

Engaging Your Museum Membership: Adding Value

Creating Loyalty: Rethinking Engagement and Retention

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Connecting with Members Beyond a Physical Campus

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Creative Partnerships: Building Community with the Next Generation

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Building Mid-tier Categories Through Reciprocity and Anniversaries

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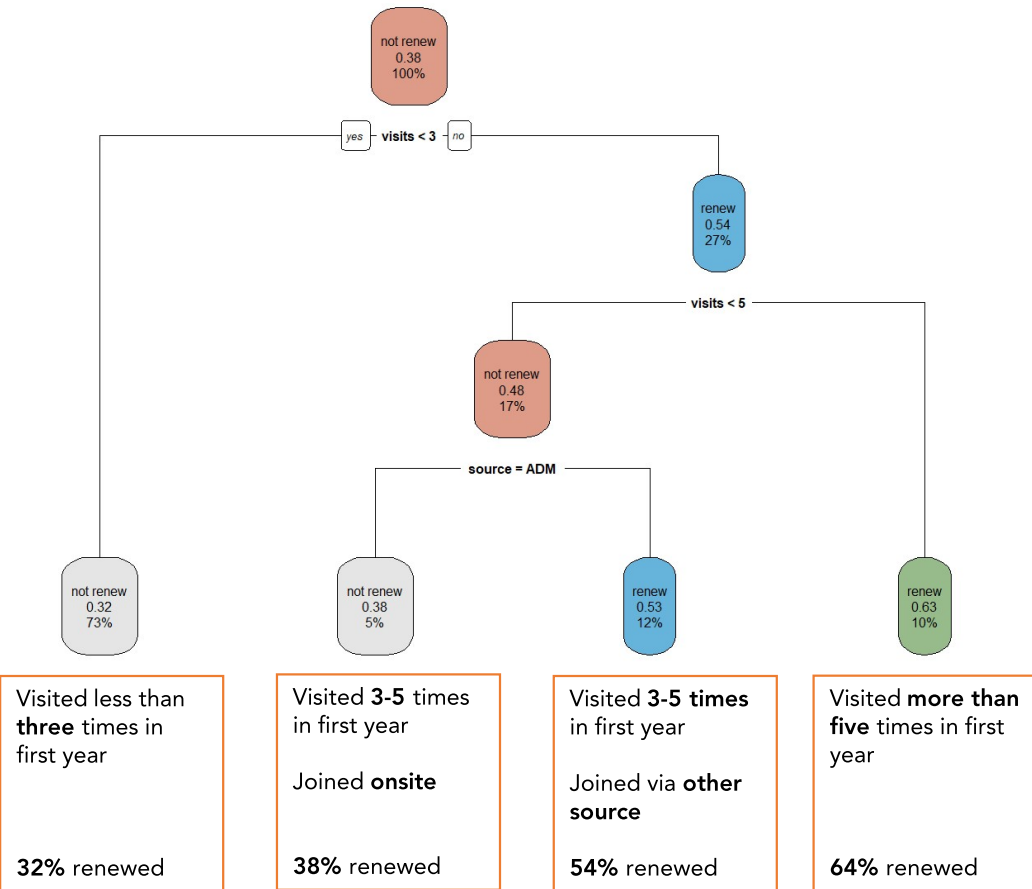
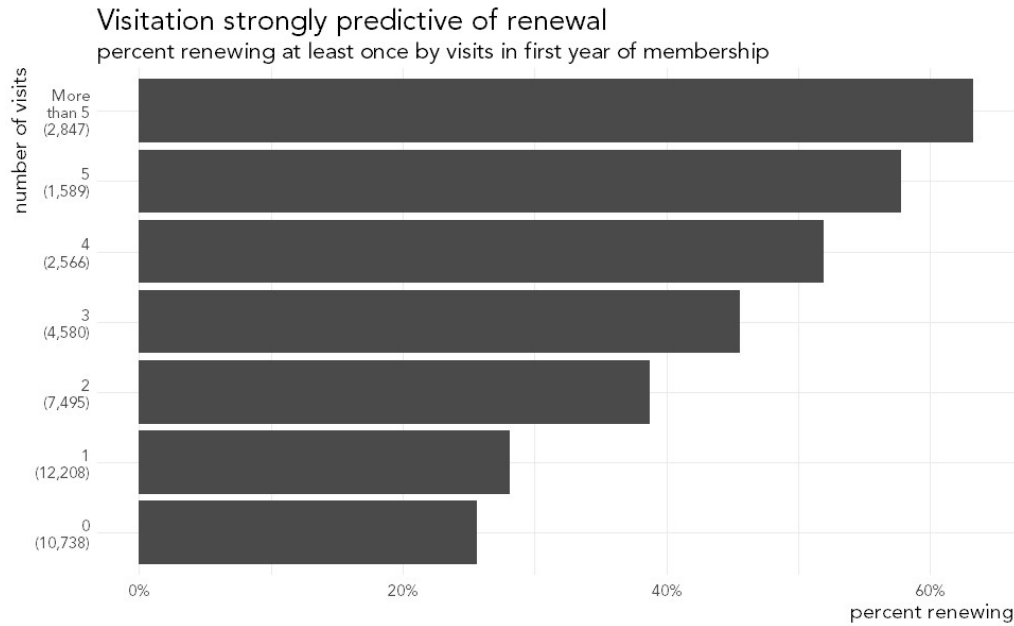
Creating Loyalty: Rethinking Engagement and Retention

