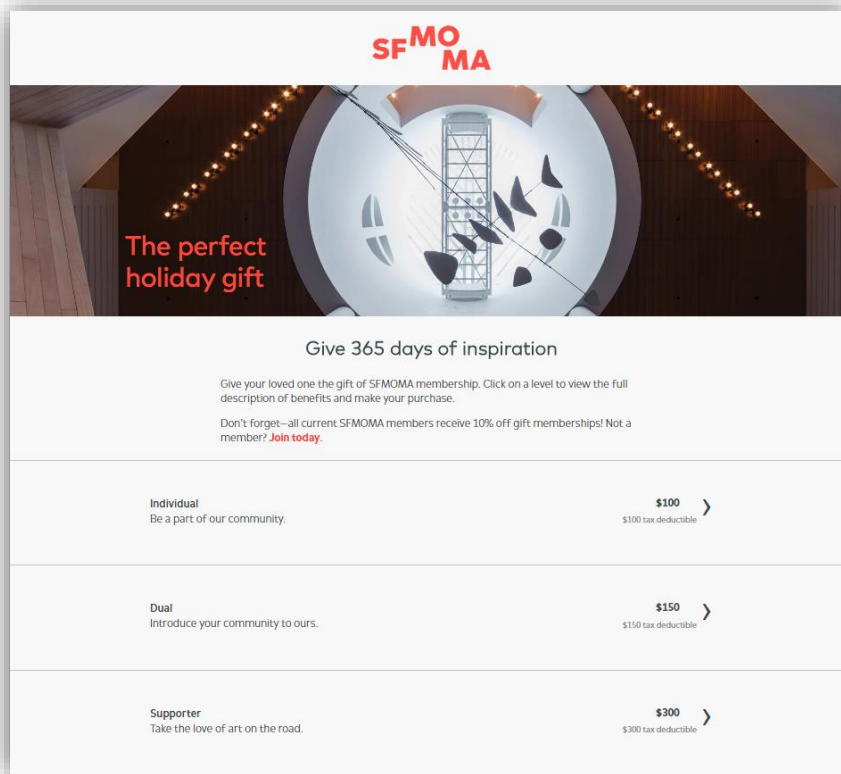


November Postcard (top);
December Postcard (bottom)



Online Creative

Landing Page



SF MO MA

The perfect holiday gift

Give 365 days of inspiration


Give your loved one the gift of SFMOMA membership. Click on a level to view the full description of benefits and make your purchase.

Don't forget—all current SFMOMA members receive 10% off gift memberships! Not a member? [Join today.](#)

<p>Individual Be a part of our community.</p>	<p>\$100 > \$100 tax deductible</p>
<p>Dual Introduce your community to ours.</p>	<p>\$150 > \$150 tax deductible</p>
<p>Supporter Take the love of art on the road.</p>	<p>\$300 > \$300 tax deductible</p>

Email Template

Don't Let the Stresses of Last-Minute Shopping Dampen your Holiday Spirit



Give 365 days of inspiration

Dear Blair,

The holidays will be here before you know it!

That's why we're following up on our recent postcard to remind you that a [gift membership to the new SFMOMA](#) is the perfect gift for your art-loving friends and family.

With 170,000 square feet of gallery space, one visit to the new SFMOMA just isn't enough. Let your loved ones explore all of it as often as they like with 12 months of free, unlimited admission for a member and one guest on every visit; discounts at the Museum Store; as well as priority access to performances, film screenings, members-only previews, and much more.

Finish your holiday shopping early—and avoid the crowds and retailers' shipping charges. This year, give [365 days of inspiration](#).

Thank you for supporting the new SFMOMA as a member, and giving the gift of art this holiday season!

