

Ramp Up Your Renewal Program!

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**American Museum
Membership Conference**
April 3, 2019
Pittsburgh, Pennsylvania

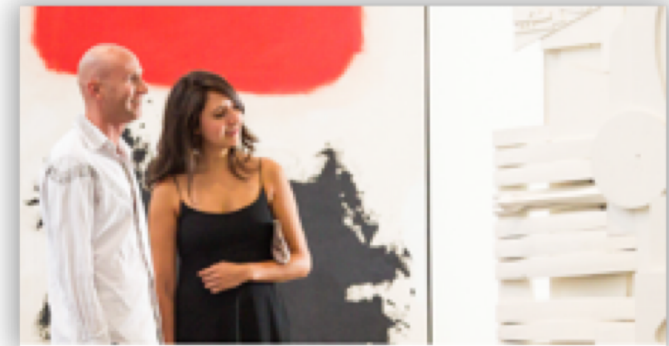
Session Overview

- i. Overview and Importance of Renewals
- ii. Renewal Trends
- iii. Elements for a Successful Renewal Program
- iv. Understand your Results and Benchmarks
- v. Developing a Strong Renewal Program - Guggenheim
- vi. Conclusions and Questions

Overview and Importance of Renewals

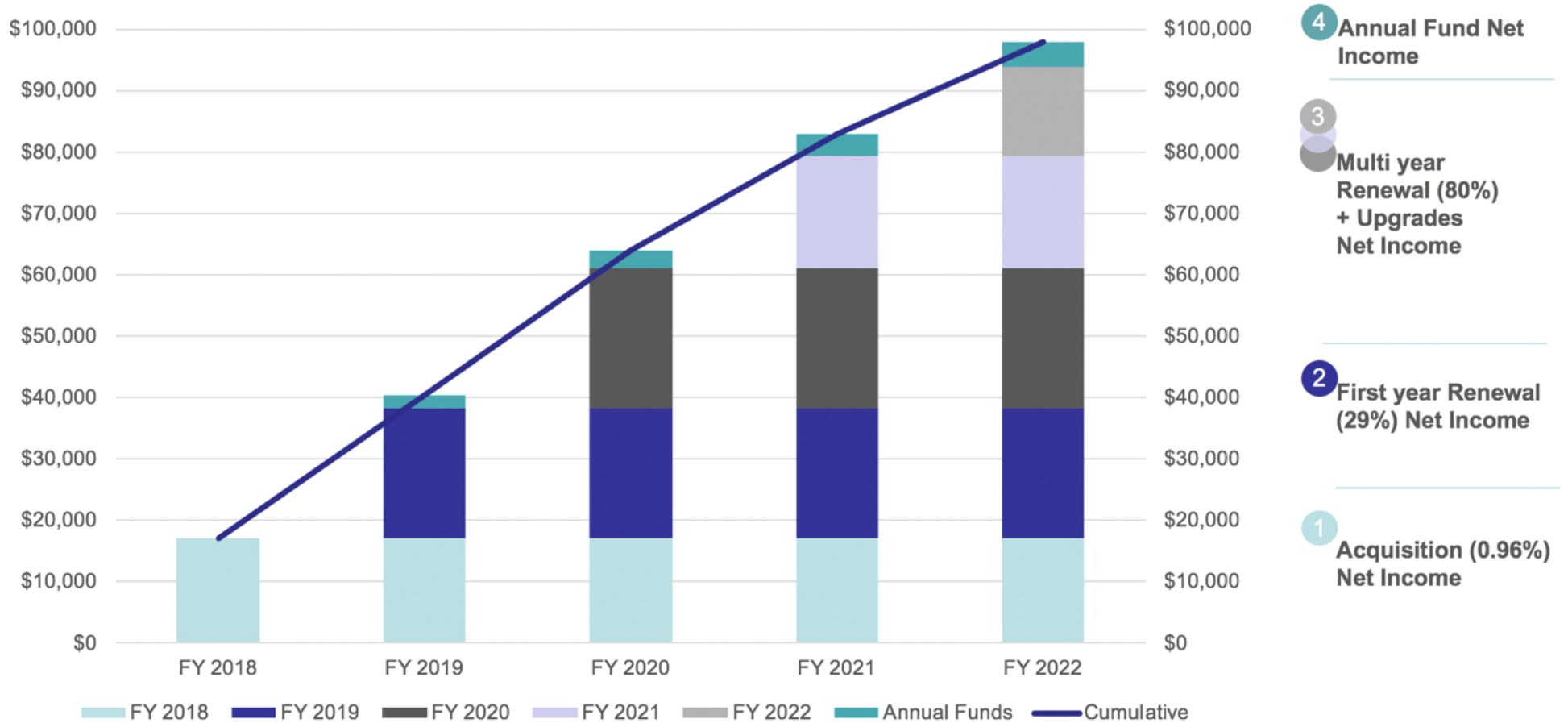
Why Renewals are Important

- Renewals are the most important source of revenue in a membership program and provide:
 - Unrestricted operating funds
 - High percentage of membership program revenue
 - High return on investment
 - Grassroots support
- Take your renewal program off auto-pilot!
- Be an **ADVOCATE** for the right resources to **ADVANCE** the program!



Renewals Have Long-term Financial Impact

Long-term Net Income from Renewals and Annual Fund

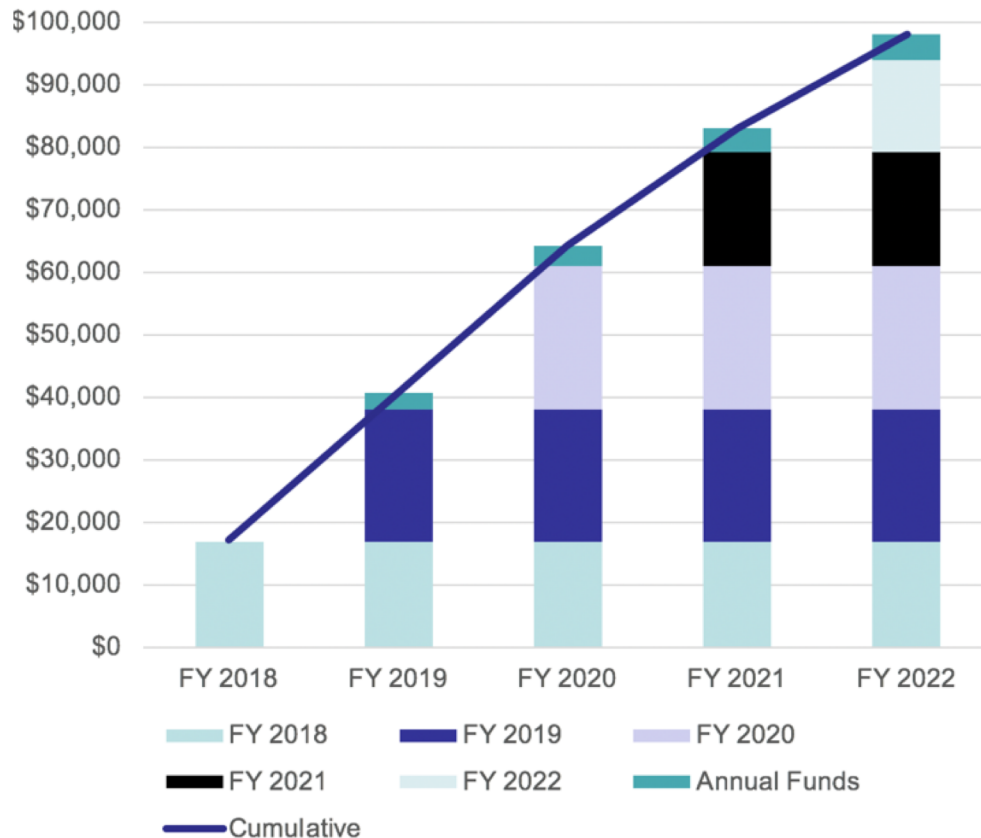


Increasing Retention Drives Long-term Value

Long-term Net Income from Renewals and Annual Fund Impact of Higher Retention and Average Gift

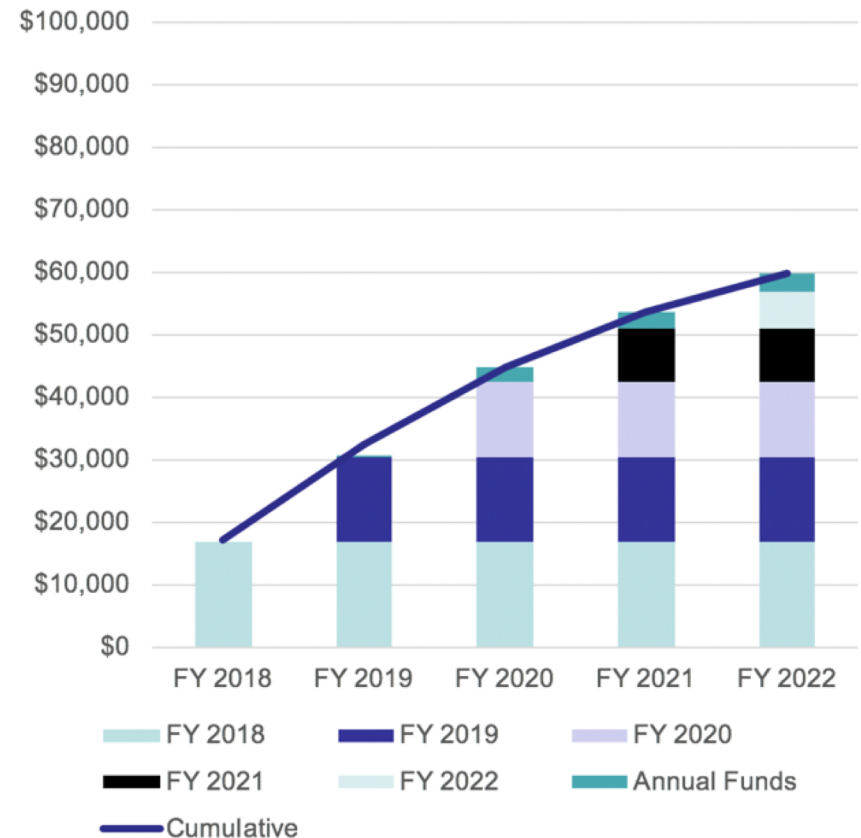
High Performing, Adult-focused

0.96% - 29% - 80% - 3%
\$100 - \$110 - \$140 - \$150



Low Performing, Adult-focused

0.96% - 19% - 70% - 3%
\$100 - \$110 - \$130 - \$100



Renewal Trends

Renewal Trends

- Auto renewal and monthly renewals

Payment Method Learn more about flexible payment options online!

