

# MEMBERSHIP 101

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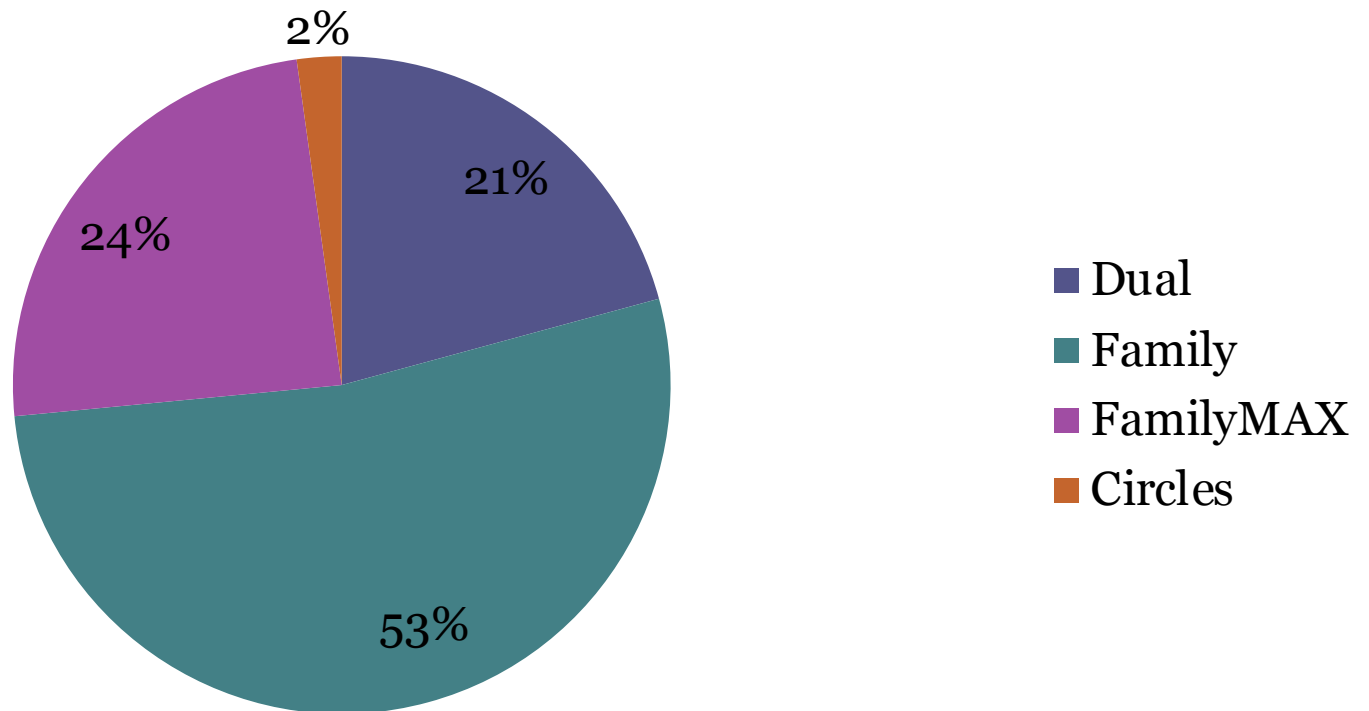
# Museum Profile



- Philadelphia's Science Museum
- 900,000 visitors annually
  - Members make up 20% of attendance
- 30,000 active member households
  - \$89-\$1,000
- \$3.5 million annual support to General Operating Funds
- 37% renewal rate