Sincerely,
Neal Benezra
Helen and Charles Schwab Director, SFMOMA

[Give today](#)

SF MO MA San Francisco Museum of Modern Art

151 Third Street, San Francisco, California 94103
sfboma.org/gift | membership@sfboma.org | 415.357.4138

[f](#) [t](#)

[Privacy Policy](#) | [Unsubscribe](#)

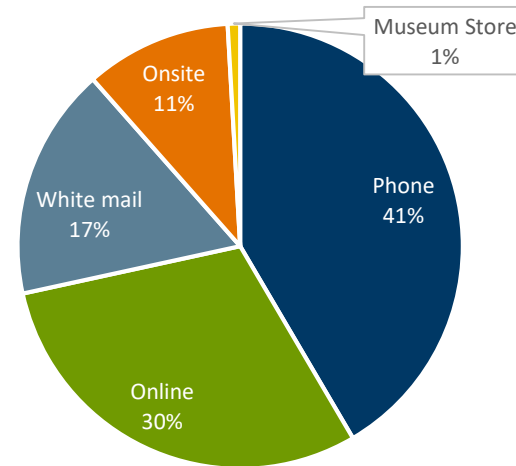
Case Study – SFMOMA Gift Membership Postcard

Overall Results

- 516 gift membership purchases*
- \$105 average gift
- \$0.95 ROI

Channel	% of Total Members	% of Total Revenue	Average Gift
Phone	41%	39%	\$99
Online	30%	30%	\$106
White mail	17%	17%	\$106
Onsite	11%	12%	\$119
Museum Store	1%	1%	\$136
Total	100%	100%	

*Additional personal memberships as a result of this campaign were unable to be tracked, but anecdotally SFMOMA reported very strong responses. Potentially up to 440 more memberships and an additional \$46,000 in revenue!



Case Study – SFMOMA Gift Membership Postcard

Key Takeaways/Recommendations

- Overall performance was strong, but refine audience selects to improve ROI in future campaigns.
- Lack of promo code or other unique identifier made results recording challenging.
- Audiences responded in multiple channels. Make sure customer service reps are well-versed in your campaign and are able to answer questions and process gifts.
- If SFMOMA can tighten turnaround time to mail gift membership packages, they can sell more of them. Maybe have volunteers help prep packages as well.
- Adding digital advertising to support direct mail and email could increase response.

Additional Ideas to Drive Action Online

- Include URLs in all DM pieces (and consider typing-friendly, memorable URLs)
- Encourage online renewals/"go green" in early DM and eRenewal notices
- Offer specific online-only incentives for renewing early

Renewal RE

Join SAM today and save your spot to #InfiniteKusama

SAM SEATTLE ART MUSEUM
1300 First Avenue
Seattle, WA 98101-2005

Nonprofit Org
U.S. Postage
PAID
11M3

Yayoi Kusama: Infinity Mirrors (June 30–September 10) promises to be one of the essential art experiences of the year. Spanning the legendary artist's 65-year career, you won't want to miss this unprecedented exhibition featuring five infinity mirror rooms, vibrant sculptures, drawings, and large-scale paintings.

The BEST way to experience this once-in-a-lifetime exhibition is as a SAM member and receive:

- Free admission to Yayoi Kusama and all SAM special exhibitions (a savings of up to \$34.95 per ticket)
- Ability to reserve your tickets before the general public during our **Members-only Yayoi Kusama pre-sale May 15–29**—reserve your preferred day and time before tickets are made available to the public.
- Invitation to the **Members-only Preview** on June 29
- Access to **Members-only Viewing Hours on Monday evenings** starting July 10
- A full 12 months of unlimited free admission to SAM, Members-only previews and events, discounts, and more that enhance every visit! Go to visitsam.org/kusamafree to learn more.

At \$99, a Dual membership pays for itself in less than 2 visits. Be sure to join SAM now to reserve your free tickets and special access to Yayoi Kusama before tickets go on sale to the public on May 30.

To join SAM and reserve your tickets, go to visitsam.org/kusamafree.

ENJOY YOUR NEW YEAR OF MEMBERSHIP IMMEDIATELY.
Go to mfah.org/join

PLACE STAMP HERE

MFA ■ The Museum of Fine Arts, Houston
PO BOX 25026
HOUSTON, TX 77265-5026

Infinity Mirrored Room—All the World Love (View for the Funding): 2014, Yayoi Kusama, Japanese, b. 1931, wood, mirror, plastic, the artist. Courtesy of The Fine Arts, Tokyo / Shogoin and Victoria Miro, London. © Yayoi Kusama. Yayoi Kusama Infinity Mirrors is supported by The Woodland Museum and Oaklawn Gardens, Oaklawn Institution.