My check for \$ _____, payable to California Academy of Sciences, is enclosed.

Please charge \$ _____ to my: MasterCard Visa Discover

Go green! Please sign me up for **continuous membership and eliminate future renewal notices.** I agree to have my membership renewed on an annual basis using the credit card provided. I understand that I may opt out of the Automatic Renewal Program at any time by notifying the Academy.

Enroll me in the Annual Membership Subscription.
I have read the terms and conditions at www.calacademy.org/contract

<input type="checkbox"/> Individual \$6.50/month \$37.50 deposit \$109 total	<input type="checkbox"/> Individual Plus \$10/month \$39 deposit \$149 total	<input type="checkbox"/> Family \$17/month \$62 deposit \$249 total	<input type="checkbox"/> Family Plus \$20/month \$79 deposit \$299 total	<input type="checkbox"/> Community Value \$6/month \$69 deposit \$129 total	<input type="checkbox"/> Associate \$37/month \$93 deposit \$500 total
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ACCOUNT NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____ AUTHORIZED SIGNATURE _____

EMAIL ADDRESS (REQUIRED for Continuous Membership and Annual Member Subscription) _____ PREFERRED PHONE NUMBER _____

Thank you!


Four easy ways to renew


Mail this form in the envelope provided

Click www.calacademy.org/renew

Call 1-800-794-7576 (8 am-5 pm)

Visit in person at the information desk

 CALIFORNIA ACADEMY OF SCIENCES
membership@calacademy.org
55 Music Concourse Drive
Golden Gate Park
San Francisco, CA 94118



- New member welcome series
- Track visits and communicate with non-visiting members to encourage visits

Elements for a Successful Renewal Program

Six Important Elements for Renewal Success!

1. Renewal schedule
2. Use multiple channels
3. Consider offers
4. Creative and copy
5. Email appeals
6. Analysis

Renewal Schedule

- Develop and hone your schedule
 - Typically begins 2-3 months before expiration, with 3-7 monthly notices
 - Stick to your schedule

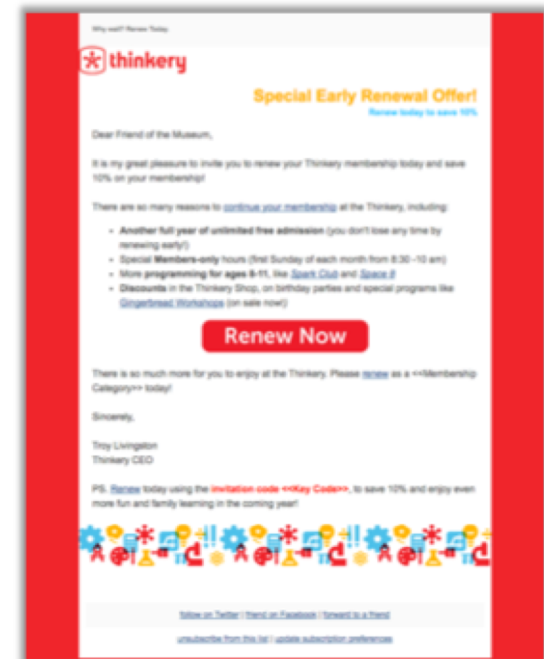
**Blanton Museum of Art
FY 2019 Renewal Calendar**

	Letters to Blanton	Files & Edits Due	Renewal Drop Date	R1 Email Drop Date		Letters to Blanton	Files & Edits Due	Renewal Drop Date	R1 Email Drop Date
Drop 1 - September 2018					Drop 7 - March 2019				
Renewal 1 <i>Nov 18 Expires</i>	8/20/18	8/27/18	9/05/18	9/27/18	Renewal 1 <i>May 19 Expires</i>	2/14/19	2/22/19	3/05/19	3/28/19
Renewal 2 <i>Oct 18 Expires</i>					Renewal 2 <i>Apr 19 Expires</i>				
Renewal 3 <i>Sept 18 Expires</i>					Renewal 3 <i>Mar 19 Expires</i>				
Renewal 4 <i>Aug 18 Expires</i>					Renewal 4 <i>Feb 19 Expires</i>				
Renewal 5 <i>Jul 18 Expires</i>					Renewal 5 <i>Jan 19 Expires</i>				
Drop 2 - October 2018					Drop 8 - April 2019				
Renewal 1 <i>Dec 18 Expires</i>	9/19/18	9/26/18	10/05/18	10/31/18	Renewal 1 <i>Jun 19 Expires</i>	3/21/19	3/28/19	4/05/19	4/30/19
Renewal 2 <i>Nov 18 Expires</i>					Renewal 2 <i>May 19 Expires</i>				
Renewal 3 <i>Oct 18 Expires</i>					Renewal 3 <i>Apr 19 Expires</i>				
Renewal 4 <i>Sept 18 Expires</i>					Renewal 4 <i>Mar 19 Expires</i>				
Renewal 5 <i>Aug 18 Expires</i>					Renewal 5 <i>Feb 19 Expires</i>				
Drop 3 - November 2018					Drop 9 - May 2019				
Renewal 1 <i>Jan 19 Expires</i>	10/18/18	10/25/18	11/05/18	11/29/18	Renewal 1 <i>Jul 19 Expires</i>	4/18/19	4/25/19	5/06/19	5/30/19
Renewal 2 <i>Dec 18 Expires</i>					Renewal 2 <i>Jun 19 Expires</i>				
Renewal 3 <i>Nov 18 Expires</i>					Renewal 3 <i>May 19 Expires</i>				
Renewal 4 <i>Oct 18 Expires</i>					Renewal 4 <i>Apr 19 Expires</i>				
Renewal 5 <i>Sept 18 Expires</i>					Renewal 5 <i>Mar 19 Expires</i>				
Drop 4 - December 2018					Drop 10 - June 2019				
Renewal 1 <i>Feb 19 Expires</i>	11/15/18	11/26/18	12/05/18	12/27/18	Renewal 1 <i>Aug 19 Expires</i>	5/16/19	5/23/19	6/05/19	6/27/19
Renewal 2 <i>Jan 19 Expires</i>					Renewal 2 <i>Jul 19 Expires</i>				
Renewal 3 <i>Dec 18 Expires</i>					Renewal 3 <i>Jun 19 Expires</i>				
Renewal 4 <i>Nov 18 Expires</i>					Renewal 4 <i>May 19 Expires</i>				
Renewal 5 <i>Oct 18 Expires</i>					Renewal 5 <i>Apr 19 Expires</i>				
Drop 5 - January 2019					Drop 11 - July 2019				
Renewal 1 <i>Mar 19 Expires</i>	12/10/18	12/17/18	1/04/19	1/31/19	Renewal 1 <i>Sep 19 Expires</i>	6/18/19	6/25/19	7/05/19	7/31/19
Renewal 2 <i>Feb 19 Expires</i>					Renewal 2 <i>Aug 19 Expires</i>				
Renewal 3 <i>Jan 19 Expires</i>					Renewal 3 <i>Jul 19 Expires</i>				
Renewal 4 <i>Dec 18 Expires</i>					Renewal 4 <i>Jun 19 Expires</i>				
Renewal 5 <i>Nov 18 Expires</i>					Renewal 5 <i>May 19 Expires</i>				

