

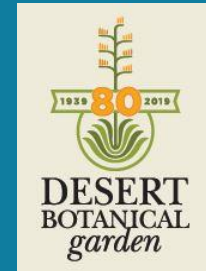


**MEMBERSHIP
CONSULTANTS**
A Gabriel Group Company

Maximizing Success!

*When Membership Partners
with Special Exhibitions:*

Acquisition and Revenue Maximization



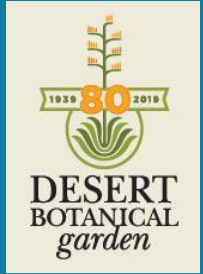
**SAINT LOUIS
ART MUSEUM**

WICHITA ART MUSEUM



We'll never know our full potential unless we push ourselves to find it.

— Travis Rice



SAINT LOUIS
ART MUSEUM

WICHITA ART MUSEUM

Panel



Courtney Stanford
Program Director, Membership
Desert Botanical Garden



Jennifer Thomas
Director of Annual Programs
Saint Louis Art Museum



Kourtney Carson
Director of Development
Wichita Art Museum



Desert Botanical Garden



Desert Botanical Garden

- Phoenix, Arizona
- Founded 1939
- 140 acres, 50,000 plant displays
- Total Membership – 37,000
- Annual Visitation – 450,500



Mission Statement

The Garden's commitment to the community is to advance excellence in education, research, exhibition and conservation of desert plants of the world with emphasis on the Sonoran Desert. We will ensure that the Garden is always a compelling attraction that brings to life the many wonders of the desert.

Desert Botanical Garden

Electric Desert

A Light And Sound Experience By Klip Collective

October 12, 2018 – May 12, 2019

Cactus and desert become a living canvas in this nighttime experience, taking visitors on an immersive journey through the Garden using light, sound and original music.

Blockbusters Pack a Punch

- Fourth Blockbuster show for the Desert Botanical Garden following two instillations by Dale Chihuly and Sonoran Light by Bruce Munro
- Blockbuster shows have a significant impact on membership growth. In 2009-2010, during the first Chihuly show, membership grew from 16,298 to 23,259.
- Our current household count is 37,000

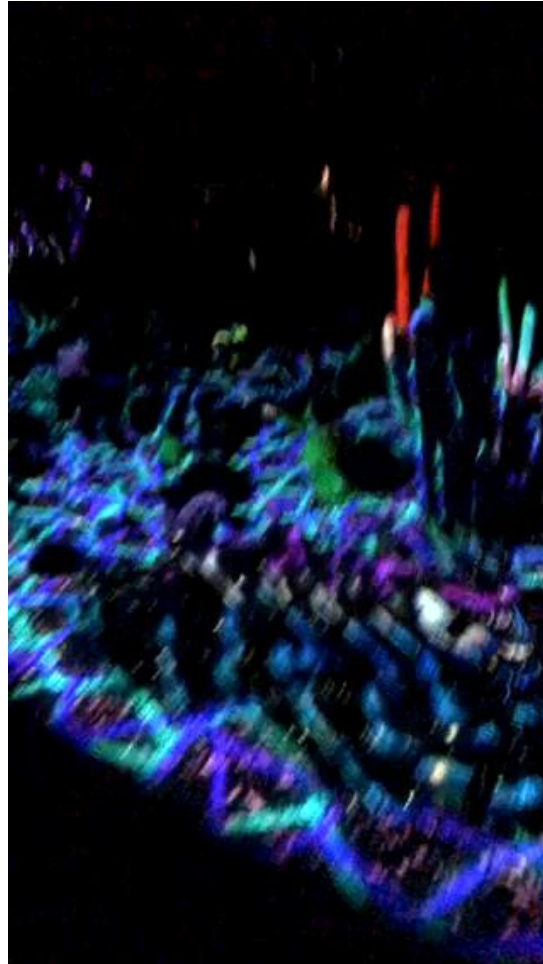


Desert Botanical Garden





Desert Botanical Garden





Desert Botanical Garden

Strategy

Blockbusters Drive Acquisition

Direct mail and email campaign built around Electric Desert
Simple approach, very visual

Fall and Spring

All campaigns kept the same branding to drive home the magnitude of the show

New Member Incentive

20% to join and members receive unlimited “free” access to the show

Who did we target?