Joseph Ciesielski
Manager of Strategic Analysis

Laurie Rothenberg
Manager of Member Engagement

Introduction





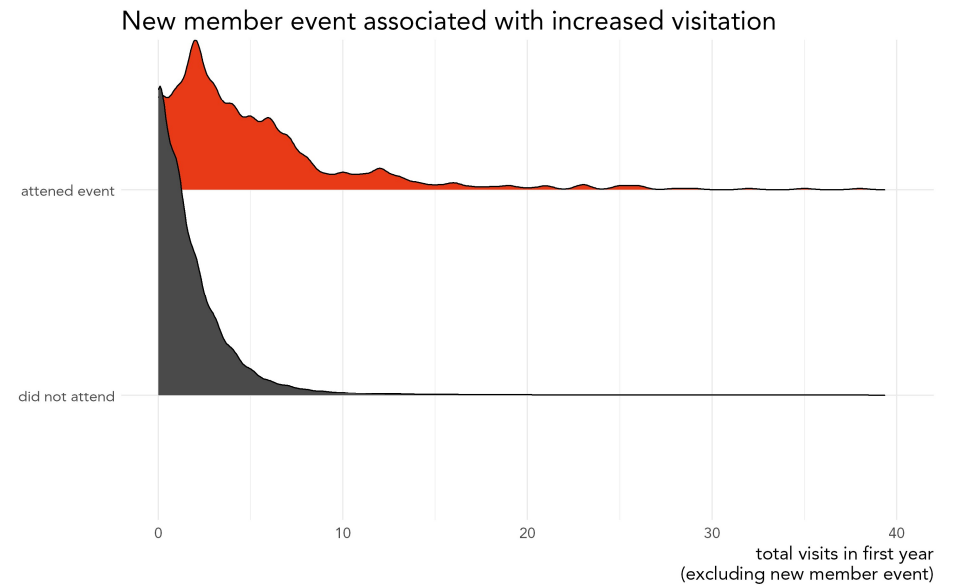
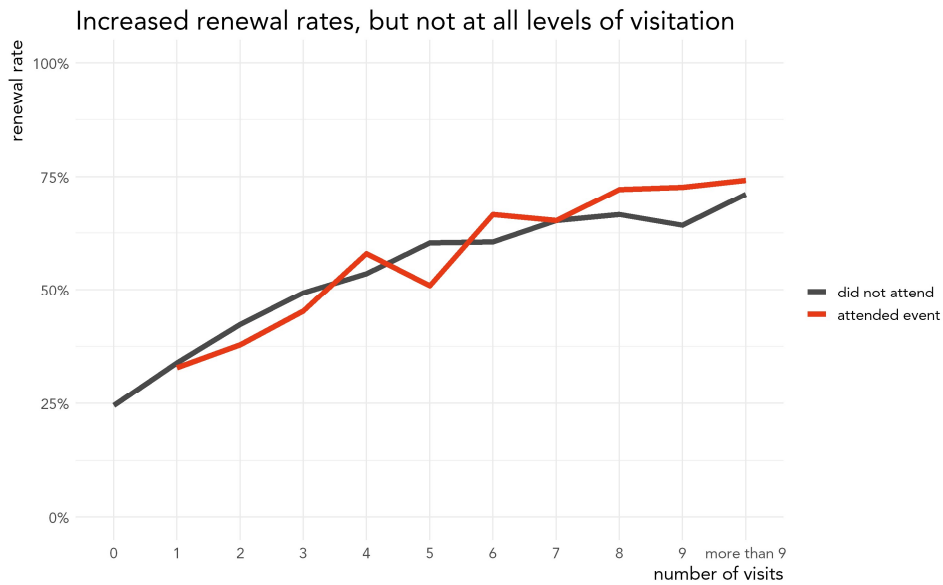
What do we know about our new members?

New Member Programming



Renewal rates

Attended new member event	55.4%	(617)
Did not attend event	36.6%	(48,983)



What is working?

Next Steps

- Visitation data
- Refining communication with new member
- Continue to build on renewal data
- 2nd year members



Philadelphia
Museum of
Art

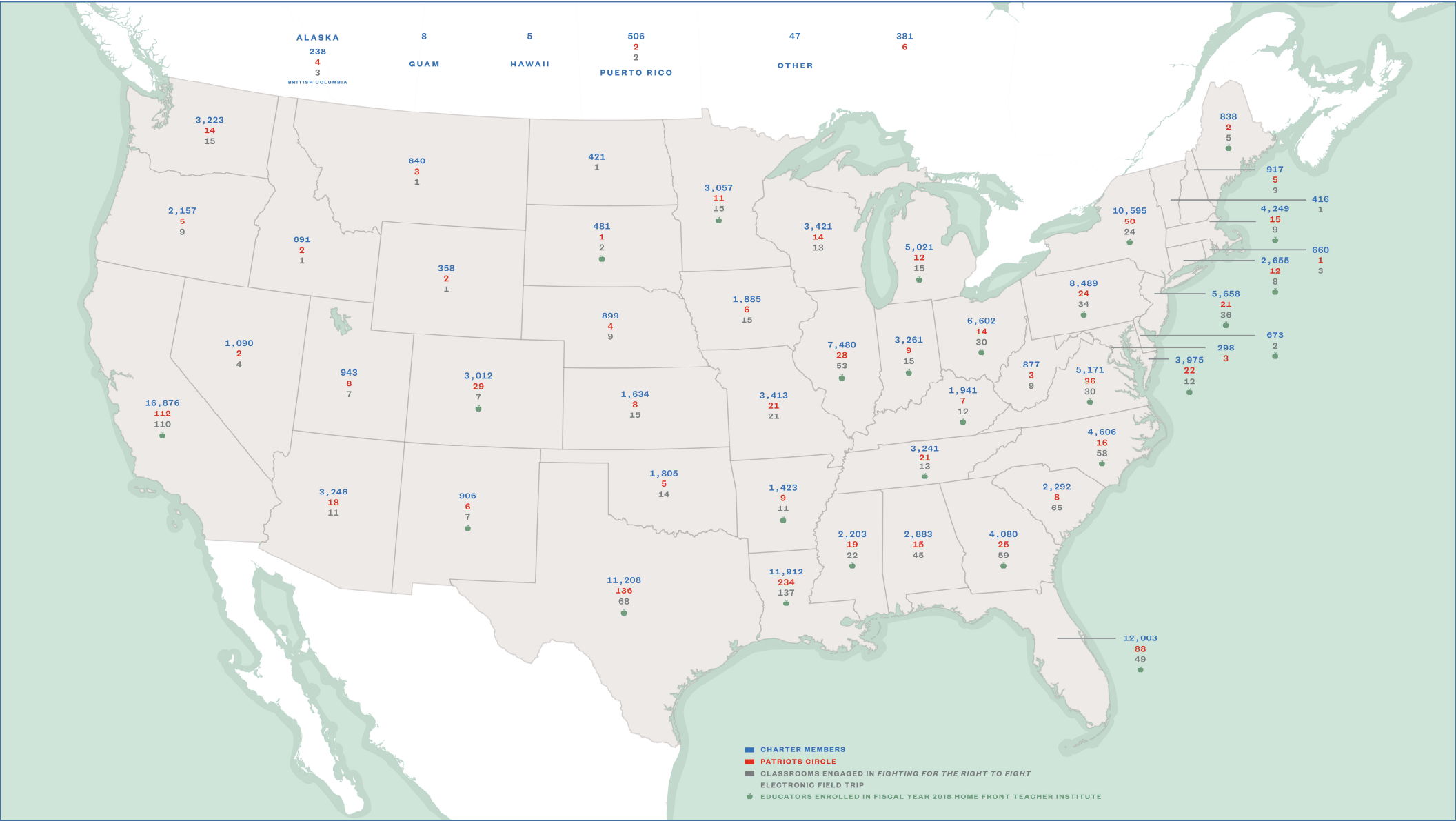


2019 V-Mail Presentation

The staunch support of over 176,000 Charter Members is the foundation of The National WWII Museum's growth. Their loyalty exemplifies a strong commitment to the mission of America's National WWII Museum.