Daniller + Company 7/10/18

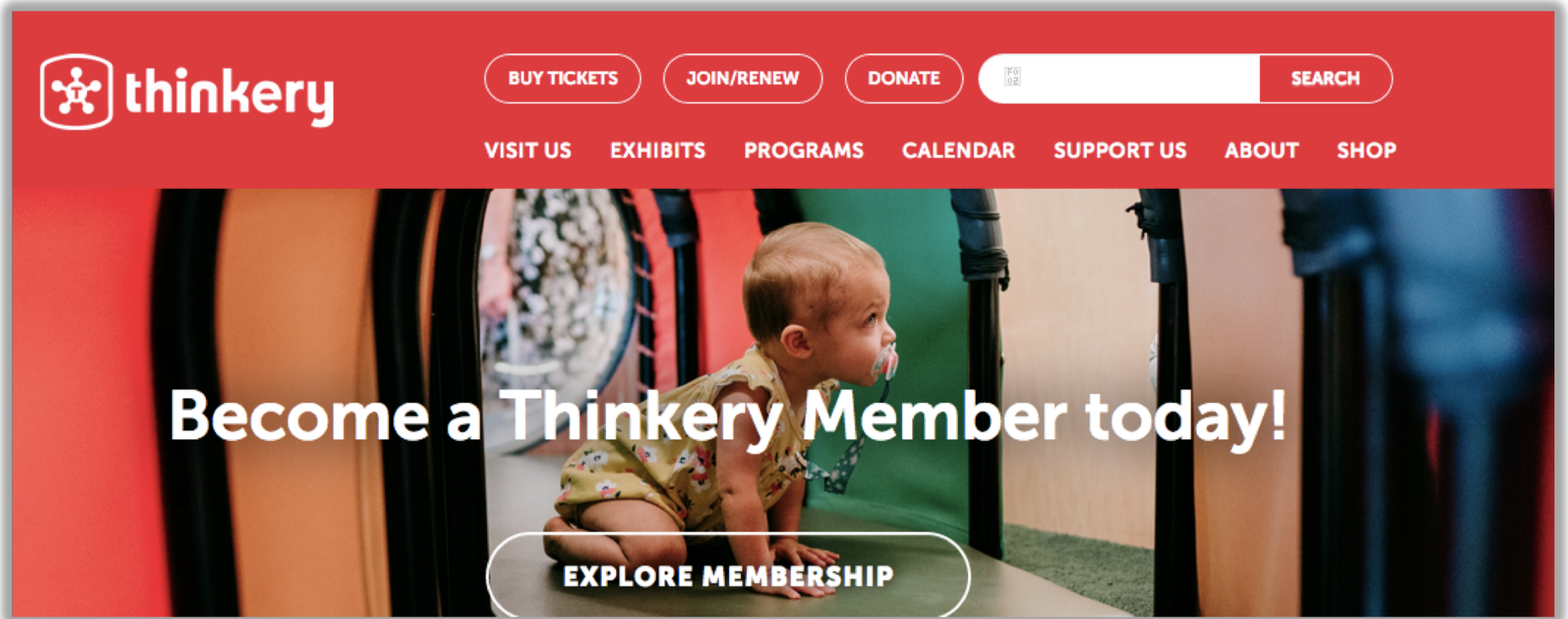
Use Multiple Channels

- Direct mail and email combo is best
- Telefundraising most effective after expiration
- Provide many ways to respond: mail, phone, online, on-site



Purchasing Online Should be Easy

- Is membership join/renew prominent on your home page?
- Are your web forms user-friendly?



Consider Offers

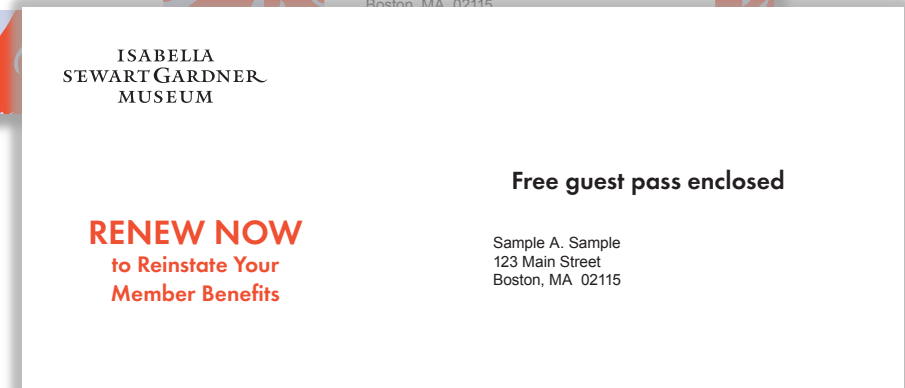
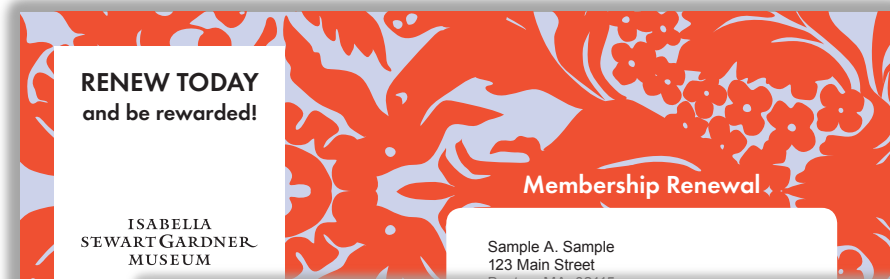
- Consider enticing and varied offers to drive response
 - Incentivize early renewal with R1 and R2 special offers
 - Offers should be based upon what your members value most
- How do you know how many notices you should you mail?
 - Mail as long as the notice is profitable
 - It is easier and more profitable to keep a current member than it is to acquire a new member

Creative and Copy – Package

- Design to drive opens and response
- Add inserts to reinforce offer, generate excitement
- Vary the teaser and content



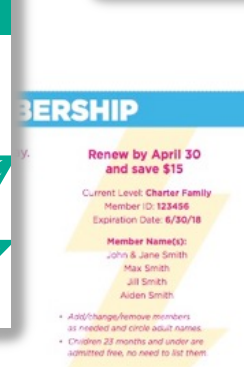
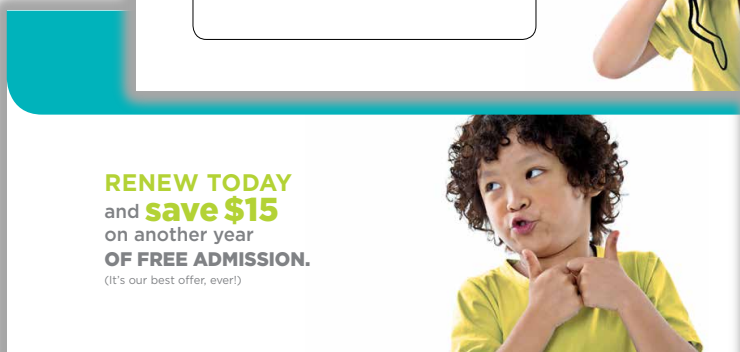
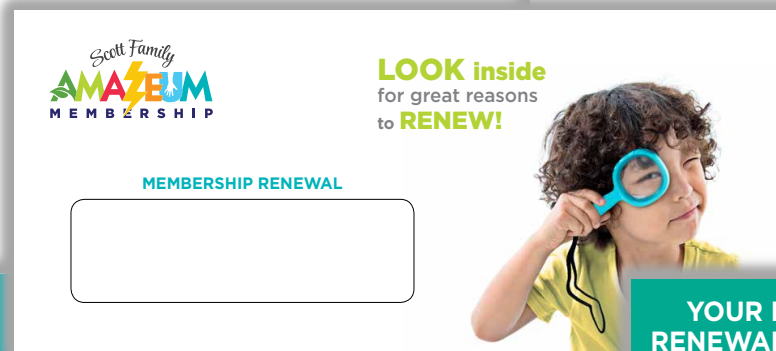
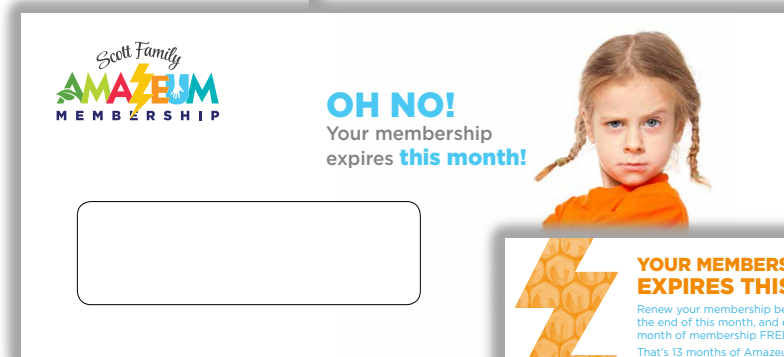
R4: lapsed recapture discounts



Different designs and teasers

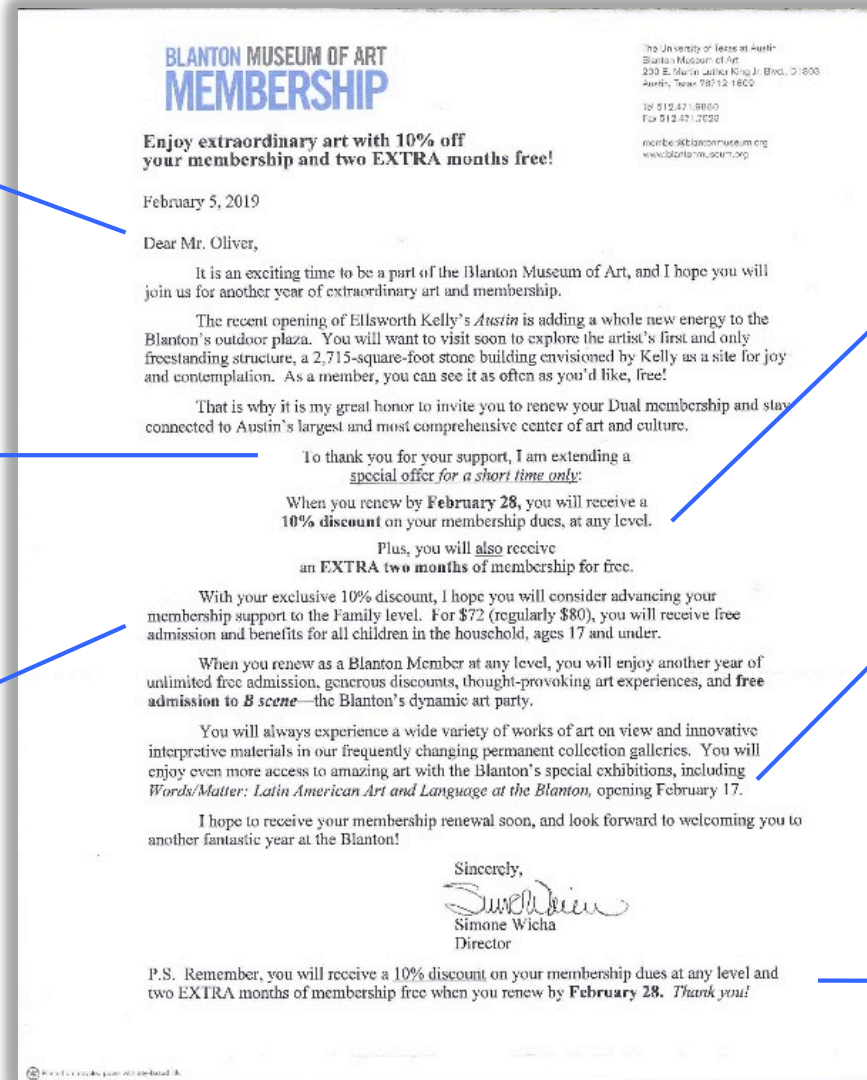
Creative and Copy - Package

Match package to Museum brand



Renewal Copy – Letters

- Make sure the letter is written for DIRECT MAIL!