Lapsed members

Internal ticket buyers

Strategic List Buys

Other Arts Organizations

Carefully vetted zip codes

Supported by our marketing, guest services and trained onsite membership staff

Desert Botanical Garden



Visit Desert Botanical Garden this spring, where **DESERT, LIGHT** and **SOUND** unite in a mesmerizing display like never before. Don't miss out!

JOIN NOW AND SAVE.
SPRING DAYS AND LIGHT FILLED NIGHTS
AT THE GARDEN

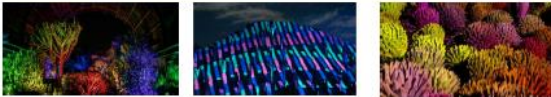
Electric Desert has thrilled audiences since October, transforming the desert landscape. Cactus and desert become a living canvas in this nighttime experience, taking you on an immersive journey through the Garden using light and original music. Don't miss this groundbreaking exhibit, which is open through May 12. There is no better way to see **Electric Desert** than as a member. Members may make free ticket reservations.

Join Today!

Use promo code A191E to get 20% off your membership level!

"WOW! SUCH A BEAUTIFUL PLACE DURING THE DAY AND THE DESERT LITERALLY CAME ALIVE DURING THE EVENING WITH ELECTRIC DESERT. WHAT A WONDERFUL EXPERIENCE, HIGHLY RECOMMEND."

—BARBARA,
GARDEN VISITOR



Membership at the Garden allows you **unlimited** access all year to beauty, outdoor enjoyment and family fun. Treat yourself to new experiences and discover the wonder of the Garden!

ACT BY MAY 1 AND RECEIVE 20% OFF ANY LEVEL OF GARDEN MEMBERSHIP!



Desert Botanical Garden

ELECTRIC DESERT
A LIGHT AND SOUND EXPERIENCE BY KLIP COLLECTIVE
OPEN THROUGH MAY 12, 2019

<https://www.dbg.org/>
Unique clicks 168

IMMERSIVE. INNOVATIVE.
OPEN THROUGH MAY 12, 2019

Visit Desert Botanical Garden this spring, where **DESERT, LIGHT** and **SOUND** unite in a mesmerizing display like never before. Don't miss out!

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<http://www.dbg.org/join>
Unique clicks 689