The presentation of the exhibition at SAM is made possible by **SAFUND FOR SPECIAL EXHIBITIONS**

Lead Sponsors: **SEATTLE ART SOCIETY** and **WELLS FARGO**

Supporting Sponsors: **Alexis Carbon Endowment** | **NSA** | **Loews Hotel 1000, Seattle**

yayoi kusama infinity mirrors

"If you miss it, it could break your heart."
Seattle Magazine

SEE IT FREE.
Become a SAM member today.

SAM SEATTLE ART MUSEUM

Use in acquisition & reactivation to promote joining and reserving tickets in the same transaction!



Using Direct Mail to Drive Action

Using Direct Mail to Drive Action Onsite



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Case Study – Woodland Park Zoo Scavenger Hunt Map

Goal/Challenges

- Encourage visitation to the zoo with a fun activity onsite – hopefully encourage onsite membership purchases and ticket sales
- No new exhibitions to promote to prospective members going into peak season
- Promote peak season exclusive daily activities

Opportunities

- Peak season: March–September
- Zoo willing to raffle off a behind-the-scenes tour (\$650 value)
- Target non-member/lapsed households with children
 - Annual Pass membership structure allows zoo to identify households with children
 - Family-oriented external lists are historically top performing

Case Study – Woodland Park Zoo Scavenger Hunt Map

Proposed Strategy

- Test inclusion of a scavenger hunt map in the spring/summer direct mail campaigns
- Instruct recipients to turn in map to guest services to be entered in the drawing
- Send dates:
 - Mail drop 1: March 15
 - Mail drop 2: April 17
 - Mail drop 3: July 19
- Offer:
 - \$10 discount + enter chance to win a “Behind-the-Scenes” tour
- Audience:
 - Tested only to families—lapsed segments with children and family-oriented external lists

Scavenger Hunt Map Creative

WOODLAND PARK ZOO SCAVENGER HUNT

INSTRUCTIONS
Mark each of the seven starred locations, answer the corresponding questions and you will be entered into a drawing to win an exclusive behind-the-scenes tour with the gorillas, hippos, pangans or Ambassador Animals for 4 people. Winners may select one of these four tour options and make mutually agreeable arrangements at least six weeks in advance. Completed scavenger hunt maps must be returned to Guest Services by Tuesday, September 5.

- ★ What Questions for Conservation project did you vote for? (Pick up a token at Guest Services and drop it in the bucket at either entrance to show which animal you'd like your admission or membership dollars to support)
- ★ What creature do wild Harlequin parrots call home?
- ★ Who is your favorite gorilla?
- ★ What bright orange-red bird in the Tropical Rain Forest has a unique head shape?
- ★ Name a spider at the zoo who isn't black and blue. (Find out in Bug World)
- ★ Which two animals are the tapir's closest relatives?
- ★ Do bears truly hibernate?

CONTACT INFORMATION:
Name: _____
Phone: _____
Email: _____

Enter today to win an exclusive behind-the-scenes tour!

A WILD ADVENTURE AWAITS

TODAY AT THE ZOO

FILL YOUR DAY WITH ZOOKEEPER TALKS, ANIMAL ENCOUNTERS AND MORE!

Programs are free with zoo admission, except as noted. Locations of programs are posted at the zoo's South and West Entrances. All programs are subject to cancellation due to weather or animal availability.

DAILY ACTIVITIES

Willowong Station
Treat to the waltz of the Australian parrot and the Australian grasshopper habitat. Willowong Station is a fun opportunity for the whole family to get up close in a controlled, safe environment. The only habitat approximately 70 feet high, primarily small colorful Australian parrots. Level also available for \$7 each, cash only.

Historic Carousel
Enjoy rides on the classic, hand-carved wooden carousel horses. Cash \$2, in addition to zoo admission.

Penguin Feeding/Gorilla Up-Close Experience
Feed penguins through April 30. On starting May 1, get close to gorillas as you feed them on a special platform in the African Savanna, and learn how you are doing wild gorillas. Due to appetite, gorillas might not feed.
Cash \$2 per person, cash only. Dates 5 and under free with paying adult.

Baby Gorilla's Role and Family
Location: Tropical Rain Forest, Gorilla exhibit.
Visit this and family meet meet! Meet Leo and playmate Along. Like #GorillaWithUs to share your photos and stories to help us build the ultimate digital songbook together.