Personalize!

Strong offer

Recognize & thank them!

Be timely

Variable upgrade ask

Remind them of the offer and deadline

Renewal Copy – Reply Form

Variable ask amounts –
current level + three
higher

“Other” as alternate
option

Variable yes line

BLANTON MEMBERSHIP RENEWAL

Yes, I want to renew as a Member of the Blanton! I am responding before the end of this month to receive 10% off the regular membership price, and enjoy a year of outstanding Member benefits.

\$65 \$58 Dual \$80 \$72 Family
 \$125 \$112 Sustaining \$350 \$315 Founding
 Other \$ _____

Member ID# 15261 Folder Number: 513540
Expires: 4/30/2019
Offer Code: 0219R1 (enter online for discount)

Please update your contact information:
Home: 512-476-6639 Work:
E-mail: oliverpl@earthlink.net

TI P1 ****AUTO**ALL FOR AAIX 786
Mr. Peter L. Oliver
PO Box 49591
Austin, TX 78765-9591

820019420064458L5A4000219R1

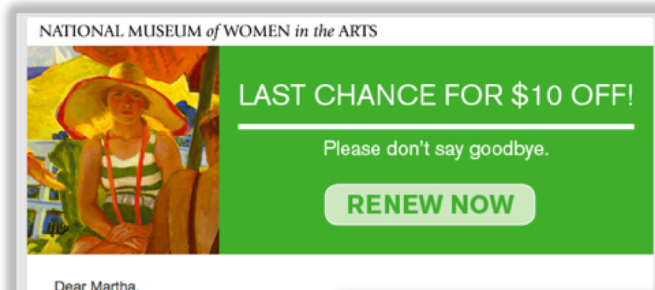
Include member ID and
appeal code for tracking

Personalize!

Remind them of the offer

Renewals – Email Follow-ups

- Integrate emails to remind the member to renew
- Reinforce the offers in the series
- Include multiple links to the payment page
- Optimize emails for mobile
- Email timing
 - First email can precede or come after the first mailed notice
 - Add emails the month of expiration and after expiration
- Test and track impact
- Link for opt out



Dear Martha,

It saddens me to tell you that your membership with the Arts has expired. But it's my hope you will take advantage of this \$10 discount off any membership level!

[RENEW NOW](#)

There is still so much to be done to achieve our vision. Consider:

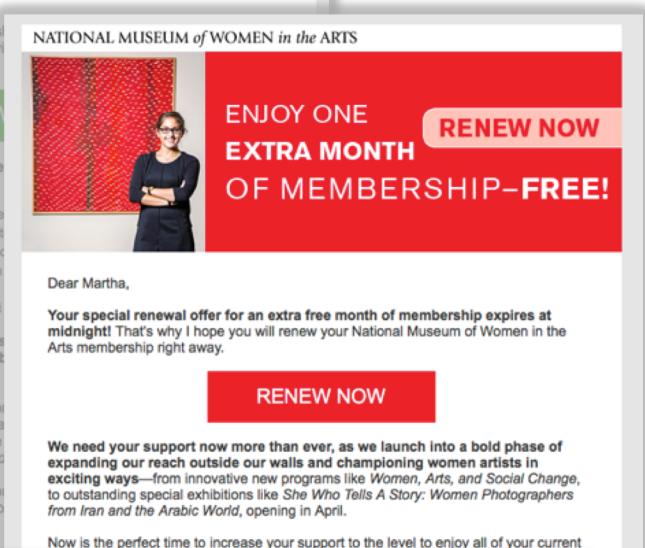
- Women artists continue to be underrepresented in the arts
- Female art-museum directors earn substantially less than their male counterparts
- Reviews of solo shows by male artists outnumber those of women artists.
- Among full-time artists, women earn 81% less than men.

As a member, you embraced NMWA's mission to advance women in the arts. Your support made a difference.

This year, we are expanding our reach beyond our walls in bold, new ways—including innovative programs like *Women, Arts, and Social Change* and groundbreaking exhibitions like *Photographers from Iran and the Arab World*.

Please **renew your membership** at the discount before it's gone. It's been a more important time to be a champion of women in the arts.

With gratitude,



Dear Martha,

Your special renewal offer for an extra free month of membership expires at midnight! That's why I hope you will renew your National Museum of Women in the Arts membership right away.

[RENEW NOW](#)

We need your support now more than ever, as we launch into a bold phase of expanding our reach outside our walls and championing women artists in exciting ways—from innovative new programs like *Women, Arts, and Social Change*, to outstanding special exhibitions like *She Who Tells A Story: Women Photographers from Iran and the Arabic World*, opening in April.

Now is the perfect time to increase your support to the level to enjoy all of your current benefits, plus:

Christina Knowles
To: Megan Clark
Reply-To: Christina Knowles
Quick question on your NMWA renewal

Hello Megan,

I'm Christina, the Director of Membership at the National Museum of Women in the Arts. I wanted to reach out to you because I noticed your Supporter Level membership recently expired.

I'm sure you're very busy, so I was wondering if we could help you renew by phone? If so, please call our membership team whenever is most convenient for you: 866-875-4627 (9 a.m. to 5 p.m.).

We so appreciate your support, and truly hope you'll continue with us as a NMWA member this year. Thank you and I look forward to hearing from you soon!

Best,
Christina

Christina Knowles
Director of Membership
National Museum of Women in the Arts
1250 New York Avenue, NW
Washington, DC 20005
Ph: 866-875-4627
cknowles@nmwa.org

P.S. If it's easier for you, please feel free to [renew online here](#). It's a quick form and shouldn't take more than three minutes. Thank you so much for your support!

Unsubscribe

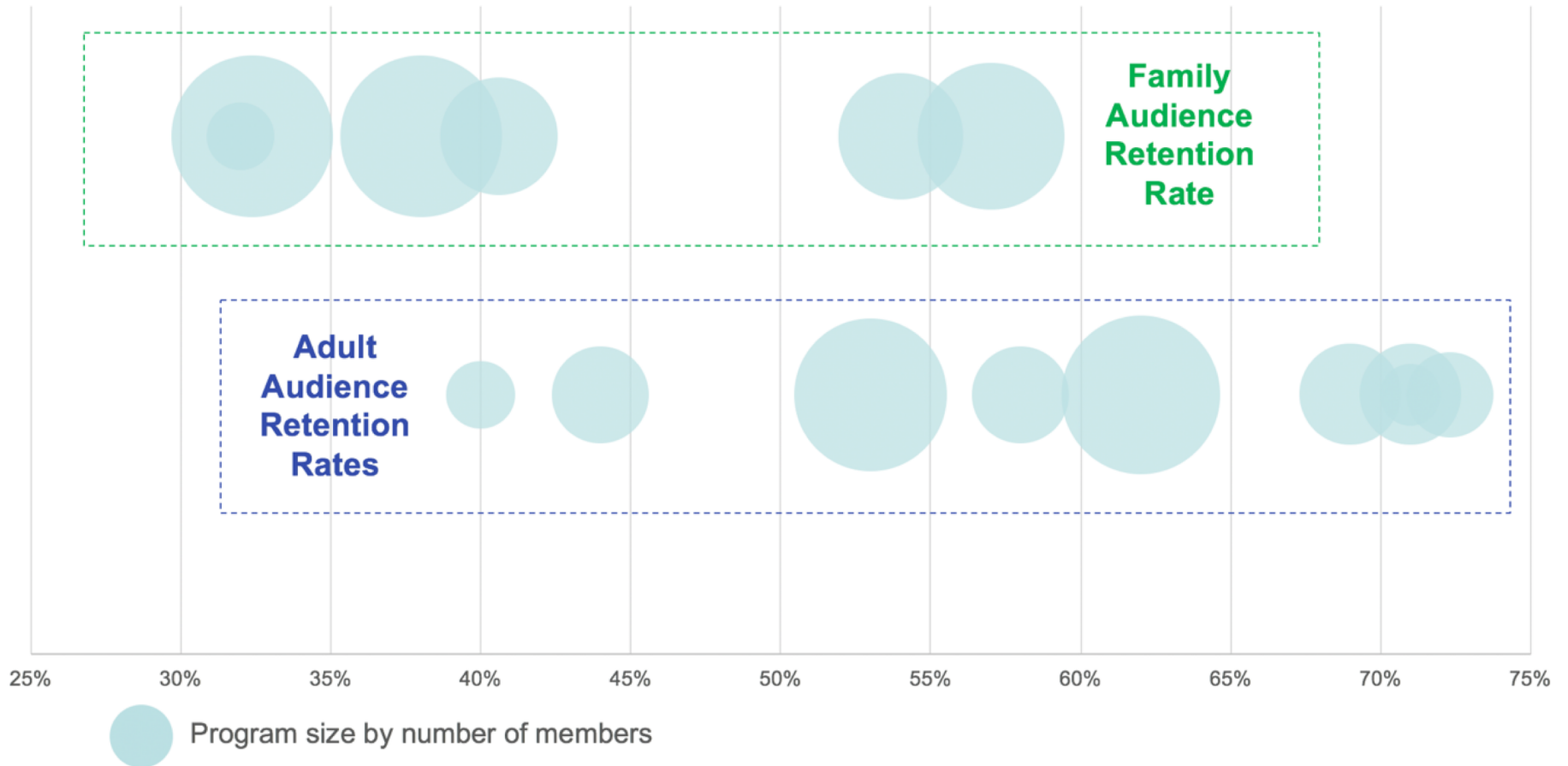
Understand Your Results and Benchmarks

Renewal Analysis – 5 Basic Numbers to Know

1. What is my overall renewal rate?
2. What is my first year versus multi-year member renewal rate?
3. How does each renewal and email notice perform?
4. What is the response rate between renewal notices?
5. What is my average renewal gift?