Our Membership is comprised of people from all walks of life, many with their own personal connection to World War II. The Museum affords our Members the opportunity to ensure that their loved one's legacy is never forgotten.







Membership offers a variety of benefits, including:

- Unlimited regular admission to the Museum for up to one year
- **Subscription to *V-Mail*, the Museum's quarterly newsletter**
- Subscription to Dispatch, the Museum's monthly e-Newsletter
- 10% discount for the Museum store, on-site and online
- Discounts on BB's Stage Door Canteen shows
- Honor Roll of Charter Members listing, with honoree(s)
- Advanced notice of special exhibits and programs





WWII CONNECTION

Short for Victory Mail, *V-Mail* is named after a hybrid mail process used by the United States during World War II as the primary and secure method to correspond with soldiers stationed abroad.



THE NATIONAL
WWII MUSEUM

THE NATIONAL WWII MUSEUM | V-MAIL 2019 PRESENTATION | ABOUT V-MAIL

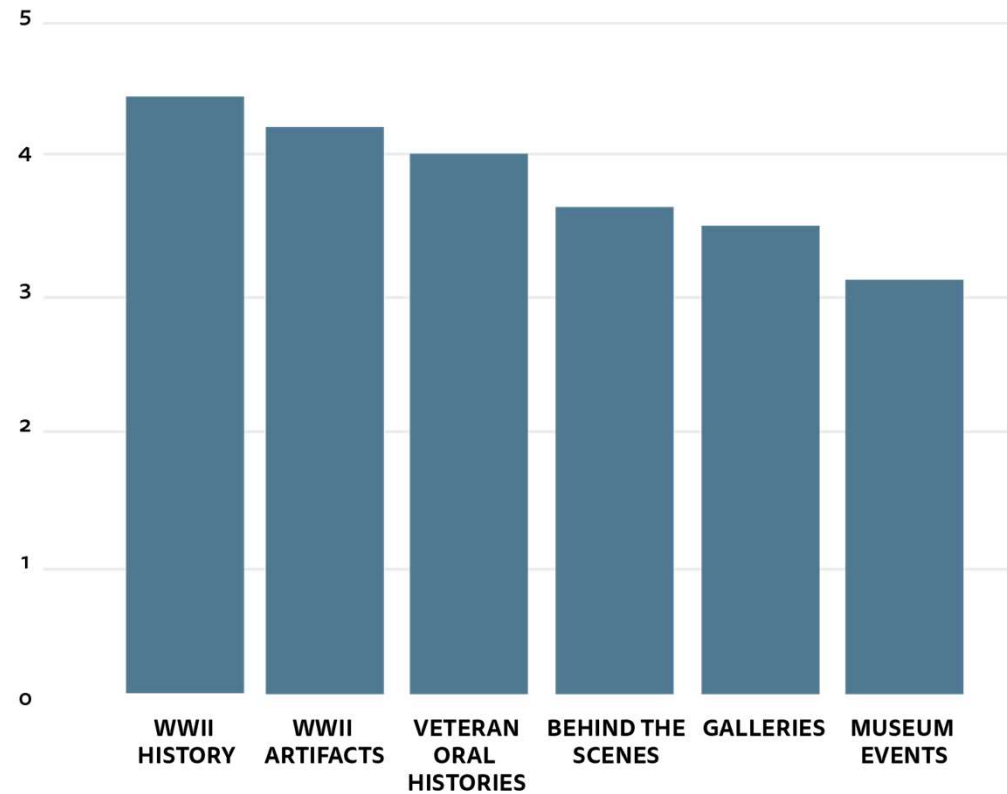


V-Mail is published four times a year by The National WWII Museum's Communications team, and is included in our direct mail packages to Museum Members. The printed quarterly newsletter is as a tool to help Members feel more connected to our physical campus, which they may not be able to visit often.



ENGAGING WITH MEMBERS WORLDWIDE

When presented with a list of editorial topics, users ranked them on a scale from 1 (topics they find the least interesting) to 5 (topics they love the most):



A Personal Connection to History

Museum Curator Shares Father's Uniform from D-Day Airborne Assault

Since the reopening of the Museum's premiere exhibit *The D-Day Invasion of Normandy*, visitors are once again able to learn firsthand about the preparations and challenges American servicemembers faced in Normandy, in addition to seeing new artifacts introduced to the original exhibit. One of those artifacts, though new to visitors, carries a familiar—and personal—story for one of the Museum's curators, Tom Czokanski.

As Senior Curator and Restoration Manager, Tom was involved in the exhibit's refurbishment, which included rotating out as many tactile items as possible in accordance with professional museum practices. By rotating artifacts, sensitive materials could be returned to storage in order to maintain their long-term preservation. When the opportunity to display new artifacts arose, Tom loaned the Museum special pieces from a D-Day veteran very close to him: an M1942 jump jacket and trousers worn by his father for the Normandy invasion.



A

Tom's father, Alphons Czokanski, enlisted in the Army in 1940. He was serving at Schofield Barracks in the Territory of Hawaii when it was attacked by the Empire of Japan on December 7, 1941. After attending Officers Candidate School at Fort Sill, Oklahoma, he volunteered for the 82nd Airborne Division, where he was assigned to the 376th Parachute Field Artillery Battalion as part of the 504th Parachute Infantry Regimental Combat Team. His service took him to North Africa, as well as Sicily, where his plane was shot down by friendly fire during the drop, and finally inland to Italy, where he fought along the Volturno River and at Anzio before returning to England in preparation for the invasion of Normandy.

Ultimately it was decided that the 376th and 504th would not participate as a complete group in the jump. Instead, individual members were used to supplement the forces that would be engaged, and Alphons volunteered to fill an extra spot. Wearing his M1942 jump jacket and trousers, he landed near Sainte-Mère-Eglise and later fought at La Fière Bridge before he was sent

back to England to rejoin his unit.

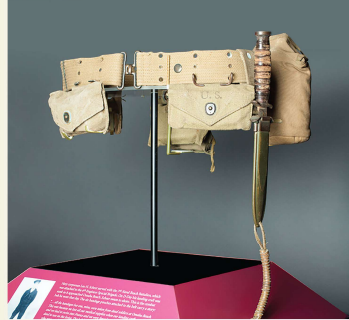
Understanding the importance of this invasion, Alphons saved the uniform he wore—the M1942 jump suit specifically designed for use by America's airborne forces. As with most airborne uniforms worn at Normandy, his was reinforced by the unit riggers. Interestingly, the right elbow was reinforced on the inside rather than the outside. When Tom asked his father about this, he told him it was because he carried a Thompson submachine gun and would fire

it from the hip, holding the butt against the inside of his elbow.