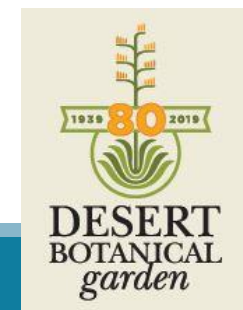
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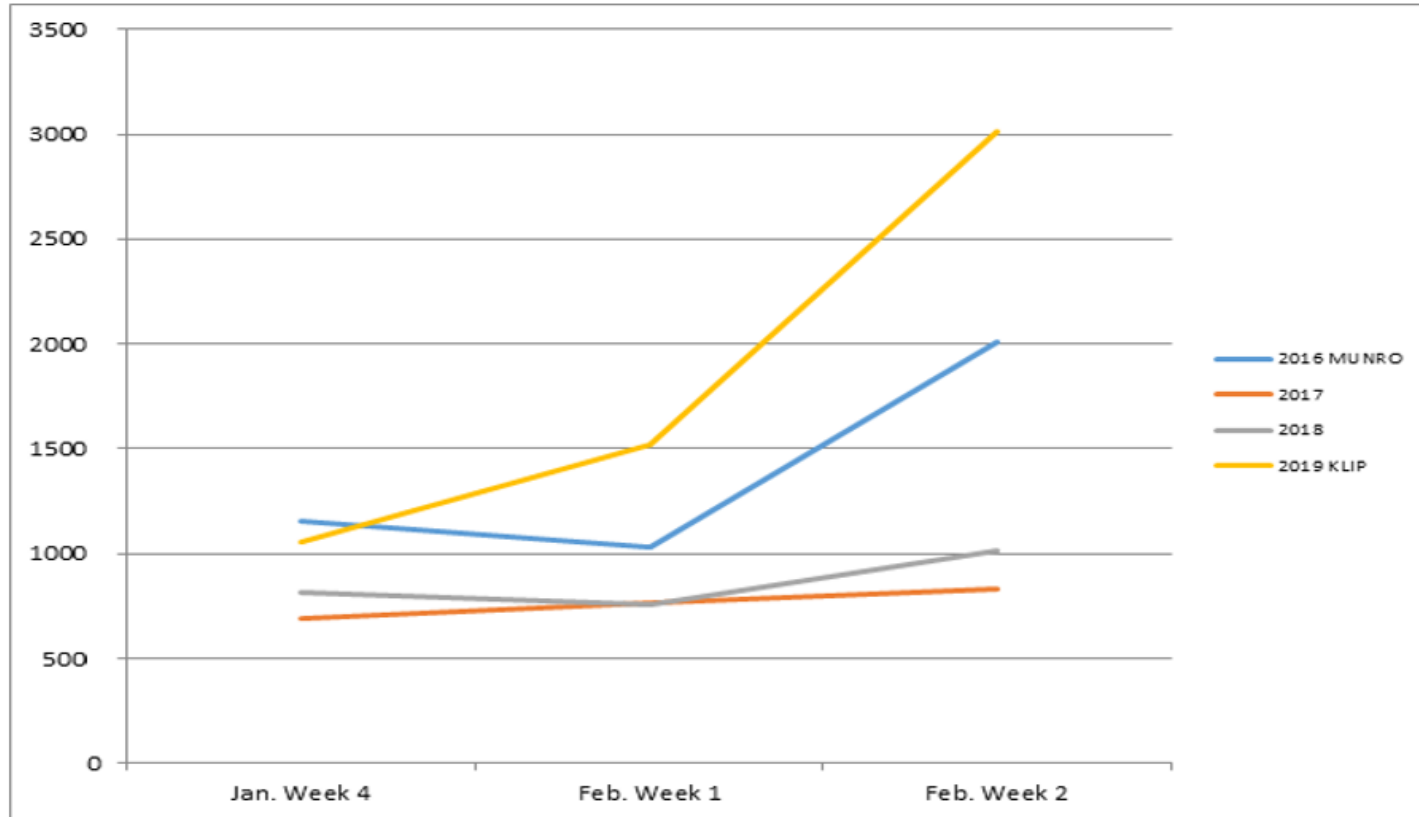
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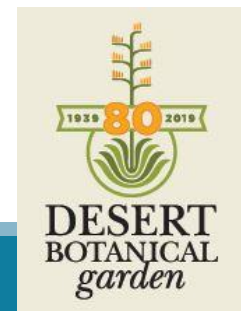
— **BARBARA, GARDEN VISITOR**



