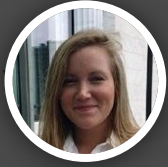




Communicating with Members in **2020**: High Tech, Low Tech or No Tech



Chelsea Graham Jackson

Assistant Director of Membership @ Cleveland Museum of Art



Dan Sullivan

Head of Growth and Partnerships @ Cuseum



Julianne Amendola

Chief Advancement Officer @ Minneapolis Institute of Art

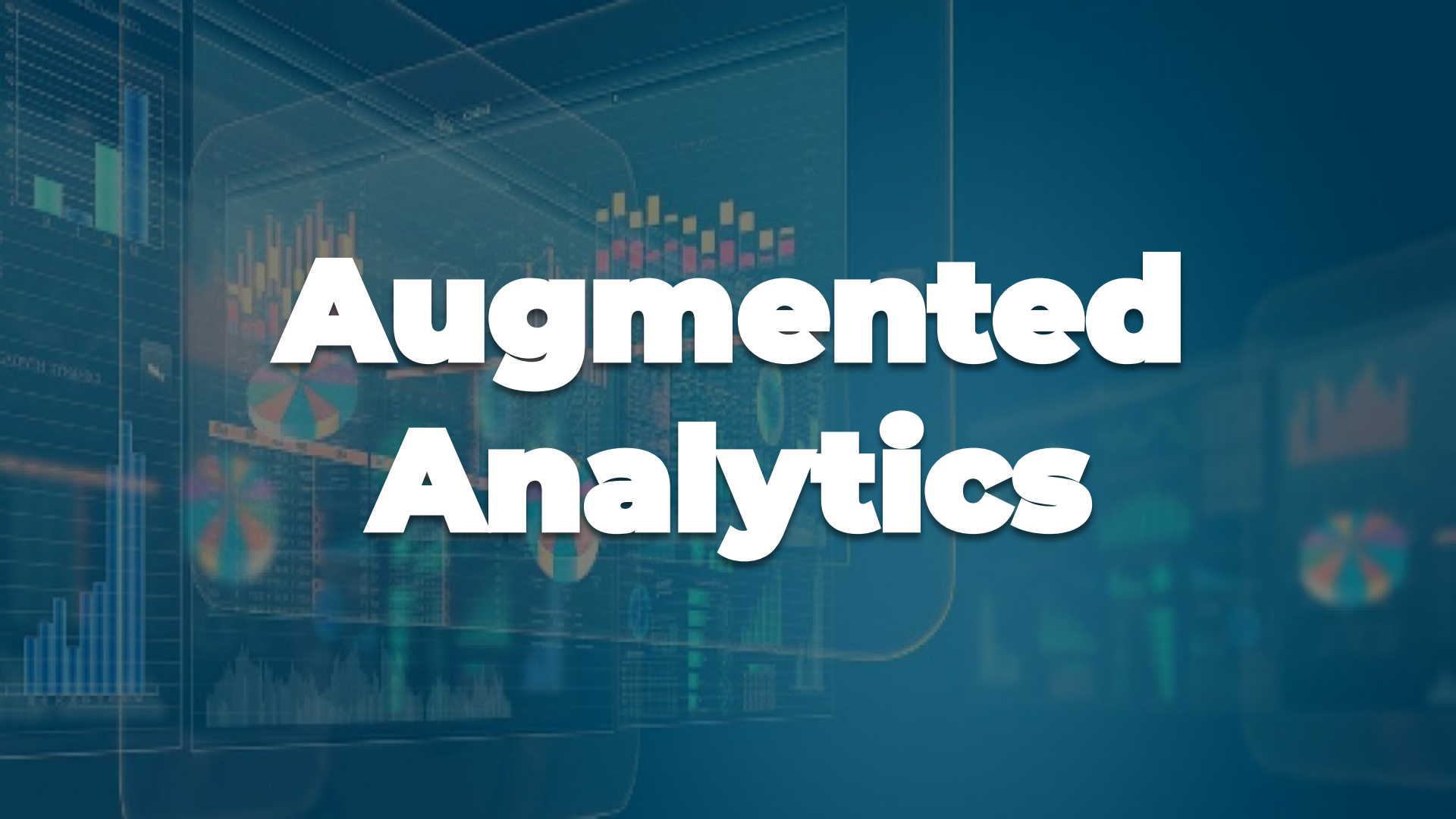


Brett Ashley Crawford

Executive Director @ Arts Management & Technology Lab, CMU



Artificial Intelligence



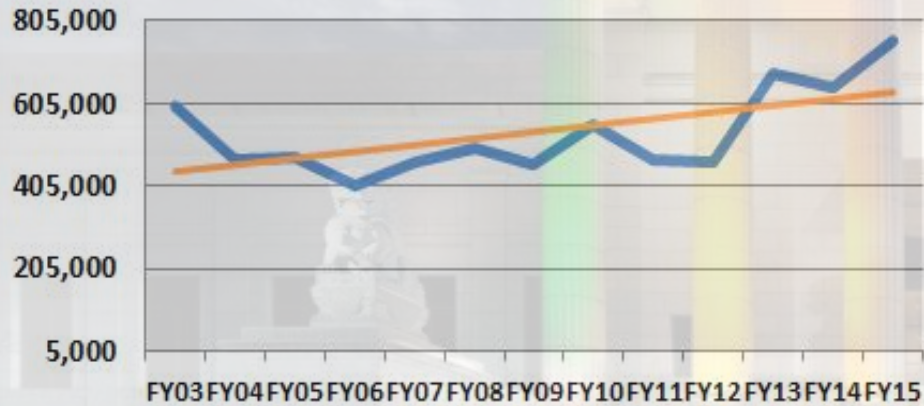