Today, Tom is delighted to share this artifact from his father with thousands of visitors through *The D-Day Invasion of Normandy's* galleries, plus with readers of the Museum's new book, *"Everything We Have" D-Day 6.6.44*, where his father's uniform is featured. To have his story remembered—in addition to those of the many other servicemembers who risked their lives that momentous day—is truly an honor.

A Corpsman's D-Day Tools

An Improvised First Aid Kit Helped Treat the Wounded on Omaha Beach



B

At 7:30 a.m. on June 6, 1944, 24 Landing Craft Infantry boats of LCI Flotilla 10 cautiously approached Omaha Beach. Carrying critical reinforcements, Naval Beach Battalions, and Army combat engineers, the LCIs of Flotilla 10 constituted the first strong reinforcement of the Omaha Beach assault and the first large landing craft to hit the beach following the initial attack. A member of LCI Flotilla 10, LCI-91, wove through beach obstacles, grinding to a halt in Dog White sector. On board was Pharmacist's Mate Third Class Leo

Scheer, one of eight corpsmen assigned to Platoon B-6, 7th Naval Beach Battalion.

After 20 minutes of unloading, about 60 of the 201 men were still on board LCI-91. Concerned about the rapidly rising tide, the commanding officer of LCI-91 backed his craft off the beach and made a second landing. Just as unloading resumed, two mines detonated under the bow, setting the forward half of the LCI on fire. Ordered to abandon ship, Scheer left all of his equipment behind and swam for France.

A —

Lieutenant Alphons Czokanski, who served with the 376th Parachute Field Artillery Battalion as part of the 504th Parachute Infantry Regimental Combat Team, wore this M1942 jump jacket and trousers when he landed in the vicinity of Sainte-Mère-Eglise on D-Day and participated in the battle for La Fière Bridge. *Gifted to the Czokanski family, L2007031*

B —

US Navy corpsman Leo Scheer, who served with the 7th Naval Beach Battalion, wore this web belt when his landing craft was sunk as it approached Omaha Beach on D-Day. The belt's six first aid kits were taken from soldiers killed on the beach in order to treat the wounded. *Gift of Leo M. Scheer, 1999.026.D01.L1*

Trained to stop excessive bleeding, apply salve powder, and properly bandage wounds, Scheer set about treating the many wounded he came across. Quickly running out of supplies, he began taking first aid kits from the dead to treat those still suffering. By the end of the day, Scheer treated the wounded up and down Dog White sector of Omaha Beach, collecting on his web belt bandages and first aid kits from the dead.

Seventy-five years after Leo Scheer landed on Omaha Beach, his web belt—with first aid kits taken from men killed on Omaha Beach—is on display in *The D-Day Invasion of Normandy* exhibit at The National WWII Museum, serving as a connection to those who fought and died liberating France on D-Day. "The belt is dear to me because the bandages come from GIs who gave up their lives at Omaha Beach," said Scheer when donating the belt back in 1999. His artifact is also featured in the new book *"Everything We Have" D-Day 6.6.44* by Museum President & CEO Emeritus Gordon H. "Nick" Mueller, PhD.

Article by Museum Curator Josh Schick.

V-MAIL IMPACT

- The Museum's printed, 16-page Member newsletter was created to bring our Members joy, but we also use it as a way to show our appreciation for their continuing support.
- *V-Mail* provides Members with access to our collections, exhibits, and oral histories, so they can remain connected to our world-class campus of pavilions and exhibitions.
- The newsletter also showcases how Member support helps improve our institution — this type of engagement, which reaches far beyond our Museum's walls, continues to inspire Members to donate to the Museum and help keep the WWII story alive.





A VISION FAR SURPASSED

Looking Back at Museum's Beginnings to Commemorate 75th Anniversary of D-Day

A — WWII veterans share a moment at the Museum's grand opening ceremony for the Solomon Victory Theater pavilion in November 2009, which served notice of the accelerated campus expansion to come.

The genesis moment was a comment made about a New Orleans boatbuilder by the Supreme Commander of the Allied Expeditionary Force, Dwight D. Eisenhower, in the mid-1960s, during a conversation with the young military historian Stephen E. Ambrose. Eisenhower praised the Higgins landing craft and its ingenious designer, Andrew Jackson Higgins, for making Allied victory possible, and the remark has resonated through the passing of many years.

With commemorations marking the 75th anniversary of the Allied D-Day landings at Normandy this month, people are more curious than ever about this decisive turning point in World War II. It is hard to believe

that less than two decades ago, there was no national museum dedicated to the veterans who carried out the greatest amphibious invasion in history.

Ambrose never forgot Eisenhower's remark as he researched and deepened his understanding of Eisenhower's leadership and the lesser-known personalities behind victory, like Higgins. It was in 1990 that the idea of a museum was born in a backyard conversation over drinks between Ambrose and his close friend, Gordon H. "Nick" Mueller, PhD. After numerous overtures to Congress for a Washington, DC, location were exhausted, Ambrose and Mueller decided to build a national D-Day museum in New



B — A parade through the streets of New Orleans preceded the grand opening ceremony for The National D-Day Museum on June 6, 2009. (Left to right) Tom Hanks, US Secretary of Defense William Cohen, Gordon H. "Nick" Mueller,

Stephen Ambrose, US Senator Mary Landrieu, Steven Spielberg, US Senator John Breaux, and New Orleans Mayor Marc Morial.

Orleans, spending long years working to fulfill the vision.

Overcoming fundraising obstacles and other challenges, they and the Museum's Board succeeded when The National D-Day Museum opened on June 6, 2009, a momentous event celebrated by thousands of WWII veterans who paraded in the streets of New Orleans. They were joined by hundreds of thousands of spectators. US Secretary of Defense William Cohen, Tom Brokaw, Tom Hanks, Steven Spielberg, other state and Congressional dignitaries, and Defense Ministers from nine NATO nations attended officiating ceremonies and the celebratory parade.