Desert Botanical Garden



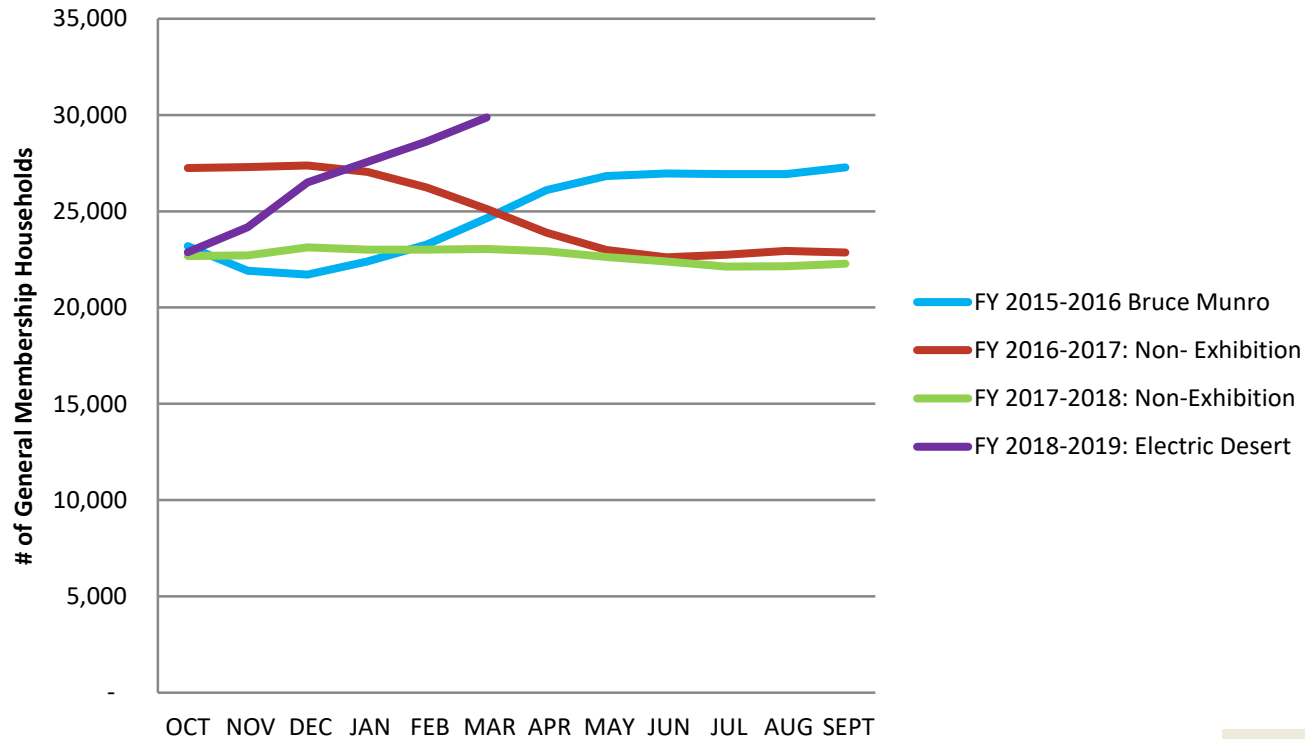
Increase in attendance after first email deployment





Desert Botanical Garden

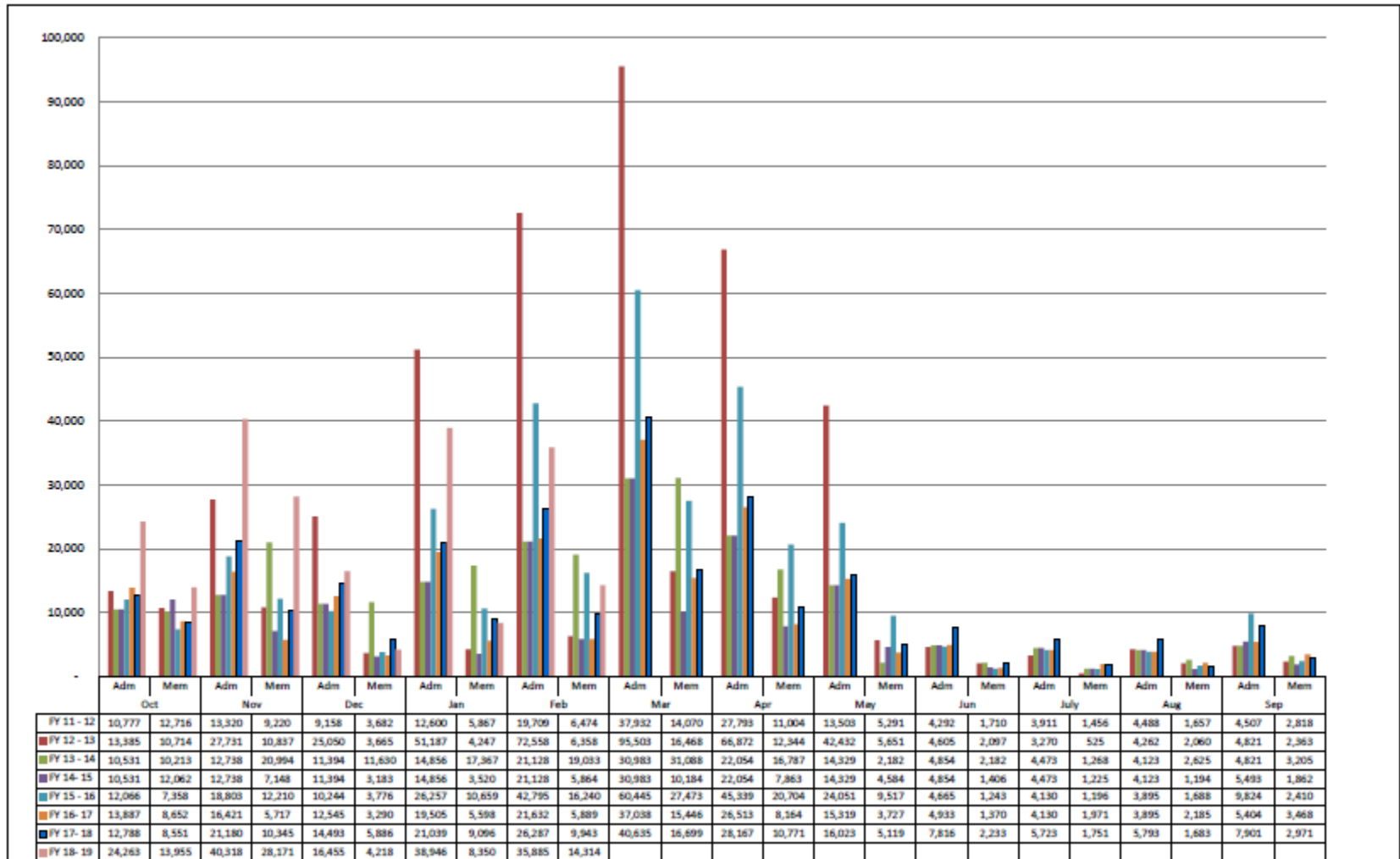
Total General Memberships (By Month)