Augmented Analytics

Smart Spaces

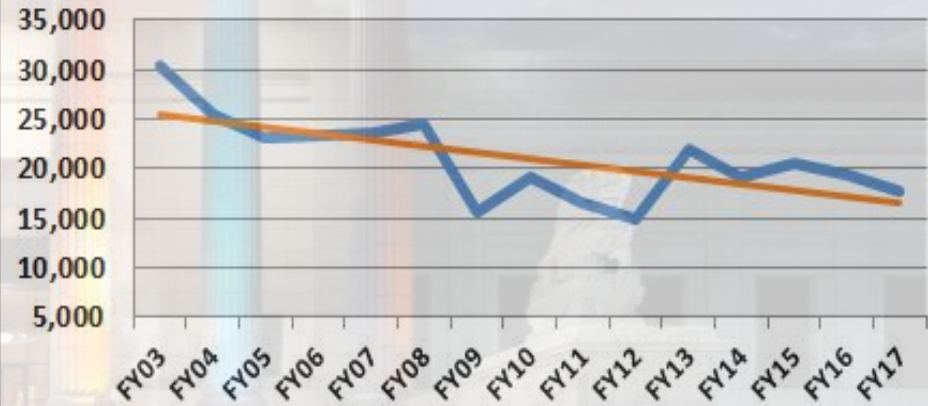
A futuristic indoor space, possibly a smart office or community hub, featuring a large glass dome structure. The space is filled with people engaged in various activities. In the foreground, there are several raised garden beds with green plants. A central pillar supports a circular platform with a glowing blue ring. To the right, a sign reads "BEACH" with an arrow pointing left. The overall atmosphere is bright and modern.