But while this was the end of the Museum's opening chapter, it was only the beginning of a larger story, as WWII veterans asked why the Museum did not cover the war's entire narrative. One of these individuals, Senator Theodore Stevens, a veteran of the China-Burma-India campaign, offered Ambrose and Mueller a daunting challenge. With the observation that "this was the best museum in America on the war," he said if the cofounders and Museum Trustees would agree to expand the institution to tell the complete story of the American experience in the war—on land, at sea, in the air, and on the Home Front—then he would help secure funding from Congress. Mueller and Ambrose agreed on the spot, and in the next three years, Senator Stevens and his close friend, Senator Daniel Inouye, a WWII veteran and Medal of Honor recipient, worked together to secure funding to purchase three city blocks to advance the Museum's ambitious Master Plan.

With the land purchase and Master Plan complete by 2003, the Museum announced a new capital campaign of \$200 million to develop the six-acre, 300,000-square-foot campus. Senators Stevens and Inouye, supported by Museum champion Senator Mary Landrieu, secured an official resolution

from US Congress in late 2003 that affirmed the establishment of The National WWII Museum to teach about the nation's WWII experience "on both the battlefield and the Home Front," covering all branches of service, as well as the significance of wartime sacrifices.

Sadly, Stephen Ambrose died in 2002, passing the leadership torch to Mueller, the Founding President & CEO. Despite tremendous setbacks from Hurricane Katrina in 2005, funding challenges, and the economic recession of 2008, Mueller, the national Board of Trustees, and the Museum's staff worked tirelessly to create the highest caliber of historical exhibits. These efforts were rewarded with rising visitation and international acclaim.

The Museum's national reputation reached new levels in 2009 when it premiered the 4D multimedia experience *Beyond All Boundaries*, produced by the Hettema Group and narrated by Tom Hanks. Next came the opening of US Freedom Pavilion: The Boeing Center, in 2013, followed in 2014-15 by the permanent exhibit galleries *Road to Berlin* and *Road to Tokyo*, housed in the Campaigns of Courage: European and Pacific Theaters pavilion. *The Arsenal of Democracy* exhibit, which opened in 2017, devotes its galleries to the American Home Front. The Museum's capstone Liberation Pavilion, opening in 2021, will focus on the war's legacy for America and the world. Finally, for audiences unable to visit the institution's campus, the Museum has established the Institute for the Study of War and Democracy and the WWII Media and Education Center to produce content that reaches distant audiences. Both will be housed in the Hall of Democracy, opening later this year.

Led by President & CEO Stephen J. Watson since mid-2017, The National WWII Museum today is approaching completion as the premier educational institution for WWII history, expanding its reach to new audiences to tell the American story of the war that changed the world.

Article by Coleman Warner, Museum President & CEO Emeritus Office Director.



GenPEM

Generation PEM (GenPEM) of the Peabody Essex Museum is a newly formed community of museum appreciators, professionals, entrepreneurs, artists and collectors. We believe that creativity is everywhere and in everyone. We partner as we celebrate the power of creativity at PEM, in our lives, at work and beyond.

GenPEM – Why

- Like many museums, our membership skews older with ~80% over 50 years old
- **We needed innovative content and programming tailored to a younger age group with fresh sensibilities**
- GenPEM grew out of an annual tiered event: we needed a way to keep momentum throughout the year



GenPEM Vision

- Expand PEM outside of the museum walls
- Connect to existing creative communities through partnerships
- Create diverse community of **young** professionals, tech industry, artists, entrepreneurs and collectors
- Celebrate that **creativity** is everywhere and in everyone
- Always have **artists** and **curators** at heart of events

GenPEM starts where a museum normally stops, engaging the community with makers, artists, and local businesses through interesting events.

– ALDEN HAWKINS

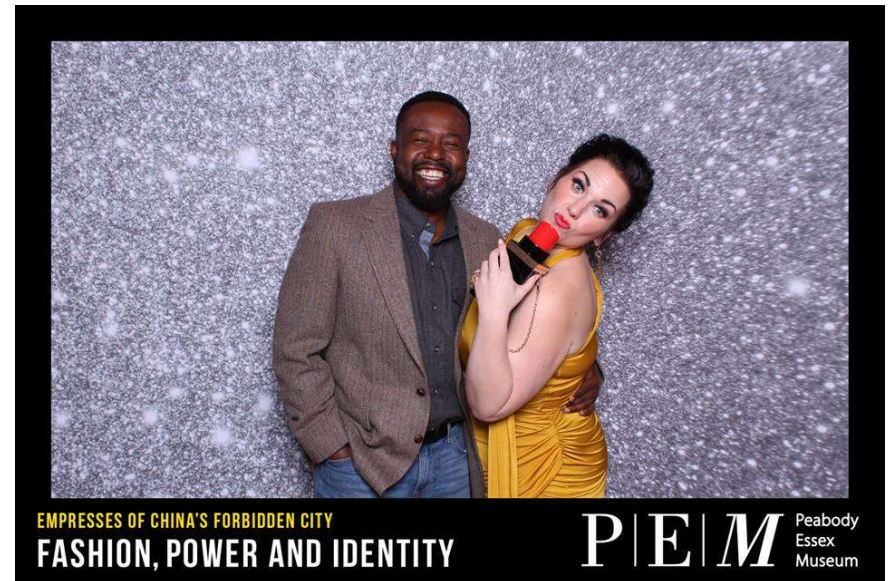
GenPEM Steering Committee

GenPEM Execution

1. Pop-ups
2. Listening Rounds
3. Strategic invites to PEM

POP-UP EXAMPLES

- The Salon at Sweet Rickey and EDITBAR
- Caroline & Caroline Oh Ship! PEM and Notch Brewery
- GenPEM Trunk Show at The Village Works
- Martin Creed at Boston Center for the Arts
- GenPEM at Bully Boy Distillers
- GenPEM at HubWeek
- GenPEM at ICON Interactive – Kingston 2219
- GenPEM Preview of New Wing with Trevor Smith
 - + Harbor Voices at El Punto



Recent Pop-ups



PIEM Peabody Essex Museum **GENPEM**

GENPEM AT ICON INTERACTIVE
KINGSTON 2219

ICON Interactive is using their Christmas gift to explore the effects of immersive technology on physical spaces. Experience Kingston 2219—a provocative virtual reality pop-up party that transports the left bank over 200 years into the future to this week. Boston is split in two: a new city is built on top of the old; it stays above water, fast food companies pour your home and more.