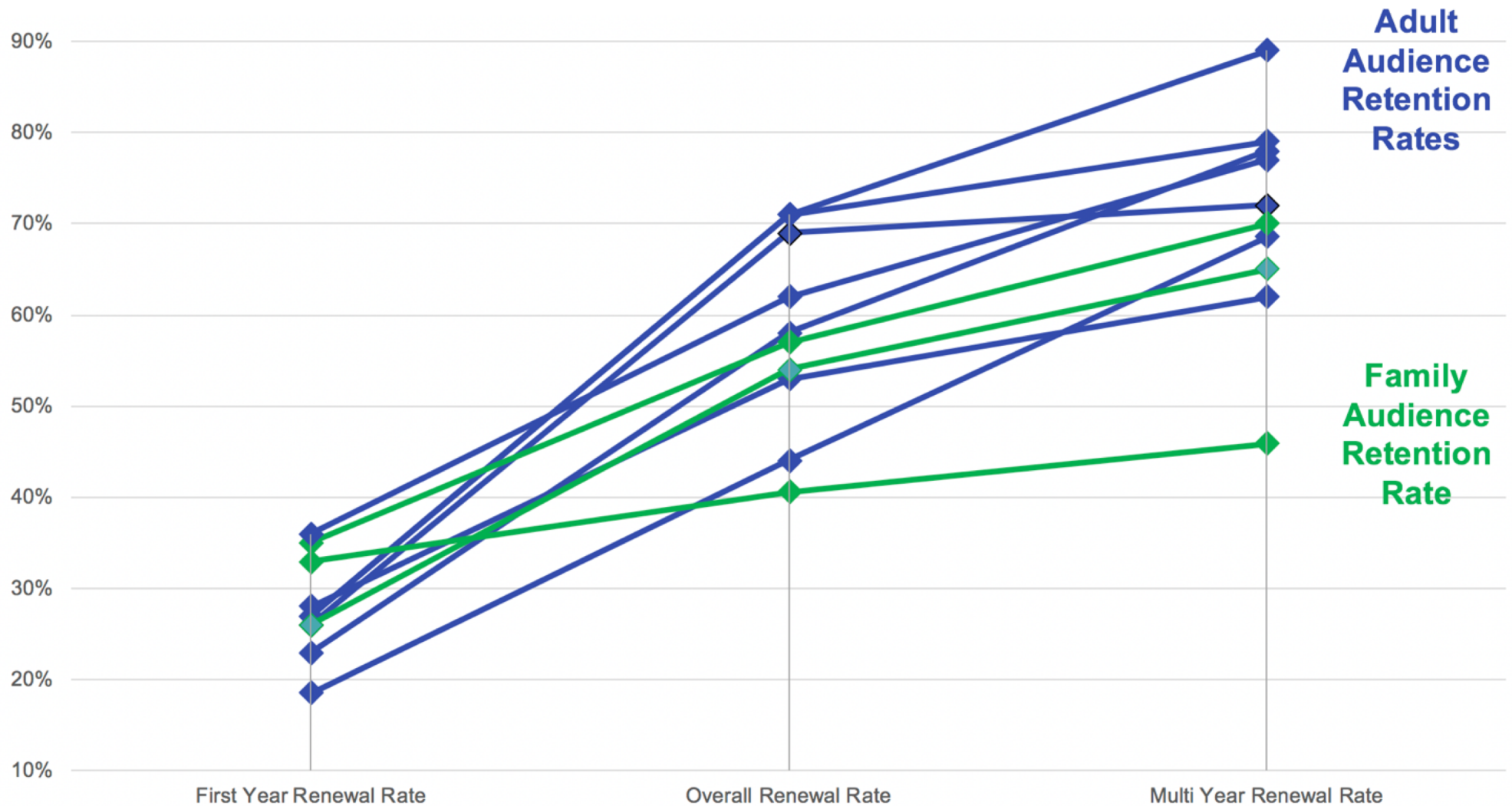
Retention tends to come easier for adult-focused programs

Renewal Rates by Audience Type by Institution



Retaining First Year Members is Challenging for both adult- and family-focused institutions

Renewal Rates by Audience Type by Institution by FY/MY Segment



Developing a Strong Renewal Series



GUGGENHEIM

Overview of Membership Program

Our Program Basics:

- **~16,000 Member Households**
- **6 General Membership Levels**
- **Price ranging from \$75-\$1,000**
- **~\$400,000 Annual Expenses**
- **13-15 Member Events Annually**
- **Benefits at Guggenheim Museums
in Bilbao and Venice**



2016–2017 Renewals

- Our **renewal series wasn't thriving**, we didn't know what was working and what wasn't working.
- Overall we were **data deprived** and stagnant.
- The renewal series was **visually unengaging** and repetitive, we weren't emphasizing the value of our program.
- We **decided to reboot our program** and invest in a full assessment of our program.

Previous Direct Mail Renewal Series

R1 & R2

R3 & R5

R4

GUGGENHEIM MEMBERSHIP
guggenheim.org/renew10

Limited Time Offer:
Renew by November 30
to save 10%!

November 1, 2017
Dear Mr. Li,
Thought-Provoking. Rewarding. Engaging.
Thank you for joining us this year. As a first-year member of the Guggenheim Museum, you know these words describe the experiences awaiting you every time you enter our door.

GUGGENHEIM MEMBERSHIP

Your membership expires in 10 days.

GUGGENHEIM MEMBERSHIP

First Name

GUGGENHEIM MEMBERSHIP

Your membership has expired.

Mr. and Mrs. Joseph Black
56 Neptune Avenue
Deal, NJ 07723-1057

GUGGENHEIM MEMBERSHIP

Membership Renewal Enclosed

GUGGENHEIM MEMBERSHIP
guggenheim.org/renew

November 1, 2017
Dear Ms. Menikas,
As a member of the Guggenheim, you're an integral part of our museum family, and I see that your membership will expire on 11/30/2017.
If this letter has crossed in the mail with your renewal, thank you for your continued loyalty and generosity.
If you haven't done so already, please return the membership renewal form below along with your annual membership dues in the enclosed envelope today, or go to guggenheim.org/renew right now.
When you renew today, you'll continue to receive access to exhibitions on view, including, Guggenheim Collection: Brancusi and Art and China after 1989: Theater of the World, as well as Josef Albers in Mexico (opens November 5).
You can enjoy special admission to Art After Dark on December 1. Featuring a live DJ performance and after-hours admission to current exhibitions, Art After Dark is one of our most exciting events of the year. By renewing your membership at the Individual level (\$85) or above, you get in for free!
With your renewed membership, you can also take advantage of our Members' Shopping Week from November 28 through December 5. Get your holiday shopping done early or buy something special for yourself and save 25% on regular prices.
(over, please)
Solomon R. Guggenheim Museum and Foundation | 1071 Fifth Avenue | New York, NY 10028 | Phone 212 423 3535 | membership@guggenheim.org
(Please detach)

GUGGENHEIM MEMBERSHIP
guggenheim.org/renew

Dear Mr. and Mrs. Black,
Your membership expired on 10/31/2017. To reactivate your membership privileges, including free unlimited access to the museum, members-only discounts, exclusive invitations and more, please renew online now or return the membership renewal form below. **For a complete list of membership options and benefits, go to guggenheim.org/renew.**
We look forward to seeing you at the museum soon!
B. Affleck
Brooke Affleck, Director, Membership and Annual Fund
(Please detach)

Sincerely,
B
Brooke Affleck
Director, Membership and Annual Fund
PS: By renewing your membership, you'll receive 10% off select levels.
Solomon R. Guggenheim Museum and Foundation

GUGGENHEIM MEMBERSHIP

Membership Renewal Renewal

RENEW YOUR MEMBERSHIP

ART AND CHINA AFTER 1989: THEATER OF THE WORLD
Art and China after 1989: Theater of the World
Through January 7, 2018
Renew your membership and join us for Art and China after 1989: Filling the voids will mean that several artists and entire groups, the "periodic, controlled event" (The New York Times) explore the most transformative period of modern Chinese and recent world history.
guggenheim.org/renew

GUGGENHEIM MUSEUM MEMBERSHIP RENEWAL

Renew my Family Membership, \$160
 Upgrade my membership and save 10% on select levels:
 Fellow Associate Membership: ~~\$200~~ \$270
 Kids Club Membership: \$1,000
 I would like to enroll in the Automatic Renewal program (see reverse).
 I'm interested in making a lasting gift to the Guggenheim. Please contact me about my estate plans.

MEMBERSHIP STATUS: EXPIRED
Your membership expired on 10/31/2017.
Renew now to reactivate your Guggenheim membership privileges including free admission, members-only discounts, and more!