Desert Botanical Garden

Paid General Admission/Membership Comparison Per Month FY 10-11 to FY 17-18



Desert Botanical Garden

How Are We Doing?

- Membership has increased 17% year over year in March
- The addition of an email campaign had added 1,181 members since February 1
- The acquisition efforts have served as additional marketing, driving attendance to record highs
- Blockbusters Drive Acquisition
 - Desert Botanical Garden will continue to host “Blockbuster” shows





Saint Louis Art Museum





Saint Louis Art Museum

- Saint Louis, Missouri
- Founded 1879
- **Free Museum**
 - Supported by City tax
 - Metropolitan Zoological Park and Museum District
- Total Membership – 20,000
- Annual Visitation – 500,000

Mission Statement

The Saint Louis Art Museum collects, presents, interprets, and conserves works of art of the highest quality across time and cultures; educates, inspires discovery, and elevates the human spirit; and preserves a legacy of artistic achievement for the people of St. Louis and the world.

Saint Louis Art Museum

Sunken Cities: Egypt's Lost Worlds

March 25- September 9, 2018

The story of the seven-year excavation of 1,200 year old Ancient Egyptian cities of Thonis-Heracleion and Canopus.



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.

the two Egyptian cities of Thonis-Heracleion
e sea. *Sunken Cities* is the incredible story of
f these submerged cities that were once major
Egypt, Greece, and the wider Mediterranean.
er, **you will experience this extraordinary**
s (non-Members pay up to \$20 per person).

ial, and commercial artifacts were uncovered,
anding of life during the age of the pharaohs.
res. Antiquities in gold and bronze. Rare
i outside of Egypt.

erience *Sunken Cities* during private Member
i. Plus, we're planning a **special Member**
st 7!

the start of your epic year as a Member!

portunities for insider access every month!
plimentary beverage, then learn something new
ow"-themed Member Morning Tour on May 1,
"Status Symbols"-themed Member Morning tour
e's always something new to discover.

ll—and also be invited to an exclusive preview
Graphic Revolution: American Prints 1960
hibition.