REMARKS BY
Trevor Smith, Curator of the Present Tense, Peabody Essex Museum
Jon Sulzow, Creative Director, ICON Interactive

ICON Interactive
Thursday, March 28, 2019
7:00–9:30 pm
129 Kingston Street | 2nd Floor | Boston, MA

BUY TICKETS TODAY AT
pem.org/icon

GENPEM Members \$12 // Nonmembers \$25 // Space is limited
Questions? Email kerry_schneider@pem.org

FEATURING

- + Immersive VR experience inspired by the PEM exhibition *Nature's Nation*
- + Interactive installations
- + Cocktails designed by Snøljø
- + Futuro Musci & Classic Jams

GENPEM Join our newly formed community of museum appreciators, young professionals, entrepreneurs, artists and collectors.
pem.org/genpem #genpem

PIEM Peabody Essex Museum **GENPEM**

JOIN A SELECT GROUP TO EXPERIENCE HUBWEEK TOGETHER
Saturday, October 13 | 3:30–6:30 pm

Through intimate curated experiences and large scale open gatherings, HUBWeek is designed to inspire curiosity, break down silos and spark bold solutions for a more inclusive future.

3:30 PM CHECK-IN with HubWeek at Boston City Hall Plaza, 1 City Hall Square, Boston

4–4:45 PM GATHER at HUBWeek Walls, Feature Wall by Claudia San Miguel, Private Tour of *We the Future*, a public art exhibition, with Leonie Bradbury

5–6 PM RESPOND Rostons Public House, 131 State Street. Wine, appetizers and a GenPEM Listening Tour with Leonie Bradbury and Trevor Smith. Three informal discussions are designed for you to give feedback and share ideas for future GenPEM experiences.

6:30 PM EXPLORE the Immersive Dome, DJs and live performances on your own

LEONIE BRADBURY
CURATOR OF ART & CRAFTS WITH ARTIVE WORKS

TREVOR SMITH
PEM'S CURATOR OF THE PRESENT TENSE

SPACE IS LIMITED TO 12 PEOPLE. SIGN UP TODAY!

STEP ONE: To RSVP for the event email kerry_schneider@pem.org
STEP TWO: Register for the festival for free at hubweek.org with promo code **GENPEM**

GENPEM Join our newly formed community of museum appreciators, young professionals, entrepreneurs, artists and collectors.
pem.org/genpem #genpem

GenPEM – More Porous than Membership

1. Get on the **invite list**
2. Buy tickets to attend **GenPEM pop-ups**
3. Give **feedback** at Listening Rounds
4. Attend **PEM**: select exhibition openings, After Hours parties + curator-led tours
5. Join **GenPEM** (three levels)
6. Give to the **Annual Fund**
7. Be a leader on the **GenPEM Steering Committee**



GenPEM Progress + Participation

- Grown from 80 households to 720 in ~1.5 years
- Ages ~25–45, will drive our membership ages down
- Fresh Design + identity created for print and web
- Levels and benefits established
 - \$70 Individual GenPEM
 - \$100 Dual GenPEM
 - \$210 Sponsor GenPEM
 - GenPEM get all corresponding benefits to membership level
 - **Plus** discounted GenPEM pop-up tickets



What's Next?

- Stay flexible for new models and ideas
- Work closely with corporate membership to include their young professionals
- Explore crowd funding + text to give

kerry_schneider@pem.org

pem.org/genpem

[#genpem](https://twitter.com/genpem)



The Museum of New Mexico System



- Museum of Indian Arts and Culture | Laboratory of Anthropology
- Museum of International Folk Art
- New Mexico History Museum and Palace of the Governors
- New Mexico Museum of Art
- New Mexico Historic Sites (8)
- Office of Archaeological Studies

The New Mexico Museum of Art is 100!



What is NARM?

North American Reciprocal Museum Association



More than 1,000 members

narmassociation.org



NARM Participants in New Mexico

13 Museum of New Mexico institutions, plus;

Santa Fe (5)

Center for Contemporary Arts
El Rancho de las Golondrinas
Georgia O'Keeffe Museum
IAIA Museum of Contemporary Native Arts
SITE Santa Fe

Albuquerque (6)

516 ARTS
Albuquerque Museum of Art and History
Corrales Arts Center
National Hispanic Cultural Center
UNM Art Museum
Maxwell Museum of Anthropology

Los Alamos (1)

Los Alamos History Museum

Farmington (3)

E3 Children's Museum & Science Center
Farmington Museum
Riverside Nature Center

Taos (2)

Harwood Museum of Art
Taos Art Museum at Fechin House

Promotions



Step Up

In honor of the New Mexico Museum of Art's 100th Anniversary

Step Up in honor of the New Mexico Museum of Art's 100th Anniversary

When you move to the Sponsor level or higher, the year-round benefits at your new level are immediate—spanning the remainder of your current membership year and for another full year.

As a bonus, you'll receive special limited-time Centennial Celebration thank-you gifts.

Core Membership Benefits

Offered at every level:

- Free, unlimited admission for one year to four museums in Santa Fe: six historic sites statewide, two historic properties and the Office of Archaeological Studies
- Subscriptions to *El Palacio*, *Member News*, *Member E-News*
- 10% discount at free Museum Shops and at [wildfolkart.org](http://www.wildfolkart.org) and shopmnmf.org
- 10% discount on Museum Hill Café
- Invitations to members-only events

Membership Levels Step Up to the following levels and receive:

Sponsor (discounted to \$100 Best Value!)

Year-round benefits:

- All core benefits
- 2 Member for a Day Passes, give your guests free admission and shop discounts for one day
- Membership in North American Reciprocal Museum (NARM) Association, includes free admission to more than 1,000 museums (narmassociation.org).

PLUS, THESE THANK-YOU GIFTS:

- One free month of membership

Patron (\$300 | \$270 senior)

Year-round benefits:

- All Sponsor benefits
- 4 total Member for a Day Passes
- Premier 30-minute Early Access to Member Previews

PLUS, THESE THANK-YOU GIFTS:

- One free month of membership
- One-time 20% off Shops coupon

Benefactor (\$600 | \$540 senior)

Year-round benefits:

- All Patron benefits
- 6 total Member for a Day Passes
- A gift from the Shops
- Conversation with the Curator Tour

PLUS, THESE CENTENNIAL THANK-YOU GIFTS:

- One free month of membership
- One-time 20% off Shops coupon
- Centennial baseball cap

Ambassador (\$1,000 | \$900 senior)

Year-round benefits:

- All Benefactor benefits
- Invitation to one Circles First Look event
- Exhibition catalogue

PLUS, THESE CENTENNIAL THANK-YOU GIFTS:

- One free month of membership
- One-time 20% off Shops coupon
- Centennial baseball cap
- \$100 Shops gift card

Regents' Circle (\$1,500)

All Regents' Circle benefits:

- Recognition on museum donor boards
- 10 Member for a Day Passes
- Eligibility for Circles travel program
- Annual Circles event calendar, including First Looks, private tours and parties

PAYMENT INFORMATION Please increase my membership as indicated on the form.