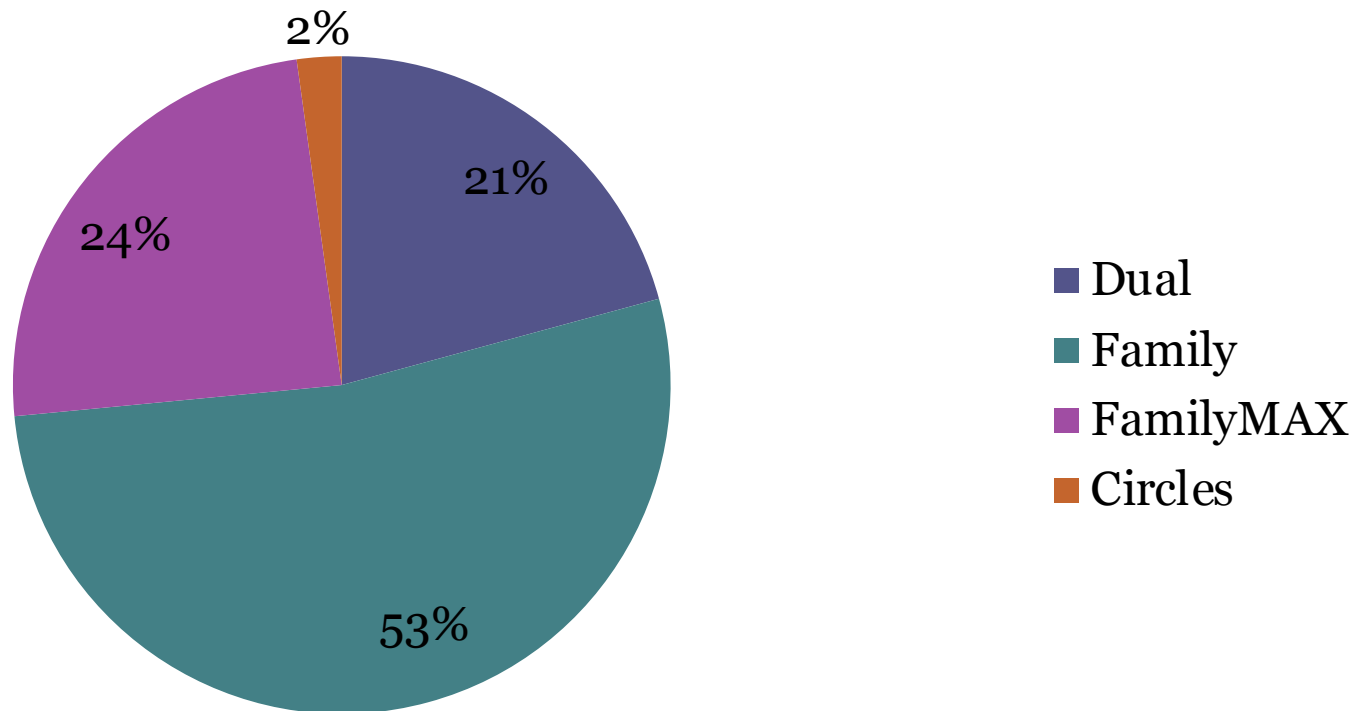
# Museum Profile

## TFI Household Breakdown by Category



# Museum Profile

## TFI Household Breakdown by Category





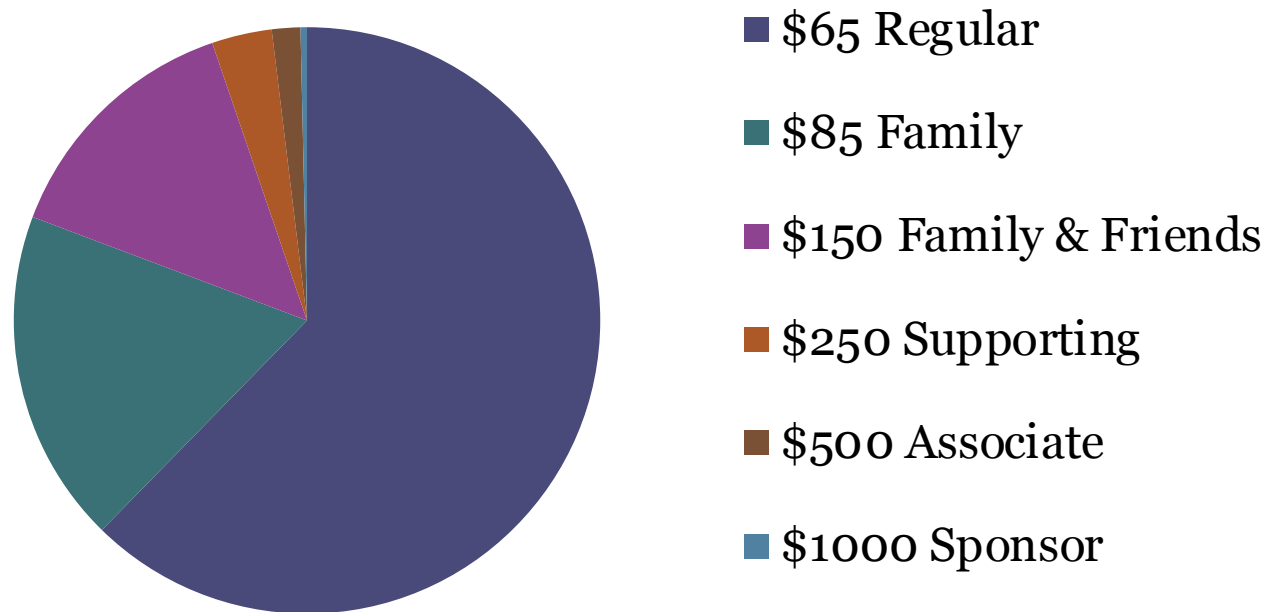
# Museum Profile

## SAINT LOUIS ART MUSEUM

- Encyclopedic art museum with 30,000+ works
- Free admission with paid exhibitions
- 500,000 visitors annually
  - Members make up 40–45% of ticketed exhibition attendance
- 20,000 active member households
  - \$65–\$1,000
- \$1.45 annual support to General Operating Funds
- 72% renewal rate