Mia Membership...Trend Analysis

Attendance



Member Household Projections



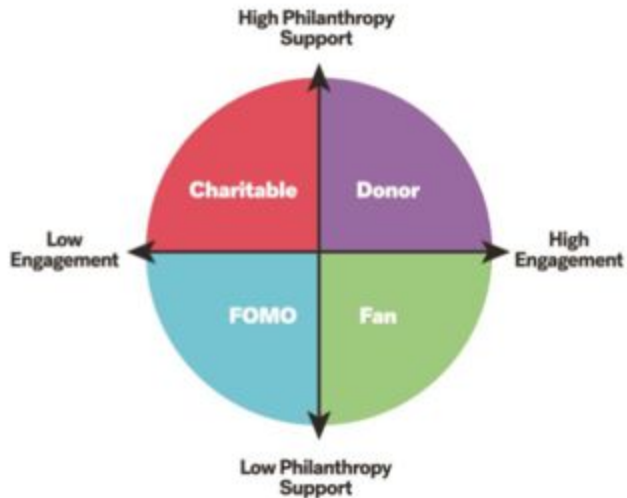
Mia Membership Strategy



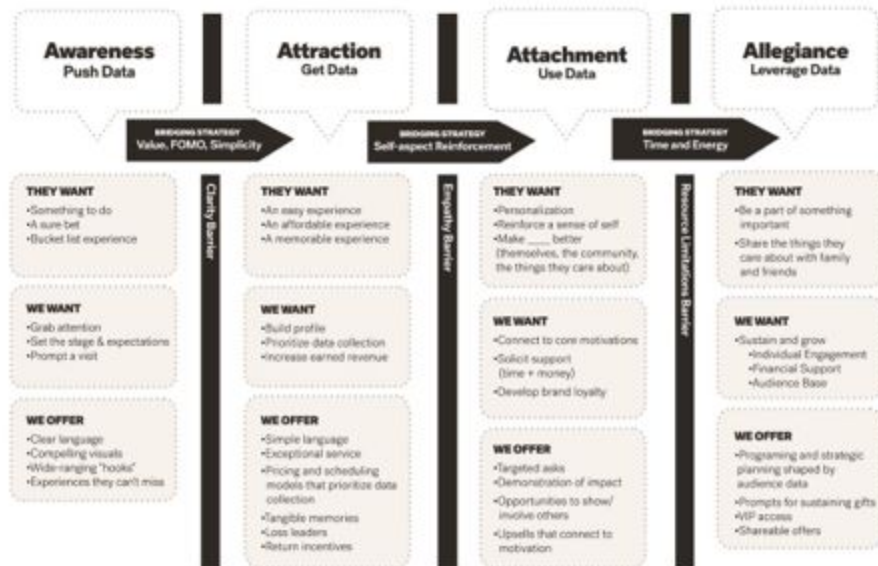
Figure 1: From awareness to allegiance, adapted from Funk and James (2001).

Segmentation and consumer strategy

Philanthropy + Engagement = Level of Investment



First-timer Journey to Loyalty





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Mia

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More info.
More Mia.**

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special member
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Metrics and Lessons



Cleveland Museum of Art



THE CLEVELAND
MUSEUM OF ART

Social Media Marketing

 **The Cleveland Museum of Art** 
Written by Chris Moore · 191 · March 28, 2018 at 10:00am · 

Members see #infiniteKusama FREE - but don't delay!

Join CMA by April 5 for the exclusive opportunity to secure tickets during the members-only presale for "Yayoi Kusama: Infinity Mirrors", this summer's must-see exhibition and international sensation. The members-only presale takes place Monday, April 9 through Friday, April 13.


Become a member: <http://bit.ly/2pLBSEF>

Visit cma.org/kusama for details on reserving tickets, the exhibition experience, and planning your visit.




CLEVELANDART.ORG
Membership Levels




All the Eternal Love I Have for the Pumpkins (detail), 2016. Yayoi Kusama (Japanese, b. 1929). Wood, mirror, plastic, black glass, LED. Collection of the artist. Courtesy of Ota Fine Arts, Tokyo / Singapore and Victoria Miro, ...

 **The Cleveland Museum of Art**
Apr 2

Become a CMA member and you'll receive FREE exhibition tickets to "Shinto: Discovery of the Divine in Japanese Art" and "Michelangelo: Mind of the Master," free tickets to 11 #MXatCMA events, discounts on park [More](#)



You'll receive
free exhibition tickets:

 Like  Comment  Share



visit
cma.org/membership

Multi-Channel Member Communications



Yoyoi Kusama
Infinity Mirrors
July 7 - September 30

Donor Circles only pre-sale April 2-6




Yoyoi Kusama
Infinity Mirrors
July 7 - September 30

Members only pre-sale April 9-13





Yoyoi Kusama
Infinity Mirrors
July 7 - September 30

Last chance to reserve tickets is June 18!