(over, please)

ouis, Missouri 63110-1380 314-655-5335 members@slam.org



Statue of Ptah, Egyptian Museum, Giza, Egypt. Photo: © The Metropolitan Museum of Art, New York. Photo: © The Metropolitan Museum of Art, New York. Photo: © The Metropolitan Museum of Art, New York.



Saint Louis Art Museum

Sunken Cities: Egypt's Lost Worlds

Planning Period:

February, 2017—Exhibition proposed

July, 2017—Exhibition contract and budget approved by Board

Fall, 2017—Membership Acquisition RFP

January, 2018—First acquisition drop of 46,080 pieces

April, 2018—Second acquisition drop of 35,000 pieces

Offer:

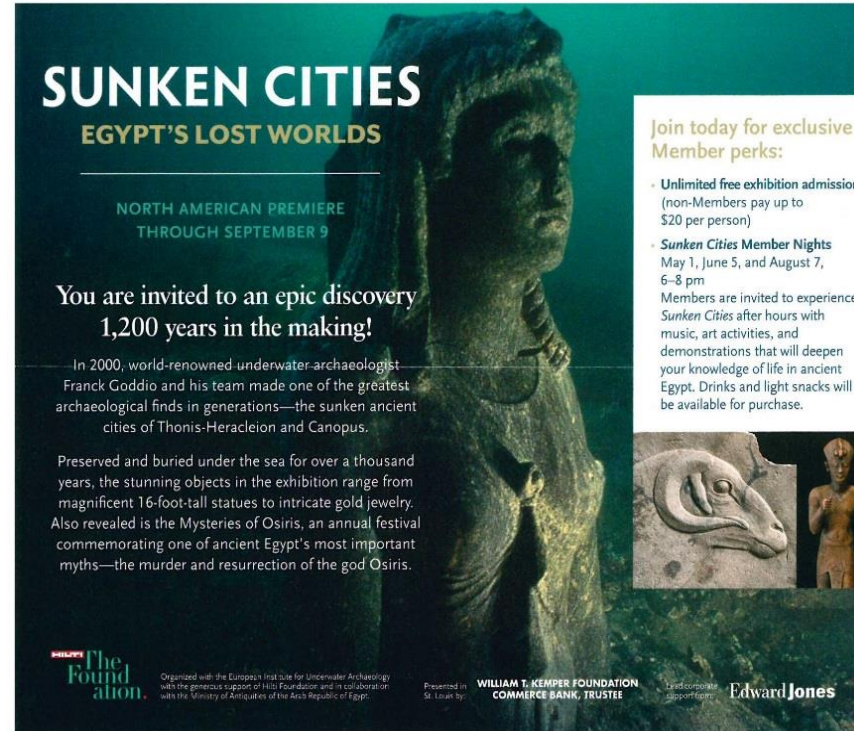
- *20% off Membership Price*
- *Exhibition tickets and related events*
- *Awesome water bottle premium*



Saint Louis Art Museum

How was this exhibition different?

- *It was expensive!*
- *Membership acquisition was considered from the beginning*
- *Six month run*
- *Regional marketing plan with Membership component*
- *Additional staffing approved for Visitor Services and Membership processing*



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-Heraclion 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.



Presented in partnership with
The Found. alion.
Organized with the European Institute for Underwater Archaeology with the generous support of Hill's Foundation and in collaboration with the Ministry of Antiquities of the Arab Republic of Egypt.

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

Lead sponsor
of the event
Edward Jones

Saint Louis Art Museum

What happened?

- *8,000 New & Rejoined Members*
- *\$450,000 of additional revenue*
- *Created a sales culture at Information Centers*
- *Created an additional membership processing position*





Wichita Art Museum





Wichita Art Museum

- Wichita, Kansas
- Founded 1935
- Managed through a public/private partnership
 - Owned by City of Wichita
 - Managed by Wichita Art Museum, Inc.
- Total Membership – 1,700
- Annual Visitation – 80,000+

Mission Statement

The Wichita Art Museum brings people, ideas, and American art together to enrich lives and build community.