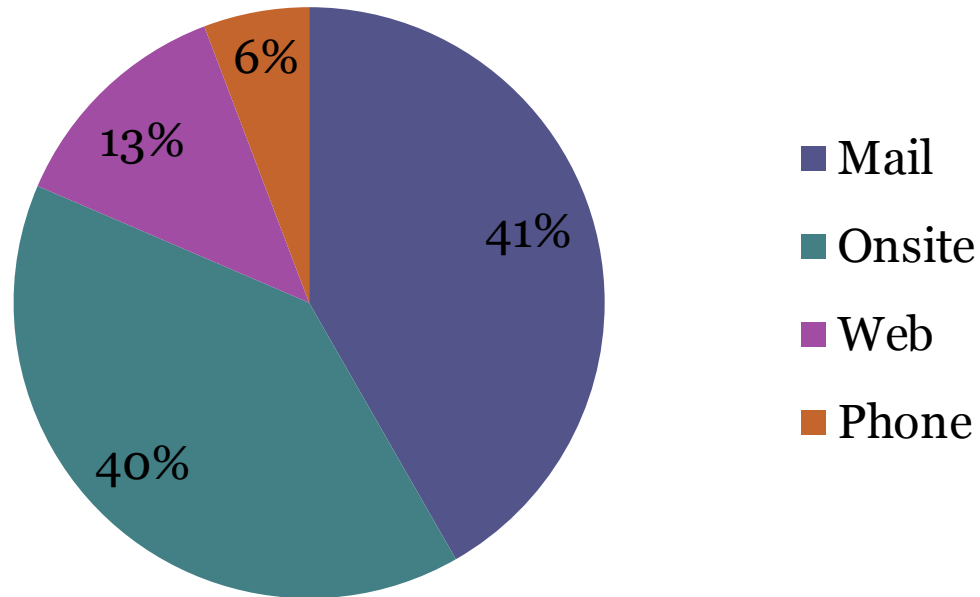
# Museum Profile

## SLAM Household Breakdown by Category



# Museum Profile

## SLAM Membership Sales by Source



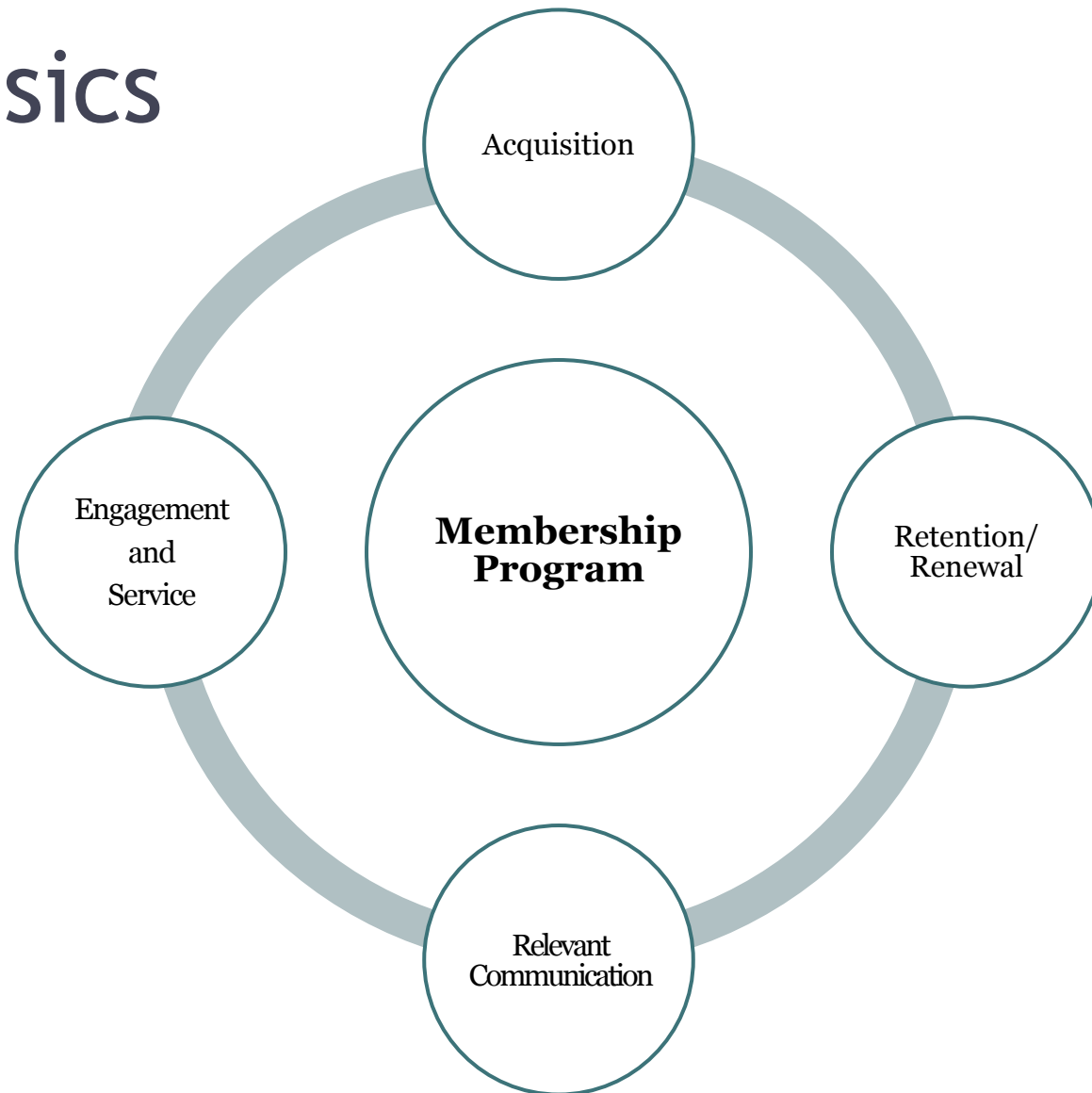
# Why Membership?