The Cleveland Museum of Art
March 28, 2018

Members see #InfiniteKusama FREE - but don't delay!
Join CMA by April 5 for the exclusive opportunity to secure tickets during the members-only presale for "Yoyoi Kusama: Infinity Mirrors", this summer's must-see exhibition and international sensation. The members-only presale takes place Monday, April 9 through Friday, April 13.
Become a member: <http://bit.ly/2pLBSEF>
Visit cma.org/kusama for details on reserving tickets, the exhibition experience, and planning your visit.
Free timed tickets will be limited by level of membership and are not guaranteed.




CLEVELANDART.ORG
Membership Levels
All the Eternal Love I Have for the Pumpkins (detail), 2016

[Learn More](#)

The Cleveland Museum of Art
April 12, 2018

Today's member Kusama tickets are on sale NOW. Tomorrow, April 13, is the final day of the member presale for #InfiniteKusama tickets. All tickets must be reserved online (the quickest way) or by phone at 216-421-7350.
Reserve Member Presale Tickets: <http://bit.ly/2GI916v>
Should you book online, once the queue opens at 9:00 a.m., you will be given a randomized place in line. Free timed tickets are limited by level of membership and are not guaranteed. If you do not reserve tickets during the member presale, members may acquire their complimentary tickets during the public sale beginning Monday, April 16, at 9:00 a.m., however, date/time options may be limited. Additionally, weekly ticket sales will occur once the exhibition opens.
More info on #InfiniteKusama: <http://bit.ly/21CQBJS>



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The Cleveland Museum of Art

Member News

Members First:
Yoyoi Kusama: Infinity Mirrors



Yoyoi Kusama: Infinity Mirrors
Open Sat, 7/7-Sun, 9/30
Secure tickets to this highly anticipated exhibition!

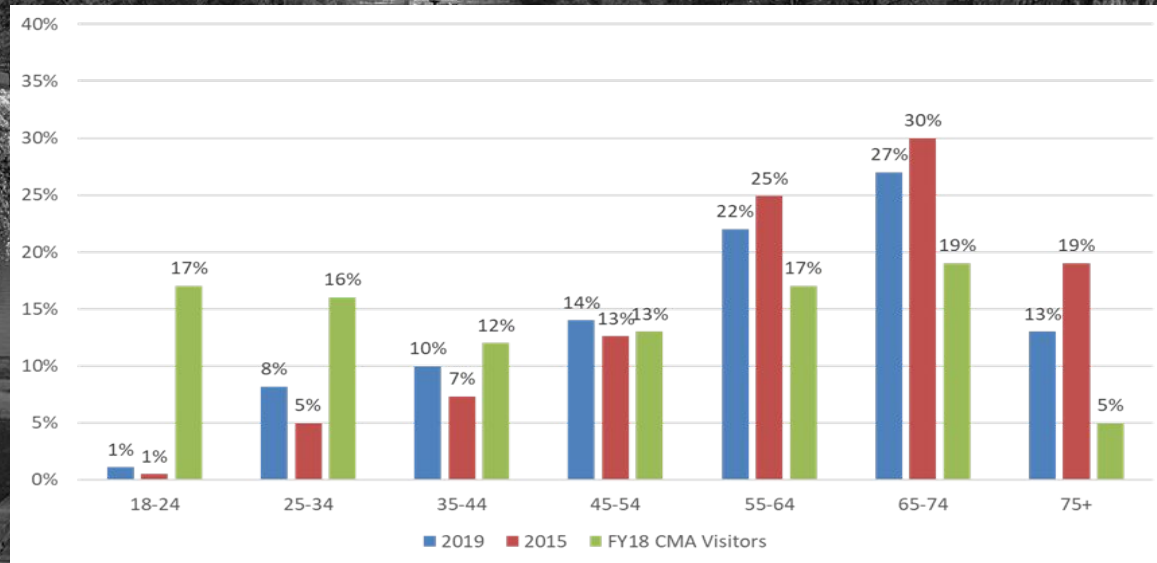
The member presale for Kusama tickets begins TODAY, April 9, at 9:00 a.m.