Renew now at guggenheim.org/renew
Make your check payable to:
Solomon R. Guggenheim Foundation
1071 Fifth Avenue, New York, NY 10028
Phone 212 423 3535
E-mail membership@guggenheim.org

Mr. and Mrs. Joseph Black
56 Neptune Avenue
Deal, NJ 07723-1057

171X-RMBED
401-0001
R4-2

GUGGENHEIM MUSEUM MEMBERSHIP RENEWAL

Save 10% by renewing my Individual Membership early, \$95
 Upgrade my membership and save 10% on select levels by:
 Dual Membership: ~~\$190~~ \$226
 Family Membership: ~~\$400~~ \$444
 I would like to enroll in the Automatic Renewal program (see reverse).
 I'm interested in making a lasting gift to the Guggenheim. Please contact me about my estate plans.

1/31/2018
CURRENT MEMBERSHIP:
Individual
Don't let your membership lapse, Mr. Li. Renew now to keep your membership active and continue to enjoy free admission, discounts, and more!

Renew now at guggenheim.org/renew10
Make your check payable to:
Solomon R. Guggenheim Foundation
1071 Fifth Avenue, New York, NY 10028

171X-RF10
402-0001
R1-2

GUGGENHEIM MUSEUM MEMBERSHIP RENEWAL

Renew my Individual Membership, \$85
 Upgrade my membership and save 10% on select levels:
 Dual Membership: ~~\$140~~ \$126
 Family Membership: ~~\$280~~ \$314
 I would like to enroll in the Automatic Renewal program (see reverse).
 I'm interested in making a lasting gift to the Guggenheim. Please contact me about my estate plans.

Ms. Alexandra Menikas
95 Hiram Street, Apt. 2R
Brooklyn, NY 11221-3456

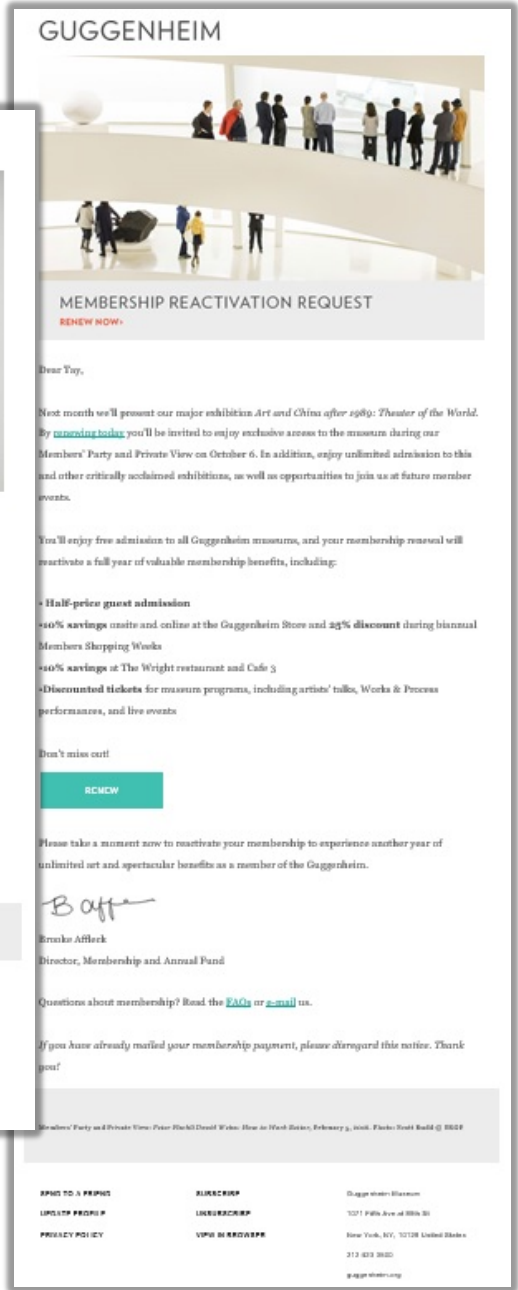
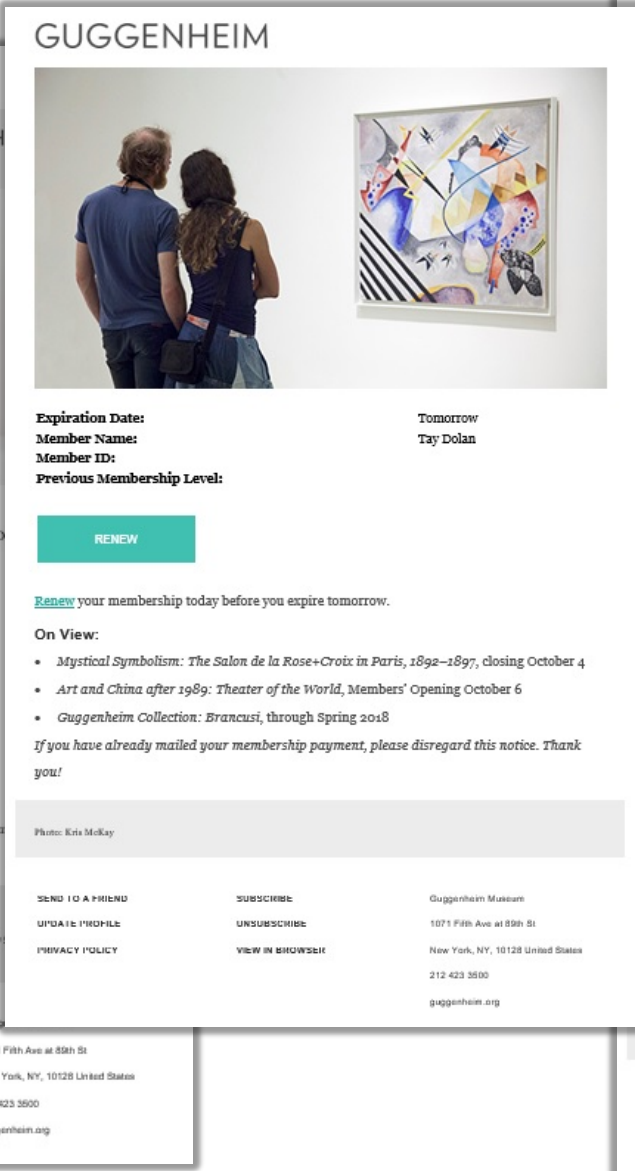
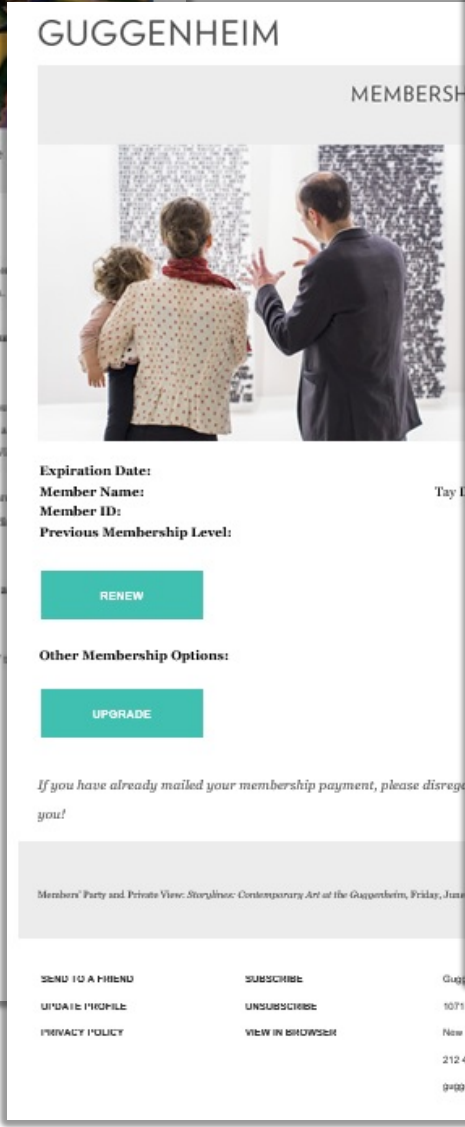
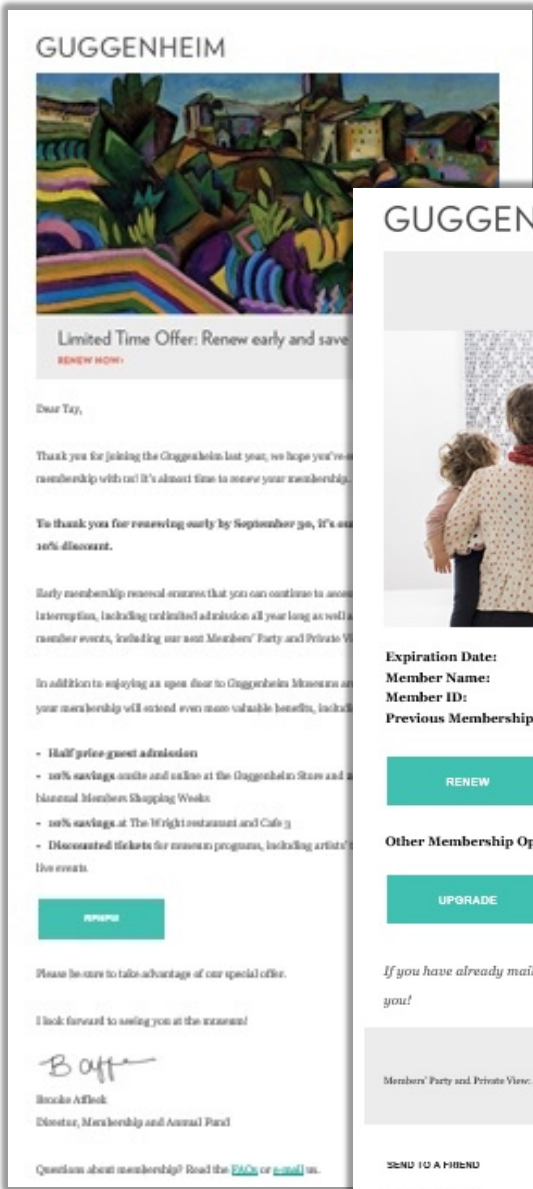
MEMBERSHIP STATUS
YOUR MEMBERSHIP EXPIRES ON:
11/30/2017
CURRENT MEMBERSHIP:
Individual
Don't let your membership lapse, Ms. Menikas. Renew now to keep your membership active and continue to enjoy free admission, discounts, and more!