- Reliable source of operating funds
- Core constituency
  - Regular attendees
  - Exhibition goers
  - Program audience
  - Restaurant and Shop customers
- Extends institution's presence in community
- Indicates community support and pride

# Why Membership?



# The Basics



# Acquisition

- *noun*
  - *1. an asset or object bought or obtained, typically by a library or museum*
- *Different Forms of Acquisition*
  - *Engaged*
    - *Website, Onsite (Lobby, Museum)*
  - *Disengaged/Unengaged*
    - *Lapsed members, ticket purchasers, strangers, gifts*

# Direct Mail

- Often more investment, but also more reward
- Full packages or simpler postcards/invitations
- Mail to lapsed members, in-house prospects, community exchanges, or commercial lists
- .75 – 1% response rate is typical (even higher with “match back”)



# Direct Mail Package

SAINT LOUIS ART MUSEUM

Save on a year of epic discoveries, with free admission and more!

April 2018

Dear Friend,

The reviews are in, and they are *fantastic!*

*Sunken Cities: Egypt's Lost Worlds* is a must-see, once-in-a-lifetime experience—and the best way to see it is with free admission and special privileges as a Saint Louis Art Museum Member.

It is my great pleasure to invite you to join us as a Member. To encourage you to join right away, I am pleased to extend to you a special offer:

**Join by June 15 and save 20% on any membership level, and receive a commemorative *Sunken Cities* water bottle with our thanks.**

More than 1,200 years ago, the two Egyptian cities of Thonis-Heracleion and Canopus were lost to the sea. *Sunken Cities* is the incredible story of the seven-year excavation of these submerged cities that were once major trade hubs between ancient Egypt, Greece, and the wider Mediterranean. **And as a Museum Member, you will experience this extraordinary exhibition with free tickets** (non-Members pay up to \$20 per person).

Stunning religious, ceremonial, and commercial artifacts were uncovered, along with a greater understanding of life during the age of the pharaohs. Colossal 16-foot-tall sculptures. Antiquities in gold and bronze. Rare artifacts never before shown outside of Egypt.

As a Member, you can experience *Sunken Cities* during private Member Nights on May 1 and June 5. Plus, we're planning a special Member Night for families on August 7!

*Sunken Cities* is only the start of your epic year as a Member!

Members enjoy special opportunities for insider access every month! Come by the Café for a complimentary beverage, then learn something new during a special "Best in Show"-themed Member Morning Tour on May 1, 12, 15, or 22. Or come for a "Status Symbols"-themed Member Morning tour on June 5, 9, 12, or 19. There's always something new to discover.

You will save again this fall—and also be invited to an exclusive preview event—when we welcome *Graphic Revolution: American Prints 1960 to Now*, our next main exhibition.

(over, please)



Copyright © 2018 Saint Louis Art Museum. All rights reserved. Thonis-Heracleion, Alexandria, Egypt, 4th century A.C. and granite height: ca. 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m). Height: 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m). Thonis-Heracleion, Alexandria, Egypt, 4th century A.C. and granite height: ca. 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m). Height: 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m). Thonis-Heracleion, Alexandria, Egypt, 4th century A.C. and granite height: ca. 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m). Height: 16 ft. x 12 ft. x 12 ft. (5 m x 3.7 m x 3.7 m).

## SUNKEN CITIES

### EGYPT'S LOST WORLDS

NORTH AMERICAN PREMIERE  
THROUGH SEPTEMBER 9

You are invited to an epic discovery  
1,200 years in the making!

In 2000, world-renowned underwater archaeologist Franck Goddio and his team made one of the greatest archaeological finds in generations—the sunken ancient cities of Thonis-Heracleion and Canopus.

Preserved and buried under the sea for over a thousand years, the stunning objects in the exhibition range from magnificent 16-foot-tall statues to intricate gold jewelry. Also revealed is the Mysteries of Osiris, an annual festival commemorating one of ancient Egypt's most important myths—the murder and resurrection of the god Osiris.

Join today for exclusive Member perks:

- Unlimited free exhibition admission (non-Members pay up to \$20 per person)
- Sunken Cities* Member Nights May 1, June 5, and August 7, 6–8 pm Members are invited to experience *Sunken Cities* after hours with music, art activities, and demonstrations that will deepen your knowledge of life in ancient Egypt. Drinks and light snacks will be available for purchase.