Membership	\$
*Includes Name (for Family/Corporate level only, last names for names of children under age 18)	

My check, payable to the Museum of New Mexico Foundation, is enclosed.

Please charge to _____ on my Visa MasterCard American Express Discover

Card Gift Number: _____ Expiration Date: _____

Signature (credit card please print) _____

FOR OUR RECORDS _____

It's Easy To Step Up

MAIL your reply form in the enclosed envelope

CALL 505.982.6366 ext. 107

ONLINE museumfoundation.org/stepup
Enter promo code 100TH100% upon checkout for \$100 Sponsor offer. Code is case sensitive.

P.O. Box 2000, Santa Fe, NM 87504-2005



museumfoundation.org | 505.982.6366

Baseball Cap

Present this coupon at the New Mexico Museum of Art Shop and receive a free cap commemorating the museum's 100th Anniversary.



museumfoundation.org | 505.982.6366

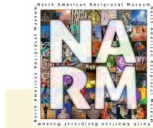
20% Off a \$100 Shops Purchase

Present to this coupon to any Museum Shop and receive 20% off a \$100 purchase or more, our way of saying "thank you" for stepping up.





Informing the member



North American Reciprocal Museum (NARM) Association

Members at the Sponsor level or higher receive free admission and shops discounts to nearly 1,000 institutions in North America. Visit narmassociation.org for details.



Free admission to the following in New Mexico:

ALBUQUERQUE

- 516 ARTS
- Corrales Arts Center
- National Hispanic Cultural Center
- The Albuquerque Museum of Art and History
- University of New Mexico Art Museum

FARMINGTON

- E3 Children's Museum & Science Center
- Farmington Museum
- Riverside Nature Center

SANTA FE

- Center for Contemporary Arts
- El Rancho de las Golondrinas
- Georgia O'Keeffe Museum
- IAlA Museum of Contemporary Native Arts
- Museum of Indian Arts and Culture
- Museum of International Folk Art
- New Mexico History Museum | Palace of the Governors
- New Mexico Museum of Art
- SITE Santa Fe

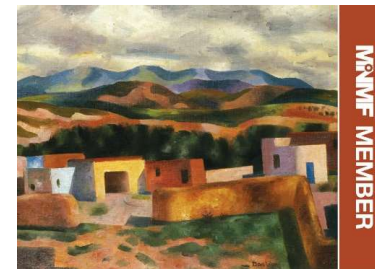
TAOS

- Harwood Museum of Art of the University of New Mexico

STATEWIDE

- Bosque Redondo Memorial at Fort Sumner
- Coronado Historic Site
- El Camino Real Historic Trail Site
- Fort Selden
- Fort Stanton
- Jemez Historic Site
- Lincoln Historic Site

www.museumfoundation.org/narm



North American Reciprocal

Theodore Wagenaar
Sponsor Member



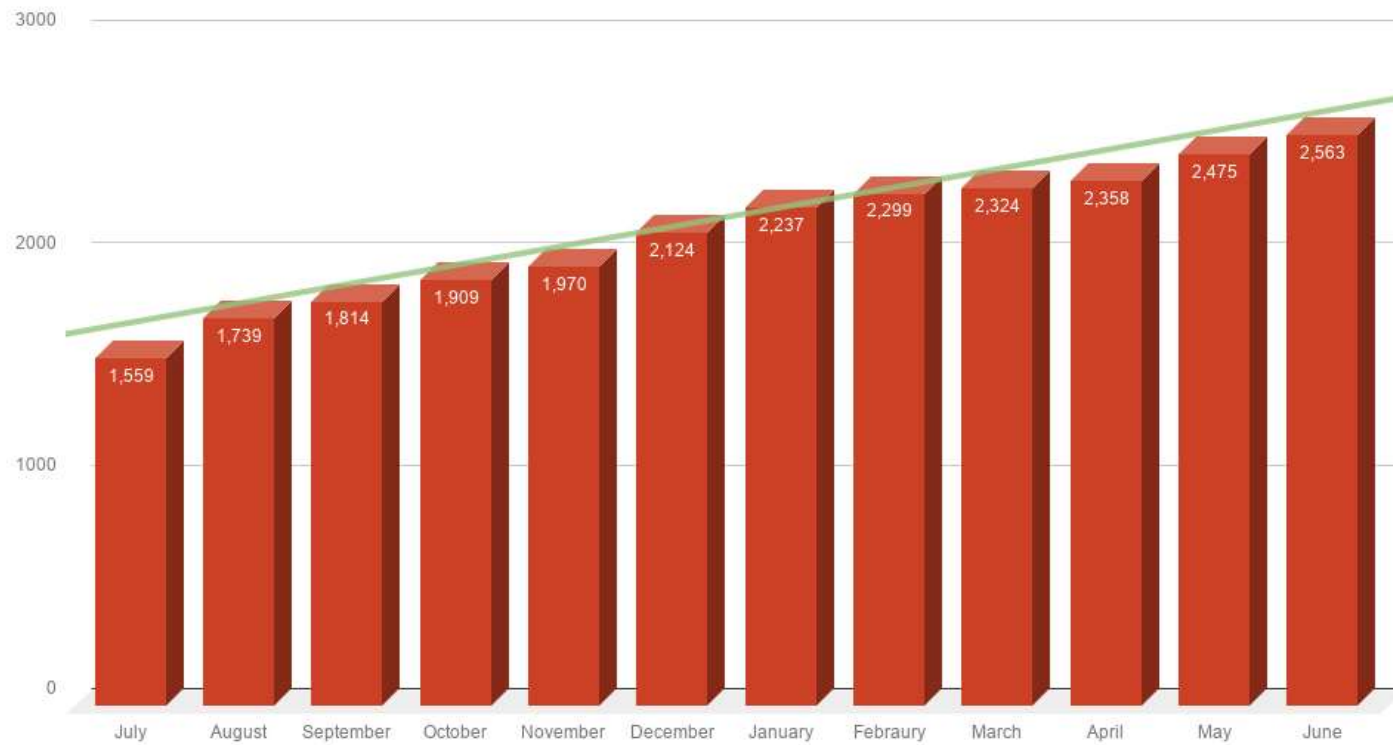
Valid to
3/1/2020
Member ID
94170

museumfoundation.org | membership@museumfoundation.org | 505.982.6366
Image: Andrew Dasburg, My Gate on the Camino (1928), New Mexico Museum of Art