Zoomatam
Kids 8 and under and their caregivers join Zoomatam! The indoor nature play space offers fun and learning in a safe, stimulating environment. All year long families can connect with animals, habitats and more. Indemn and out in Zoomatam's (Subject) for even more fun at the zoo, check out our new family science experience. \$4.95 each.

Creature Features in Zoomatam
10:30 am, daily
Get up close to furry lemur and eucalyptus, scaly snake. Morning programs are limited to one ticket and afternoon programs are valid for pre-purchased and other.

Shake, Rattle & Roar at Zoomatam
11:30 am, daily
Get up close to furry lemur and eucalyptus, scaly snake and caregivers are invited to sing, dance and play instruments to animal and nature-themed music.

A WILD ADVENTURE AWAITS

WOODLAND PARK ZOO SCAVENGER HUNT

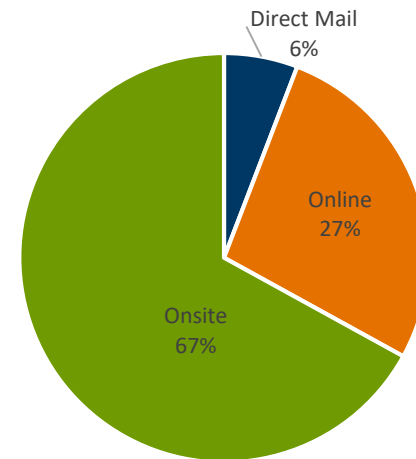
A WILD ADVENTURE AWAITS

Case Study – Woodland Park Zoo Scavenger Hunt Map

Overall Results – Test Segments Only

- 913 membership purchases
- \$117 average gift
- \$2.43 ROI
- 21 map submissions

Channel	% of Total Members	% of Total Revenue	Average Gift
Onsite	67%	69%	\$122
Online	27%	26%	\$114
Direct Mail	6%	5%	\$111



Case Study – Woodland Park Zoo Scavenger Hunt Map

Key Takeaways/Recommendations

- Anecdotally, goal of increased onsite engagement was a success (zoo had to make photocopies of the map to share with more visitors).
- Can use this map for loyalty programs that increase engagement for current First Year members.
- Membership campaign results (response and ROI) were not significantly impacted by the inclusion of the scavenger hunt map.
- Track onsite ticket sales as well as membership purchases in future campaigns.
- A piece like this could serve many additional functions, prioritize those goals when creating:
 - Onsite visitation
 - Membership sales
 - Information capture (“enter to win” sweepstakes)
 - Promotion of high value incentives (“behind-the-scenes” tour)



Using Direct Mail to Drive Action

Using Direct Mail to Drive Action Onsite

Additional Ideas



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Onsite Fulfillment Incentives

Yours FREE when you renew today!

Renew your Museum of Fine Arts, Houston membership today, and receive this special MFAH member mug FREE!

Show your support of the MFAH with this oversized membership mug—perfect for enjoying your favorite beverage at home or in the office.

Quantities are limited, so please respond quickly.

Your new mug can be picked up by presenting this coupon and your valid membership card at the Membership Services desks.

Offer expires August 2017.



Renew or upgrade today 

RECEIVE A FREE PLOOSH TOY WHEN YOU UPGRADE!



Upgrade to the Naturalist level today!

NATURALIST LEVEL (AND HIGHER) MEMBERS RECEIVE THESE VIP BENEFITS:

- Invitation to this year's Haunted Museum celebration of *Día de los Muertos* on Saturday, October 25.
- Invitation to the *Ice Age Urban Adventure* in April.
- A private behind-the-scenes tour of the Museum's research and collection department.
- A transferable Member Card valid for general admission to the Museum.
- Monthly Scavenger's Safari tour with Museum scientists.
- Plus so much more!

VISIT NHM.ORG/RENEW TO SEE WHICH LEVEL IS RIGHT FOR YOU!

Natural History Museum of Los Angeles County | 900 Exposition Boulevard, Los Angeles, CA 90007 | T 313.763.3426

renew or upgrade today 



Upgrade your membership today and take advantage of VIP benefits!