**The Foundation**  
Organized with the European Institute for Underwater Archaeology with the generous support of Hill Foundation and in collaboration with the Ministry of Antiquities of the Arab Republic of Egypt.

Presented in St. Louis by: **WILLIAM T. KEMPER FOUNDATION** and **COMMERCE BANK, TRUSTEE**

Lead corporate supporter: **Edward Jones**

*Offer includes discounted rates, exclusive event, and free gift*

# Website

The screenshot shows the top portion of a web browser displaying the Franklin Institute's membership page. The browser's address bar shows the URL <https://www.fi.edu/explore-membership>. The website's navigation menu includes links for MEMBERS, TEACHERS, GROUPS, SUPPORTERS, Plan Your Visit, Explore the Museum, Events and Programs, Scientists and Researchers, and Buy Tickets. A large banner image features a man and a woman looking through a magnifying glass, with the text "EXPLORE MEMBERSHIP" overlaid in large white letters. The Franklin Institute logo is visible in the top left corner of the page.

This screenshot shows the ticket pricing section of the website. It includes social media icons for Facebook, Twitter, Google+, and Pinterest on the left. The pricing is divided into Daytime (9:30am - 5:00pm) and Evening (5:00pm - 9:00pm) categories. A "PURCHASE TICKETS" button is provided for each category. Below the evening pricing, there is a section for Member Tickets, also with a "PURCHASE TICKETS" button. The Windows taskbar at the bottom shows the time as 12:41 PM on 4/11/2016.

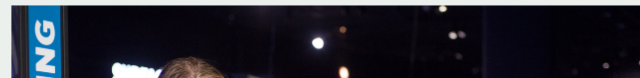
Category	General Admission	Adult	Child (3-11)
Daytime (9:30am - 5:00pm)	included	\$29.95	\$24.95
Evening (5:00pm - 9:00pm)*	included	\$19.95	\$14.95
Member Tickets - Daytime or Evening		Member Adult: \$8.95 Member Child (3-18): \$7.95	

Experience  
explore the  
beloved an  
*Science Be*  
science, te  
by the artis

award-winning films to the big screen.

With more than 40 interactive elements, the exhibition's eight sections focus on steps in the filmmaking process to give you an unparalleled view of the production pipeline and concepts used at Pixar every day. Participate in engaging hands-on activities, listen to firsthand accounts from members of the studios' production teams, and even come face-to-face with re-creations of your favorite Pixar film characters, including Buzz Lightyear, Dory, Mike and Sulley, Edna Mode, and WALL•E!

Go behind the scenes and experience the creation of some of your favorite Pixar movies and characters below:





# Lobby

**COMPARE, JOIN, AND SAVE!**

Ask about turning today's ticket into a year-long membership & receive exclusive benefits in 2016:

<u>Tickets for a Family of Four*</u>	<u>Members</u>	<u>Non-Members</u>
Visit 1: General Admission	<b>FREE</b>	\$71.80
Visit 2: LOST EGYPT	<b>FREE</b>	\$91.80
Visit 3: The Science Behind Pixar	<b>\$33.80</b>	\$109.80

\*Non-member pricing for 2 adults and 2 children ages 3-11. You'll save even more for kids age 12+

**BECOME A MEMBER TODAY!**  
RECEIVE EXCLUSIVE BENEFITS TODAY AND WHEN YOU VISIT AGAIN AND AGAIN IN 2016!

**MEMBERS SAVE UP TO \$33.00 PER PERSON!**

**LOST EGYPT**  
ANCIENT SECRETS  
MODERN SCIENCE  
JANUARY 30 - SEPTEMBER 5, 2016

**The Science Behind Pixar**  
MARCH 12

**MEMBERS SEE IT FREE!**

**JOIN NOW!** Choose the level that's right for you, and visit today as a member.

**Lost**

**The Science Behind**

**FR**  
are c

**MEMBER BENEFITS:**

**UNLIMITED FREE ADMISSION:**

- Science Museum
- Fels Planetarium
- SkyBike

**RECIPROCAL ADMISSION:**

- More than 250 ASTC Science Museums\*

\* Check [www.fi.edu/astc-passport-program](http://www.fi.edu/astc-passport-program) for restrictions and for a complete listing of participating museums.

**DISCOUNTS:**

- Tuttleman IMAX® and Franklin 3D Theater Films\*\*
- Ticketed Special Exhibitions
- Sci-Store Purchases
- Discovery Camp, Camp-In, Birthday Parties and Workshops

\*\* Theater passes are not valid for major motion pictures.

**INVITATIONS:**

- Special Events
- Lectures

**SELECT THE LEVEL THAT IS RIGHT FOR YOU!**

# Museum-Wide





# Museum-Wide

Take a peek inside.

The Science Behind  
**PIXAR**  
SPRING 2016

**CONSIDER MEMBERSHIP**

Ask about turning today's tickets into a **year-long** membership and receive exclusive ticketing benefits!