CLICK HERE to be given your randomized place in the queue at 9:00 a.m.

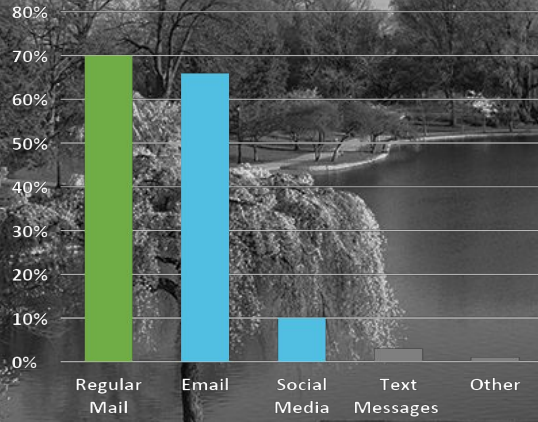


Membership Data

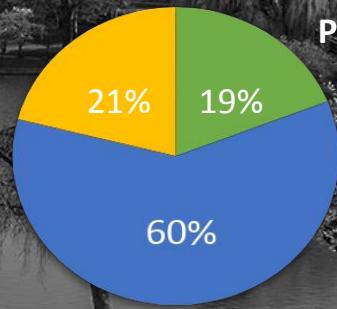
Member Age Demographics 2019



Membership Data



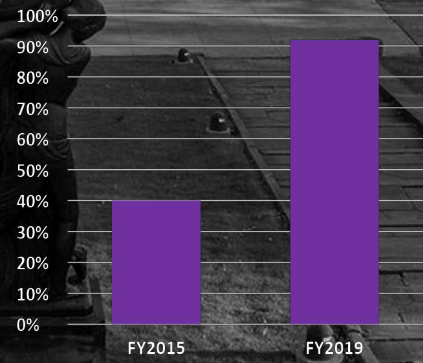
Member Communication Preferences 2015



Member Communication Preferences 2019

- Regular Mail
- Email
- No Preference

Percentage of constituent records with active membership and email address



Website Customizations – Annual Fund and Membership

Membership

Annual Fund

The Cleveland Museum of Art



Renew my Membership

Welcome, Mr. Ethan Holda

Partner

#3291988

Membership expiration: 2020-02-29T23:59:59Z

Support the Cleveland Museum of Art by renewing your membership at the Partner level.

\$80.00 Partner

\$130.00 Ambassador

\$250.00 Fellow

Additional Levels are also available

Your cart

Do you have a promotional code?

Subtotal

[Review order](#)

Renew my Membership

Welcome, Mr. Ethan Holda

Partner

#3291988

Membership expiration: 2020-02-29T23:59:59Z

Support the Cleveland Museum of Art by renewing your membership at the Partner level.

\$80.00 Partner

All Partner-level members receive:

- Free unlimited admission to select Cleveland Museum of Art ticketed exhibitions* (two adult member tickets per visit subject to availability)
- 50% off admission to ticketed exhibitions for members' guests*
- Free admission to ticketed exhibitions for unlimited children 17 and younger when accompanied by a member*
- Priority registration and discounts for museum art classes for adults and children
- 15% discount in the museum store
- 10% discount in the museum restaurant and café
- Discounted flat rate parking (excludes special events)
- Annual subscription to Cleveland Art members magazine
- Senior Member Day – Every Tuesday members 65 and older receive free parking in the museum garage free coffee in the café and exclusive guided tours with docents
- Waived ticket fees on advance purchases

... and so much more!

A two-year Partner membership is also available.

Question about benefits? Call the Membership Department at 216-707-2268 or click here to [view benefits for all membership levels](#).

Memberships at the Friend Partner and Ambassador levels are 100% tax deductible.

*Exclusions may apply.