Renew now at guggenheim.org/renew
Make your check payable to:
Solomon R. Guggenheim Foundation
1071 Fifth Avenue, New York, NY 10028

171X-RMBE
402-0001
R3-2

GUGGENHEIM

Previous Email Renewal Notices



GUGGENHEIM

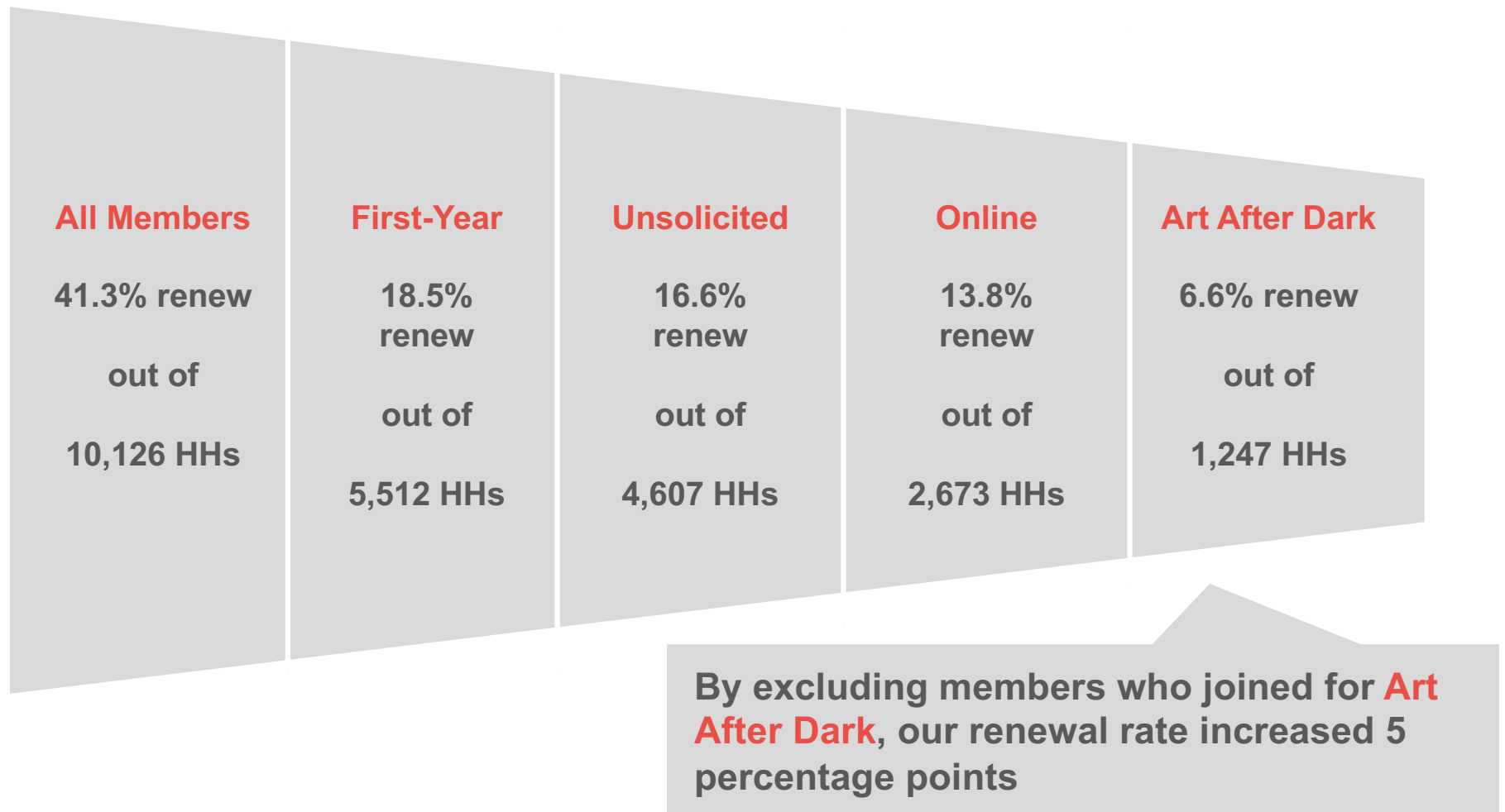
Assessment Benchmark

Our renewal rate was **low** for an art museum

Organization Type	Households	Renewal Rate
Guggenheim	10,000	45%
Art Museum 1	14,000	55%
Art Museum 2	11,000	71%
Art Museum 3	11,000	69%
Art Museum 4	25,000	53%
Art Museum 5	4,000	71%
Art Museums	na	64%
Science Center 1	17,000	54%
Science Center 2	23,000	57%
Science Center 3	28,000	49%
Garden/Park 1	27,000	62%
Garden/Park 2	5,000	40%
Garden/Park 3	8,000	77%
Science Center 4	28,000	38%
Science Center 5	5,000	32%
All Museums	na	56%

Assessment Root Causes

Low retention was partly **driven by first year members**, many of whom join through unsolicited gifts and Art After Dark attendees



Assessment Key Learnings and Recommendations

Learnings

- Our renewal series was underperforming and needed a complete overhaul
- Members were not renewing on time
- First-year members had particularly low retention
- Creative and copy didn't full reflect the rich brand of the Guggenheim museum

Recommendations

- Adjust cadence of series, fewer mailed notices and more emails
- Create a vibrant new renewal series
- Include strategic offers to encourage renewal early in the series
- Simplify coding and institute a regular reporting system for renewal analysis

The New Renewal Series



GUGGENHEIM

We mailed and emailed our **new renewal series** in April 2018 with a focus on member benefits and events, and discounts or premiums for early renewal.

The collage displays five distinct renewal series (R1-R5) for the Guggenheim Museum:

- R1:** "Early renewal offer for members!" with a "Special Offer Extended" banner.
- R2:** "Early renewal thank you" with a "Thank you for being a loyal Guggenheim Museum member" message.
- R3:** "Your membership expires this month!" with a "Receive a FREE Guggenheim tote when you renew before your membership expires" offer.
- R4:** "Renew now and be rewarded." featuring a photo of a couple and a "Membership Renewal" offer.
- R5:** "Your membership has expired." with a "Your savings start now!" message and a "RENEW AND SAVE UP TO \$15" offer.

Each card includes the GUGGENHEIM logo, member name (Ms. Sample A. Sample), address (1234 Any Street, Suite 123, City, State 99999), and contact information (Phone 212 609 1000, membership@guggenheim.org).

GUGGENHEIM

MEMBERSHIP



Last chance for two months of membership FREE!

RENEW NOW

Dear Elizabeth,

When you [renew your Guggenheim membership](#) today there's still time to add TWO extra months of membership FREE to your annual membership. (This is the last chance for our best offer ever.)

You'll have two extra months of innovative art and great events, including Art After Dark on March 15, and a morning private view on April 20 for a last chance to view the acclaimed exhibition *Hilma af Klint: Paintings for the Future*.

When you renew at the Individual level (discounted from \$85 to \$76), in addition to your free museum admission, you'll enjoy free admission for one to select Art After Dark events and invitations for two to exhibition openings and private views. (This extra discount is currently available on-site, when you renew by mail, or when you call us at 212 423 3535.) You don't want to miss it!

RENEW NOW

Your membership year will be highlighted by free museum admission (up to a \$25 value per person each visit), free and discounted art programs, invitations to members-only events, and 10% savings at The Wright restaurant and Cafe 3.

Renew today to stay current for another exciting Guggenheim year. Thank you!

Sincerely,

B. Affleck

Brooke Affleck
Director, Membership and Annual Fund

P.S. [Renew today](#) and receive two extra months of membership, free. It's the last time we'll make this great offer! Many thanks for continuing as a member.

CONNECT WITH US      

Photo: David Heald

SEND TO A FRIEND
UPDATE PROFILE
PRIVACY POLICY

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UNSUBSCRIBE
VIEW IN BROWSER

Guggenheim Museum
1071 Fifth Ave at 89th St
New York, NY, 10128 United States
212 423 3500
guggenheim.org

GUGGENHEIM

MEMBERSHIP

YOUR REWARD

for renewing today!

FREE Guggenheim tote

RENEW NOW

Dear Elizabeth,

Your membership expires this month! [Renew today](#) to enjoy another year of free admission, member-only events and privileges, and your extra reward.

When you renew before your membership expires this month, we'll thank you with a FREE Guggenheim tote.

Present your new membership card at the Membership desk on-site to redeem your tote, then use it as a grocery bag or for artfully running errands around town!

RENEW NOW

When you renew now you'll continue your exclusive members-only privileges uninterrupted, with unlimited free admission (\$25 value per person each visit), plus

- Art After Dark on March 15, an after-hours private viewing of our current exhibitions and a live DJ set.
- Members' Morning Private View on April 20, for a last chance to view the acclaimed exhibition *Hilma af Klint: Paintings for the Future*.


Don't miss out on another year of inspiration - [renew your membership today!](#)

Sincerely,

B. Affleck

Brooke Affleck
Director, Membership and Annual Fund

P.S. [Renew your membership today](#). Thank you!

CONNECT WITH US      

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New York, NY, 10128 United States
212 423 3500
guggenheim.org

GUGGENHEIM

MEMBERSHIP

Hello Elizabeth,

I am reaching out to you as I see your membership expired at the end of last month. I am hoping it was an oversight - knowing how busy we all get - and that you'll want to [renew your Guggenheim membership](#) once again.