TE  
THE MANDALL CENTER

**MUSEUM**

**FREE**  
for Franklin  
Institute Members

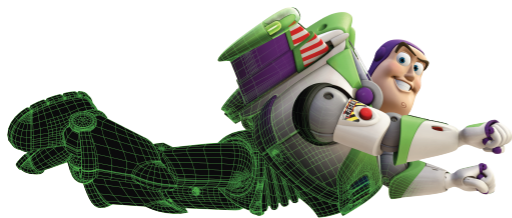
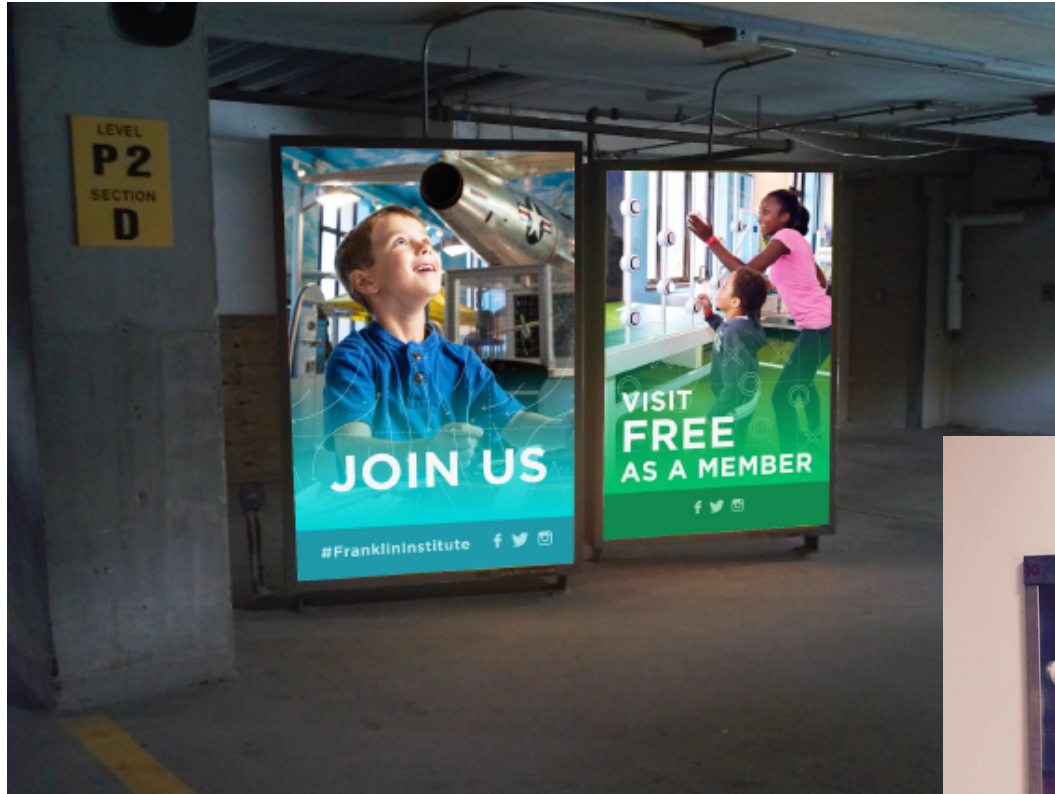
**Join Today**

There has never been a better time to become a Member of the Saint Louis Art Museum.

- Free entry to world-class exhibitions.
- Invitations to exhibition previews, tours, and events.
- Discounts in the shops, Panorama Restaurant, and the Museum Cafe.
- Discounted or free parking in the Museum Garage.

Visit one of our Information Centers to join today.

# Entrances & Exits



The Science Behind  
**PIXAR**

BECOME A MEMBER AND SAVE!

Local Sponsors by: **TE** IN THE MANDELL CENTER AND THE NICHOLAS AND ATHENA KARABOTS PAVILION



# Onsite Sales: Active recruitment

- Well-trained staff
- Consistent sequence of service
- Visitor incentives to join
- Staff incentives to sell
- Opportunity for name capture
- Continue the conversation after the visit



# Onsite Sales:

## Know your conversion rate

- A predictive measure of **convertible** attendance
  - Might remove school groups, children, current members

1806 memberships sold

÷

31,449 exhibition ticket buyers

=

5.7% conversion rate



# Renewals

## **Backbone of membership program**

- At SLAM, renewals are:
  - 70% of overall membership revenue
  - 15% higher average gift than new or reinstated members
- At TFI, renewals are:
  - 37% of overall membership revenue

# Renewal Rates

How many of last year's members are still members today?