2-YEAR FAMILY LEVEL AND HIGHER: FREE Dinosaur or Butterfly Umbrella

PATRON FAMILY LEVEL AND HIGHER: FREE Raptor Pass that lets you spend to the front of the line for special exhibits and events, Scavenger's Safari, a special series of behind-the-scenes tours, and an invitation to a VIP reception/party for an exhibit opening.

NATURALIST LEVEL AND HIGHER: Invitations to two exclusive member events including our annual Haunted Museum VIP Party, and a FREE All-Stars of Science behind-the-scenes tour for up to 10 guests.

EXPLORER LEVEL AND HIGHER: Exclusive Family Field trips with Museum scientists and researchers, and opportunity to host a private Scavenger's Safari for up to 12 guests.

VISIT NHM.ORG/RENEW TO SEE WHICH LEVEL IS RIGHT FOR YOU!

Natural History Museum of Los Angeles County | 900 Exposition Boulevard, Los Angeles, CA 90007 | T 313.763.3426



FREE GIFT when you join today!

Take home the beauty of the landmark exhibition *Degas: A New Vision* with a limited-edition poster of *The Dance Class* by Edgar Degas.

To receive your free gift, present this voucher at any admissions desk at the Museum between November 30, 2016 and January 16, 2017. Valid membership will be confirmed.

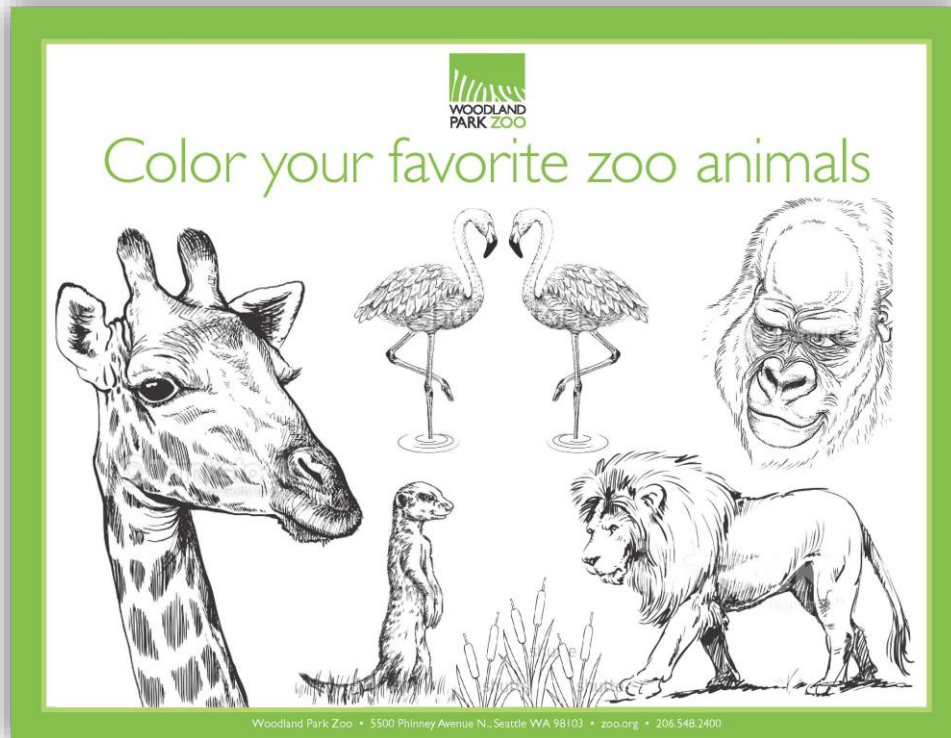
Available while supplies last.

Edgar Degas, *The Dance Class*, c. 1873, oil on canvas, National Gallery of Art, Washington DC, Corcoran Collection (William A. Clark Collection).



Use in acquisition, reactivation, and/or renewals to increase response and upgrades

Bring Back Incentives



Kid-friendly coloring poster included as incentive in direct mail

Increase engagement by encouraging recipients to bring back for display

Onsite Engagement Incentives

SEATTLE ART MUSEUM
ASIAN ART MUSEUM
OLYMPIC SCULPTURE PARK

S.A.M.
 206.464.1270
 membership@museum.org

JOIN TODAY AND RECEIVE A FREE SAM GIFT CARD!