\$190.00 Ambassador

The Cleveland Museum of Art



Support Great Art

Thank you for contributing to CMA's Annual Fund!

Click here to RENEW your membership.

\$50

\$100

\$250

\$500

Other

Give in someone's honor/memory

Email address

Name on credit card (First Last)

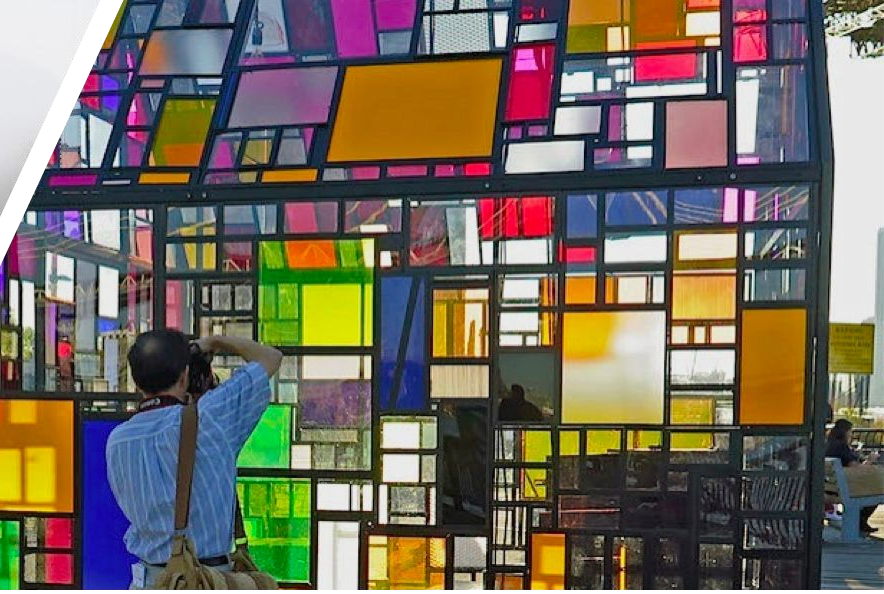
Credit card number

Expiration 01 2019 CSV Code

[Give](#)



THE CLEVELAND
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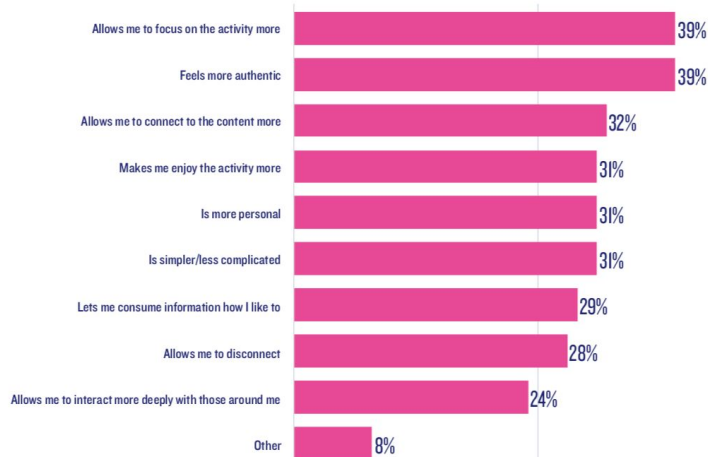