Wichita Art Museum

History

- No history with Direct Mail prior to 2018
- Membership was stagnant
- 2012 – New Leadership
 - Saw great potential in Museum and Membership
- 2015 – Art Garden Opening 2015
 - Attempted Direct Mail for the first time
 - Lapsed, Upgrade and Acquisition Campaigns
 - Entire effort managed in house
 - Lackluster Results
 - Attempted On-site sales at Grand Opening
 - Poor results due to free admission to Art Garden



Wichita Art Museum

History cont.

- 2016 – Membership Seminar
 - Eye-opening
 - Planted the seeds for what was needed to move into the future
- 2017 – Implementation of new Membership Acquisition Strategy
- A major decision for the Board and Leadership
- The Beginning of a New Era at Wichita Art Museum





Wichita Art Museum

Monet to Matisse...

- Organized by Brooklyn Museum
- 59 Masterworks
 - Paul Cézanne, Marc Chagall, Edgar Degas, Henri Matisse, Claude Monet and Pierre-Auguste Renoir
- Once in a lifetime opportunity
- Companion Exhibitions
 - *American in Paris: The French Connection from the Wichita Art Museum Collection*
 - *Savoir Faire: 19th-Century Fashion Prints*
 - *Partnership with Wichita-Sedgwick County Historical Museum*



Wichita Art Museum

Monet to Matisse:
French Moderns from the Brooklyn Museum, 1850-1950
February 24 – May 20, 2018

WICHITA ART MUSEUM

1400 West Museum Boulevard
Wichita, Kansas 67203
wichitaartmuseum.org

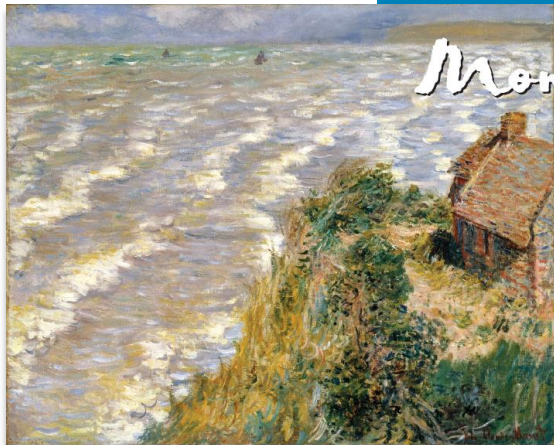
JOIN NOW!

Monet to Matisse

Don't Miss A Single Moment



Berthe Morisot, *Madame Boursier and Her Daughter*, about 1873. Oil on canvas, 29 5/16 x 22 3/8 inches. Brooklyn Museum, Museum Collection Fund. (Photo: Sarah DeSantis, Brooklyn Museum)



Monet to Matisse

French Moderns from the
Brooklyn Museum, 1850–1950

February 24 through May 20, 2018

Claude Monet, *Rising Tide at Pourville*, 1882. Oil on canvas, 26 x 32 inches. Brooklyn Museum, Gift of Mrs. Horace O. Havemeyer. (Photo: Brooklyn Museum)



Wichita Art Museum

Monet to Matisse...

- Take advantage of Exhibition opportunity
- Aggressive Membership Marketing Direct Mail Approach
 - New Member Acquisition
 - Lapsed Member Recapture
 - Current Member Upgrade
- Partner with the experts
 - Helped leadership feel more comfortable taking leap
 - Allowed Museum staff to focus on successful acquisition efforts on-site



Wichita Art Museum

Direct Mail Strategy – Lapsed Recapture and Current Member Upgrade

- Two mailings
 - January – prior to exhibition opening
 - May – Don't miss out!
- All Lapsed Members received lapsed member letter copy
- All Current Members received variable copy encouraging appropriate upgrades
- Offer – Exclusive Exhibition themed coffee mugs – Members only!