Begin your year of art with a complimentary \$10 gift card that can be used at SAM Shops, Books, or on any museum programs, exhibitions, or events.

To receive your \$10 gift card, redeem this voucher at any admissions desk at the Seattle Art Museum. This limited-time offer is good only with a new or renewed membership.

*Valid memberships activated on or before April 30, 2018. One guest voucher cannot be redeemed for cash or credit. Good for one (1) use only and contributes to SAM's mission of museum programs, exhibitions, and events, and may be combined with other offers. Gift card may not be used for food, gift delivery or fundraising events. Receipt or any other document shall not apply as a receipt. Member only use at Seattle Art Museum. © 2018.

FREE GUEST PASS **FREE GUEST PASS**

MEMBER GUEST PASS

GUEST OF: NAME (REQUIRED) _____ MEMBERSHIP NUMBER _____

GIVEN TO: NAME (REQUIRED) _____

EMAIL ADDRESS (REQUIRED) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

Valid for one admission ticket to Kinshasa Wilya - A New Dynasty at Seattle Art Museum. Must be accompanied by a SAM member with activated membership between 1/22-5/6/18. Pass expires on May 6, 2018.

S.A.M. SEATTLE ART MUSEUM

ONE FREE GUEST PASS

Present this guest pass with your valid membership card when you visit Woodland Park Zoo and your guest will get in **FREE!**

Valid with current membership card and for one-time use only. Not valid during member-only early morning in the summer.

MEMBER NAME _____ MEMBERSHIP NUMBER _____

GUEST NAME _____ GUEST PHONE _____

GUEST ADDRESS _____ CITY _____ STATE _____ ZIP _____

PLEASE DO NOT BRING FEEDS ABOUT THE ZOO (FEEDS, ORSALS AND EVENTS)

PLEASE DO NOT BRING FEEDS ABOUT THE ZOO (FEEDS, ORSALS AND EVENTS)

WOODLAND PARK ZOO **WOODLAND PARK ZOO**

**Onsite discounts,
no fulfillment
item needed!**

**WELCOME TO MEMBERSHIP AT THE MFAH
ENJOY A FREE DRINK ON US!**

To receive your complimentary drink, bring in this voucher to the MFA Café and present it along with your membership card, to the café attendant. You'll get one drink of your choice—coffee, tea, soda, or wine—with a value of up to \$7.50.

Offer only valid with proof of current Museum membership. Voucher expires Sunday, September 3, 2017.

MFA ■ The Museum of Fine Arts, Houston

**Encourage new
members to bring
a friend!**



Using Direct Mail to Drive Action

Onsite Engagement Incentives

Claim your FREE \$10 SAM Gift Card before it's too late. Join the SAM today!

\$10 SAM GIFT CARD* WHEN YOU JOIN TODAY

Dear XX.XXXXXXX,

XXX FPO... Great news! Our offer to save 10% on your membership has been extended for 24 hours. [Click on this link](#) to see how to claim your \$10 SAM gift card on 12 more months of SAM membership with the Promo Code: ERENEXT10.

One of your many membership benefits is free admission to our upcoming exhibition, *After: The Expansion of Beauty* (February 11-March 25, 2014). Experience the best collection in the final major exhibition of the Spanish artist's work on the West Coast at the Member Preview on February 12.

Plus, by renewing online today, you will begin receiving renewal reminders in the mail. This helps us conserve valuable resources, and more of your support will go toward our exhibitions, conservation of our collection, and educational programs.

[Renew now](#), and you will continue to enjoy these valuable membership benefits uninterrupted:

- Free admission to all of our special exhibitions, a savings of \$19.50 for each adult ticket
- Unlimited free admission to all three SAM locations
- Exclusive access during Member Preview and special evening hours
- Exclusive savings at the new SAM Bookie. Shop as well as on lectures and programs
- And [much more!](#)

Thank you for renewing your SAM membership. Members like you help keep the arts in Seattle thriving!

Sincerely,
Tiffany Tessala
Director of Membership and Annual Giving

P.S. This offer to go green and save 10% expires tomorrow, so don't wait! [Renew now!](#)

JOIN TODAY!