Meeting Audience Desires

Preferred digital tools Art/design museum

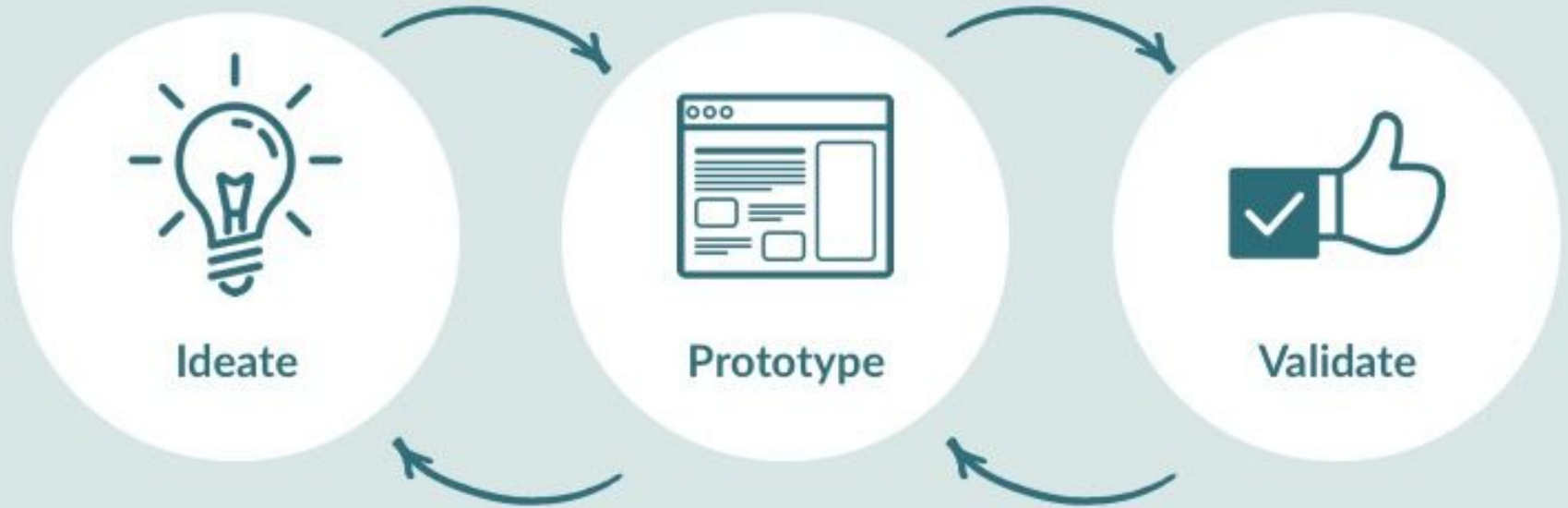


Appeal of a non-digital experience Art/design museum

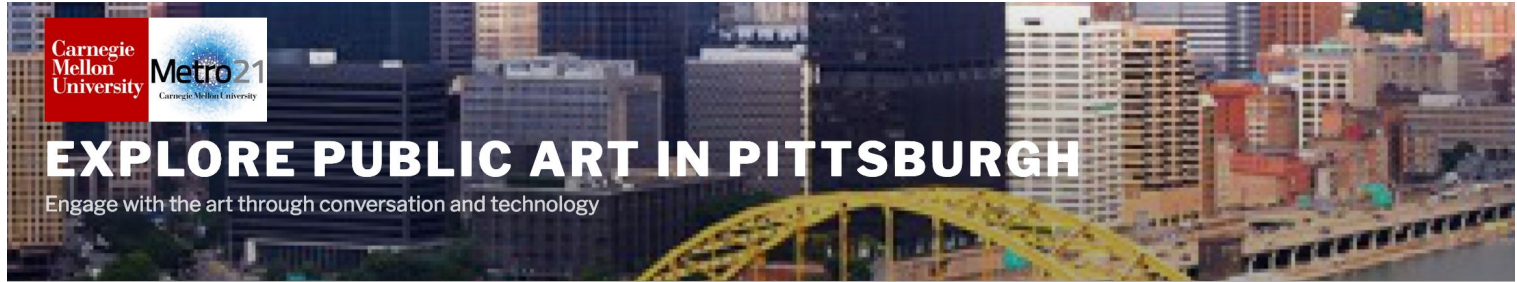


- An experience that integrates digital technology
- An experience that does not integrate digital technology
- No preference/I prefer both

Quick Low-Risk Experimentation: Rapid Prototyping



AI Social Maps



Streaming Space

Agnes Katz Plaza (Louise Bourgeois)

Magnolias for Pittsburgh (Tony Tasset)

YESTERDAY'S TOMORROW

Liberty Avenue Musicians

For Pittsburgh



Instruction to Use Chatbot
Ask any question you want to ask

Ask me anything about Public-Art!