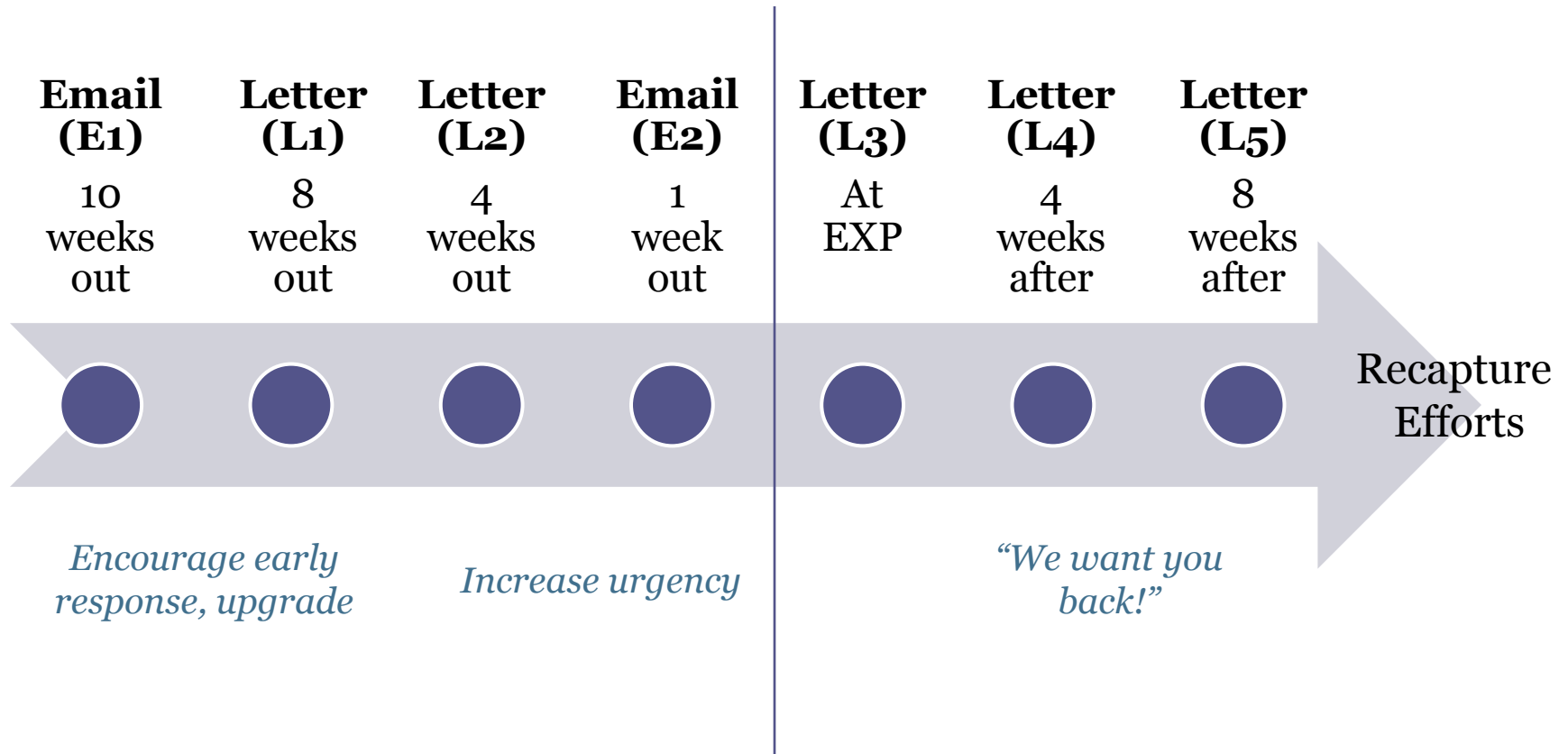
*Affected by:*

- Type of organization
- Years of membership term
- Level of membership
- Acquisition channel
- Institutional and external factors
- Renewal cycle

# Successful Renewal Solicitation Cycle

- Multi-channel
- Begins 2 to 3 months prior to expiration
- Should continue until appeals break even
- Should be segmented
- Higher levels – may consider longer cycle
- Should be in pace with processing

# SLAM Renewal Cycle



# Renewal Package

SAINT LOUIS ART MUSEUM
Membership Renewal

**YES!** I want to renew my Museum membership and enjoy another exciting year of exhibitions, programs, special events, and discounts.

**\$65 Regular** Includes Expansion Poster  
 **\$85 Family** Includes Expansion Poster and Book  
 **\$150 Family & Friends** Includes Expansion gifts and annual VIP Tour

Please apply the \$5 discount. I am a  Senior  Student/Educator

**Sample A. Sample**  
**St. Louis Art Museum**  
**One Fine Arts Drive, Forest Park**  
**Saint Louis, MO 63110**

999999999  
2013103R

Please make any necessary changes to your name and address above, and mail this renewal form in the postage-paid envelope provided. Thank you for your membership support!