*\$10 membership gift card valid on Feb. 11, 2014 only. This promotion cannot be combined with any other membership discount. Offer ends on Feb. 10, 2014. See [www.sam.org](#) for full details. Some restrictions apply. See [www.sam.org](#) for full details. Offer ends on Feb. 10, 2014. See [www.sam.org](#) for full details. Some restrictions apply. See [www.sam.org](#) for full details.

Seattle Art Museum | 1400 1st Avenue | 1400 1st Avenue | 1400 1st Avenue
1400 1st Avenue | Seattle, WA 98101 | 206.465.2413

[www.sam.org](#)

JOIN TODAY AND RECEIVE A FREE SAM GIFT CARD!

When you join SAM today, you'll receive a \$10 gift card to use at the museum. This offer is available to new members only. See [www.sam.org](#) for details.

Renew your SAM gift card, and you'll receive a \$10 gift card to use at the museum. This offer is available to new members only. See [www.sam.org](#) for details.

[www.sam.org](#)

Claim your FREE \$20 Gift Card before it's too late. Join the SAM today!

KEHINDE WILEY
A NEW REPUBLIC
FEBRUARY 11 - MAY 8

JOIN SAM TODAY! >

GET 2 FREE GUEST PASSES!

Dear Friend,

Kehinde Wiley is world-renowned for his vibrant and thought-provoking work, and in just a few weeks his large-scale masterpieces will be presented right here at SAM!

Join us as a member of SAM today to be among the very FIRST in Seattle to view Kehinde Wiley: *A New Republic*—KWD celebrates with the artist at our members-only preview on Wednesday, February 10.

PLUS, we'll give you 2 FREE guest passes* (a \$40 value!) to share the exhibition with family and friends when you join SAM using promo code **KWOWE** before February 29.

Our members-only preview grants you exclusive access to nearly 60 powerful paintings and sculptures from Wiley's prolific 14-year career—along with the rare opportunity to meet the artist that *The New York Times* called "one of the most celebrated painters of the generation."

The general public will pay nearly \$20 per ticket to see Kehinde Wiley, but when you [join SAM today](#), you can see it again and again, always for FREE.

As a SAM member, you will enjoy unlimited free admission to all three SAM venues and special exhibitions for 12 months, with opportunities to attend more members-only exhibition previews throughout the year.

So, why wait? **Come back as a member of SAM today** to gain exclusive access to one of the hottest shows in town—plus a full year of unparalleled art and cultural experiences!

Sincerely,
Tiffany Tessala
Membership and Annual Giving Director

P.S. **Rejoin SAM today** to get in FREE and be among the FIRST to see Kehinde Wiley at our members-only preview on February 10! Simply enter promo code **KWOWE** before February 29, then print this email and bring it with you to SAM to claim your 2 FREE guest passes! Thank you, and a warm welcome to SAM!

JOIN SAM TODAY! >

Claim your FREE \$20 Gift Card before it's too late. Join the MFAH today!

MFAH The Museum of Fine Arts, Houston
DECADAS
A NEW VISION

Dear Ms. Yu,

Decade: A New Vision is coming to a close soon after the holidays. And when it's over, all Decade memberships will return to museum and private collections across the globe. Now is your last chance to use this acclaimed show with FREE tickets—valued at \$23 per adult and \$40 per child—on an MFAH member!

JOIN TODAY FOR FREE TICKETS

PLUS, join now and you'll also receive a FREE commemorative exhibition poster. (Simply purchase a membership, then present this email on your next visit, and happy surprises are in store!)

Your membership also provides free, unlimited access to more phenomenal shows, including:

- **Heinrich Heine: In the Street** (now through January 2)
- **Julian Onderdonk and the Texas Landscape** (now through January 2)
- **Emperors' Treasures: Chinese Art from the National Palace Museum, Taipei** (now through January 20)
- **Ancient Luxury and the Roman Silver Treasure from Barroisville** (now through February 5)
- **Julius Wigip: Dreams and Deceptions in Cuban Art Since 1950** (opens March 2017)

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Erin Aguiar, EAguiar@thelukenscompany.com

Senior Account Director

Blair Kaye, BKaye@thelukenscompany.com

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Julie Knight, JKnight@sfmoma.org

Associate Director of Membership



Steve Sullivan, Steve.Sullivan@zoo.org

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