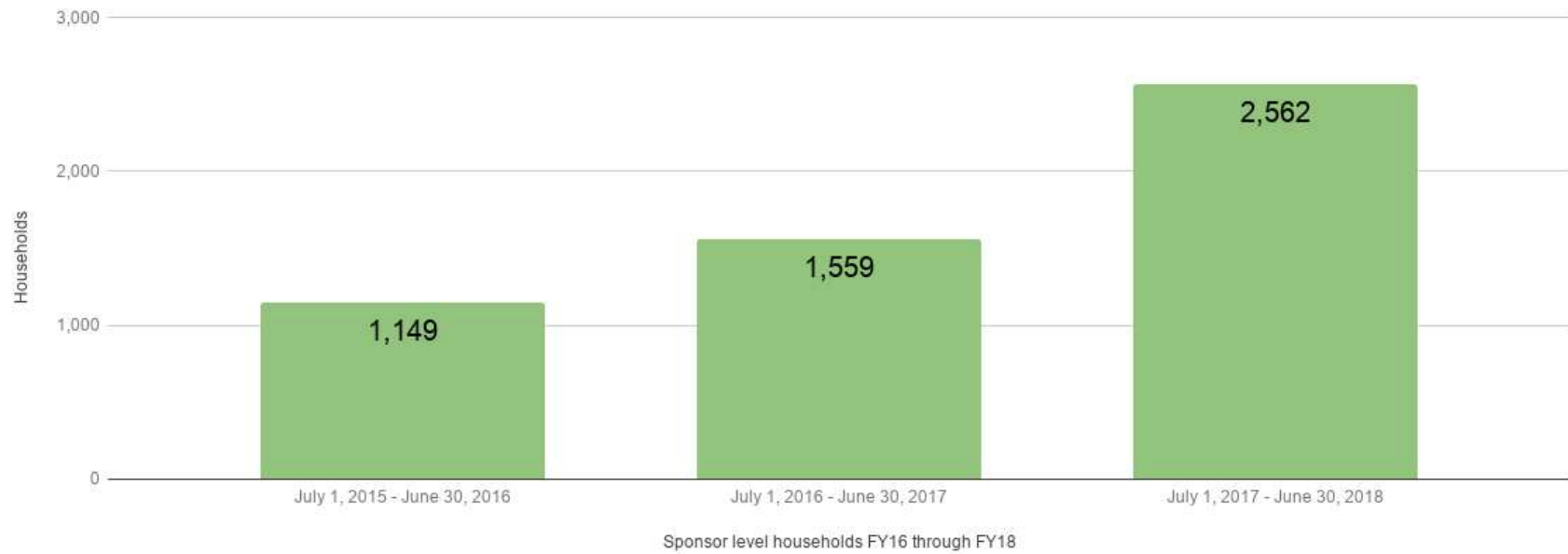
Results

FY18 Sponsor Level Growth



Results

Sponsor Level Growth FY16 - FY18



MEMBERSHIP
50TH
ANNIVERSARY



MINMF
MUSEUM OF NEW MEXICO FOUNDATION



museumfoundation.org | 505.982.6366

New Mexico
Tinwork

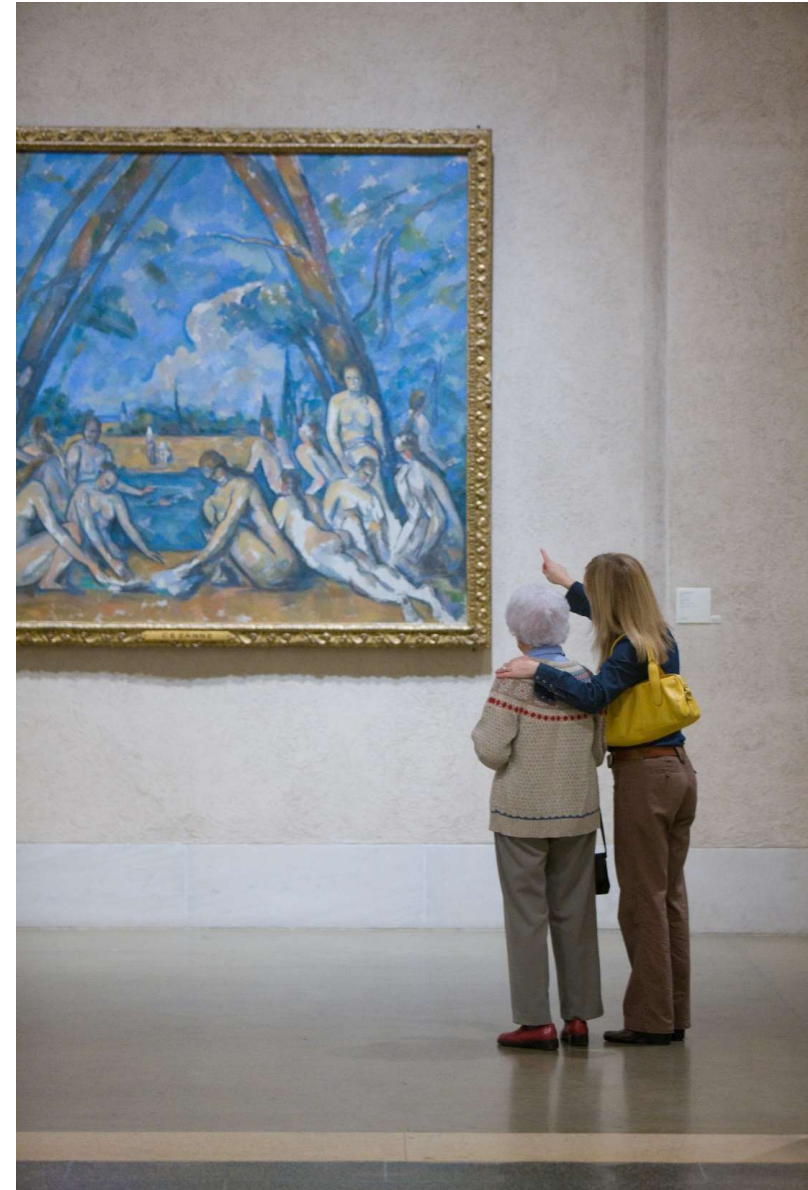
Present this coupon at the
New Mexico History Museum
Shop and receive a handmade
tin artwork, our way of saying
“thank you” for stepping up.



MINMF
MUSEUM OF NEW MEXICO FOUNDATION

Themes

- Adding value through engagement
- Taking advantage of key moments
- Using both communications and programming



Creating Loyalty: Rethinking Engagement and Retention

Joseph Ciesielski and Laurie Rothenberg

Philadelphia Museum of Art

Joseph.Ciesielski@philamuseum.org

Laurie.Rothenberg@philmuseum.org

Connecting with Members Beyond a Physical Campus

Michelle Moore, The National WWII Museum

michelle.moore@nationalww2museum.org

Creative Partnerships: Building Community with the Next Generation

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