**Renewal Amount**

Membership Level \$

Additional General Contribution \$

**Total Due** \$

**Optional Programs (no additional fee | certain levels only)**

Young Friends \$150 Family & Friends and Above only  Yes

Collector's Circle Group(s)

**\$250 Supporting**  Contemporary Art Society  
 Select One Group  Friends of African American Art

**\$500 Associate and above**  Friends of American Art and Design  
 Select Two Groups  Friends of Photography

Please complete method of payment on reverse side. 9999999-03

*Reply device with specific ask amounts*

**RENEW YOUR MEMBERSHIP NOW**  
to enjoy special savings, priority ticketing, and more!



**Impressionist France: Visions of Nation from Le Gray to Monet** March 16–July 6, 2014

Join us for a journey through the landscape of France in this exhibition that brings to St. Louis more than 120 works by Impressionist and Barbizon school painters, as well as prominent figures from the golden age of French photography.



**Art in Bloom** Early Spring 2014

Our annual festival of art and flowers will return in 2014 with more floral displays than ever before, expanded programs, and Members-only discounts.




Claude Monet, French, 1840–1926; *The Promenade with the Railroad Bridge, Argenteuil* (detail), 1874; oil on canvas; 21 1/8 x 28 3/8 inches; Saint Louis Art Museum, Gift of Sydney M. Shoenberg Sr. 45:1973.

Impressionist France: Visions of Nation from Le Gray to Monet has been organized by the Saint Louis Art Museum and The Nelson-Atkins Museum of Art.

(East Building exterior at night) Photo by Jacob Sharp courtesy of AWS

*Timely insert*

SAINT LOUIS ART MUSEUM
JOIN / RENEW EVENTS CONTACT US

**YOUR MEMBERSHIP MATTERS**

**Please renew your membership today!**

Your Museum membership has recently expired. With an exciting new season of exhibitions and events beginning in the weeks ahead, we hope you will [renew your membership today!](#)

Members help to make the Saint Louis Art Museum a vibrant cultural center for the region. Your contribution supports virtually every area of Museum activity and is vital to our Museum's mission of artistic excellence and accessibility.

**Renew now and join us for Art in Bloom!** Our wildly popular festival of art and flowers returns March 11, 12, and 13, when more than 35 beloved works from our collection are interpreted through imaginative floral designs. As a renewed Member, you will enjoy exclusive early morning entry on March 11 and 12 and valuable discounts on Art in Bloom's ticketed programs.

**And don't miss our spring exhibition, *The Carpet and the Connoisseur*.** This major exhibition, which opens to Members on March 4, will showcase the remarkable collection of James F. Ballard, a St. Louisan who was one of the 20th century's most important American collectors of Oriental carpets. As a Member, you will enjoy free admission to this—and our entire lineup of 2016 exhibitions.

Thank you so much for being a Member of the Saint Louis Art Museum. Members are at the heart of this Museum, and we hope you will join us for another art-filled year!

**Renew now**

*eRenewal*

# Segmentation (Targeted Communication? - is that broader?)

- Make your communications as ***relevant*** as possible
- What do you know or can assume about your members?
  - **BASIC: Individuals & Duals vs. Families**
  - **ADVANCED: Visitation & Attendance Patterns**

# Versioning

- eNewsletters
  - Adjust subject lines
  - Split content into 2+ versions
- Print Newsletters
  - Swap out sections where relevance varies

# Stewardship & Engagement

Welcome package that reaffirms decision to join/renew and encourages immediate involvement

Welcome to Membership

## Your Membership At A Glance

Welcome to membership at the Saint Louis Art Museum. We are delighted to have you with us this year and greatly appreciate your support.

### Member Benefits

*All Members enjoy:*

- Free exhibition entry (see reverse for more details)
- 10% discount on Museum shopping and dining
- \$5 or free parking in the garage
- Discounts on art classes, lectures, concerts, and more
- Invitations to Members-only events
- A subscription to the *Museum Magazine*

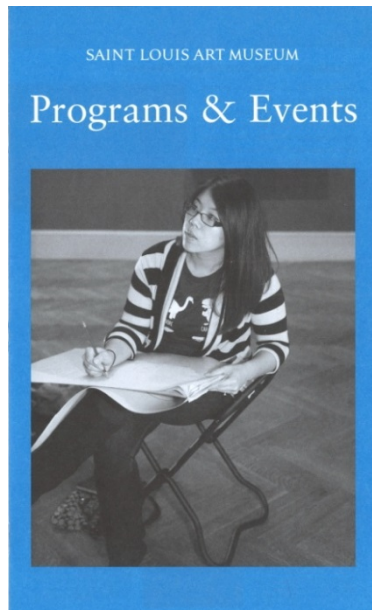
Be sure to bring your membership card with you on all Museum visits to ensure you receive your benefits.

### Member Parking

Members at the Regular through Supporting levels receive \$5 parking in the garage on every visit; Associate level Members and above park free. To take advantage of the savings, you must have your parking voucher validated at an Information Center before either paying at our pay-on-foot machine in the P1 lobby or exiting the garage.

### Member Events

From exhibition openings to private tours, you are invited to attend a host of special events. Visit [members.slam.org/events](http://members.slam.org/events) for our Member calendar. Advance registration is required for all Member events.





# Stewardship & Engagement

Benefits and events that deepen involvement, make visiting habitual, and take advantage of existing resources



member mornings  
TOUR SERIES



# Membership 101

Questions?