Wichita Art Museum

Direct Mail Strategy – New Member Acquisition

- Two mailings
 - February – just prior to exhibition opening
 - Take advantage of media and community marketing
 - April – Don't miss out!
- All Lapsed members included in mailing
- Combination of inhouse program lists, non-member donors, trades and rentals
- Offer – Exclusive Exhibition themed coffee mugs – Members only!
- Offer deadline used to drive quick action



Wichita Art Museum

Direct Mail Strategy

- To increase ROI, use of cost saving strategies
- Same offer for all campaigns
- Same letter shell used for all campaigns
 - Different outer envelopes and messaging



Wichita Art Museum

Direct Mail Results

	# Mailed	# Responses	Response Rate	Revenue	Average Gift	Cost per Piece	Cost per \$ Raised	ROI
Lapsed/Upgrade Campaign	6,029	511	10.97%	\$42,705.00	\$83.57	\$1.79	\$0.25	\$3.96
Acquisition Campaign	45,084	541	1.20%	\$43,865.00	\$81.08	\$0.83	\$0.85	\$1.17
Total	51,113	1,052	2.06%	\$86,570.00	\$82.29	\$0.94	\$0.56	\$1.80

- 1,052 Responses, Overall 2.06%
 - 272 Lapsed Members recaptured
 - 378 New Members
 - 402 Upgraded and/or Renewed
- \$86,570 Revenue
 - Cost Per \$ - \$0.56
 - ROI - \$1.80





Wichita Art Museum

Monet to Matisse... Impact

- Membership grew from 900 to 1,800!
- Current Membership totals 1,700
- Pride and Confidence!
 - Leadership
 - Staff
 - Donors
 - Volunteers
 - Exhibition Sponsors





Wichita Art Museum

What's Next??

- Let's Do it Again!

Georgia O'Keeffe:
Art, Image, Style

Become a Member Now

Tony Vaccaro, Georgia O'Keeffe with "Pelvis Series, Red with Yellow," 1960. Chromogenic print, 14 x 17 inches. Courtesy of the artist. Copyright © Tony Vaccaro

Georgia O'Keeffe:
Art, Image, Style

Georgia O'Keeffe, Black Pansy & Forget-Me-Not (Pansy), 1926. Oil on canvas, 27 3/8 x 17 1/4 inches. Brooklyn Museum, Brooklyn, New York, Gift of Mrs. Alfred S. Rossin. © Georgia O'Keeffe Museum, Santa Fe, New Mexico/Artists Rights Society (ARS), New York. Photo Christine Gant, Brooklyn Museum

WICHITA ART MUSEUM



Wichita Art Museum

What's Next??

- *Georgia O'Keeffe: Art, Image, Style*
 - March 30 – June 23, 2019
- Explores the “Art, Image, and Style” of O’Keeffe
 - O’Keeffe Paintings
 - Photo Portraits
 - Original Clothing
- Opening Day Extravaganza!
 - Film Screening, Food Trucks, Curator Talks, Family Art Studio,
 - Sewing Salon for local designers (assembling a Georgia style wrap dress)



Wichita Art Museum

What's Next for Membership?

- Budgeting and Planning
 - Preparing realistic expectations for a second year in a row
- Retaining new *Monet to Matisse* members
- Repeat Aggressive Direct Mail Strategy
 - New Member Acquisition, Lapsed Recapture and Current Member Upgrade
 - Same package strategy
 - Similar offer – a NEW mug featuring an O’Keeffe quote
- 3 month Digital Membership Marketing Campaign
 - MEMBERSHIP focus with Exhibition theme
 - Facebook Ads to Lapsed Members, Current Member Look-a-Like Audiences
 - Display Ads remarketing for Museum website visitors



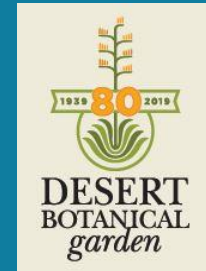
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Questions?

AMMC
American **Museum Membership** Conference
Pittsburgh, PA • April 1 – 4, 2019



**MEMBERSHIP
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**SAINT LOUIS
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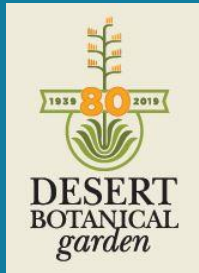
WICHITA ART MUSEUM



We'll never know our full potential unless we push ourselves to find it.

— Travis Rice

Contact Us



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