If it's easier to renew by phone, please call our membership team at 212 423 3535, available from Monday to Friday 10 am to 6 pm. (Your Member ID is 60171347.)

The Guggenheim has groundbreaking exhibitions and wonderful events planned, join us for Art After Dark on March 15, and a morning private view on April 20 for a last chance to view the acclaimed exhibition *Hilma af Klint: Paintings for the Future*.

We truly appreciate your support and all of us hope you will continue as a member in the upcoming exciting year.

Best,

B. Affleck

Brooke Affleck
Director, Membership and Annual Fund
Solomon R. Guggenheim Museum
1071 Fifth Avenue
New York, NY 10128
Phone 212 423 3535
membership@guggenheim.org

P.S. It's easy to [renew here](#), and shouldn't take you longer than three minutes with our easy online form. Thank you for renewing.

CONNECT WITH US      

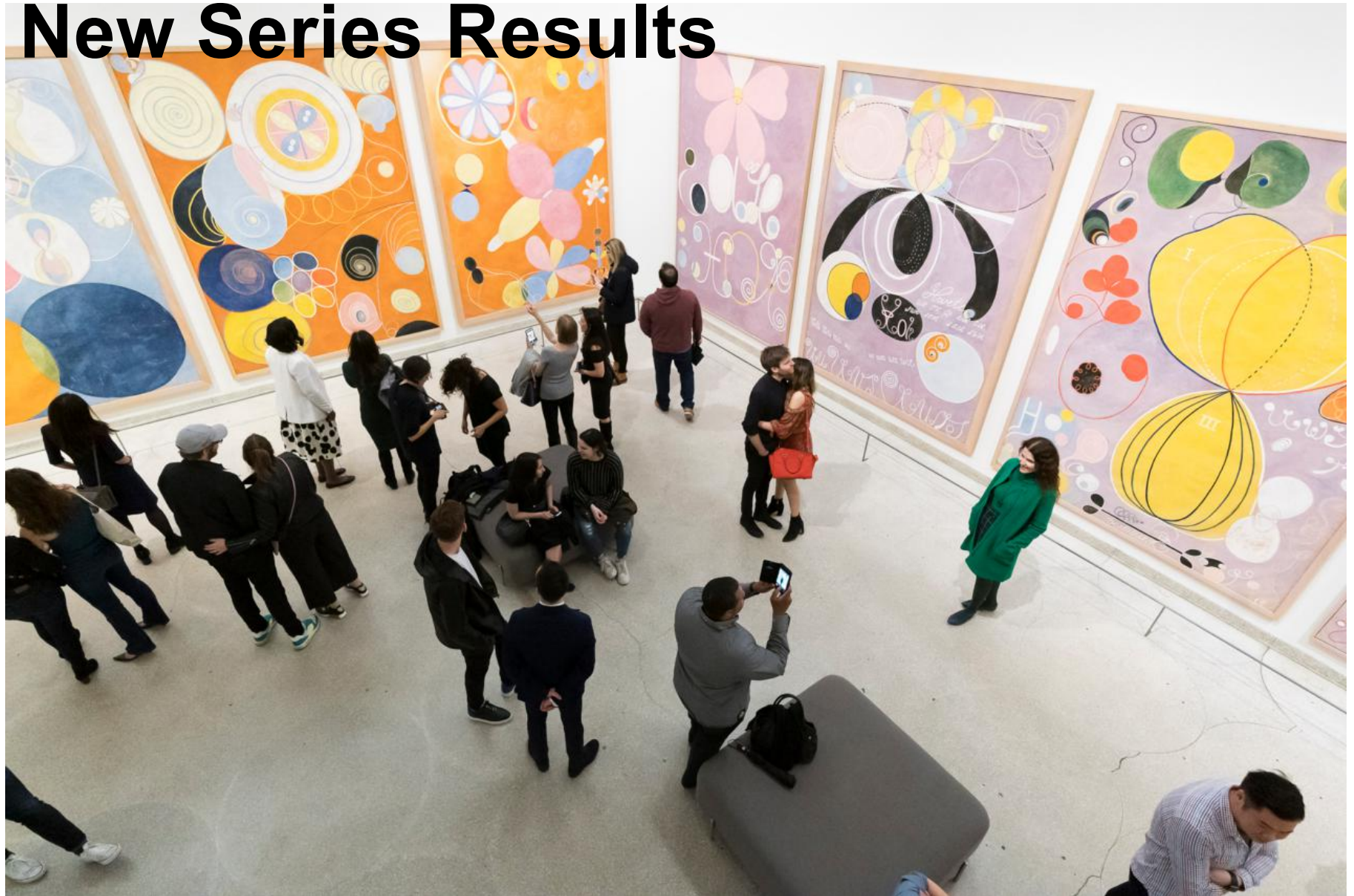
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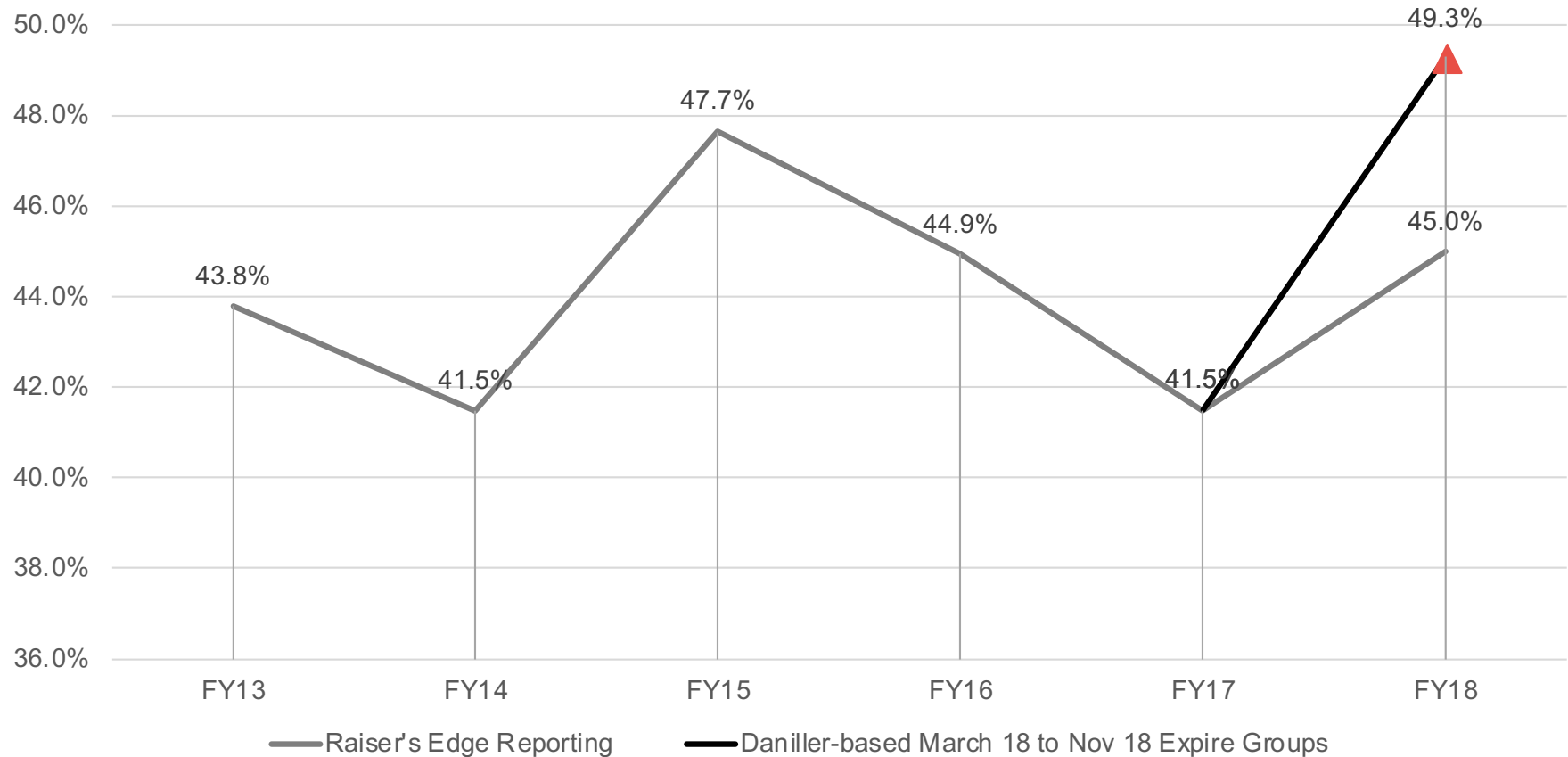
New Series Results



GUGGENHEIM

Increase in Retention

With the new series, our general member renewal rate is now at **49.3%**



FY18 Response Rates by Notice

Notice	Incentive	Before New Series	With New Series
R1-FY R1-MY	<ul style="list-style-type: none"> • 2 months free • 10% discount on upgrade 	10.60%	18.70%
R2	<ul style="list-style-type: none"> • 2 months free • 10% discount on upgrade 	13.50%	13.50%
R3	<ul style="list-style-type: none"> • Premium • 10% discount on upgrade 	13.00%	11.30%
R4	<ul style="list-style-type: none"> • no offer 	6.40%	5.10%
R5	<ul style="list-style-type: none"> • \$10-\$15 off • 10% discount on upgrade 	6.10%	9.00%

- Response rates before the new series include a blend of the old series and the new series
- Response rates after the new series include members receiving the entire the new series

Email incentives by package match direct mail, the R1 notice performed strongest, with engagement following mail response patterns

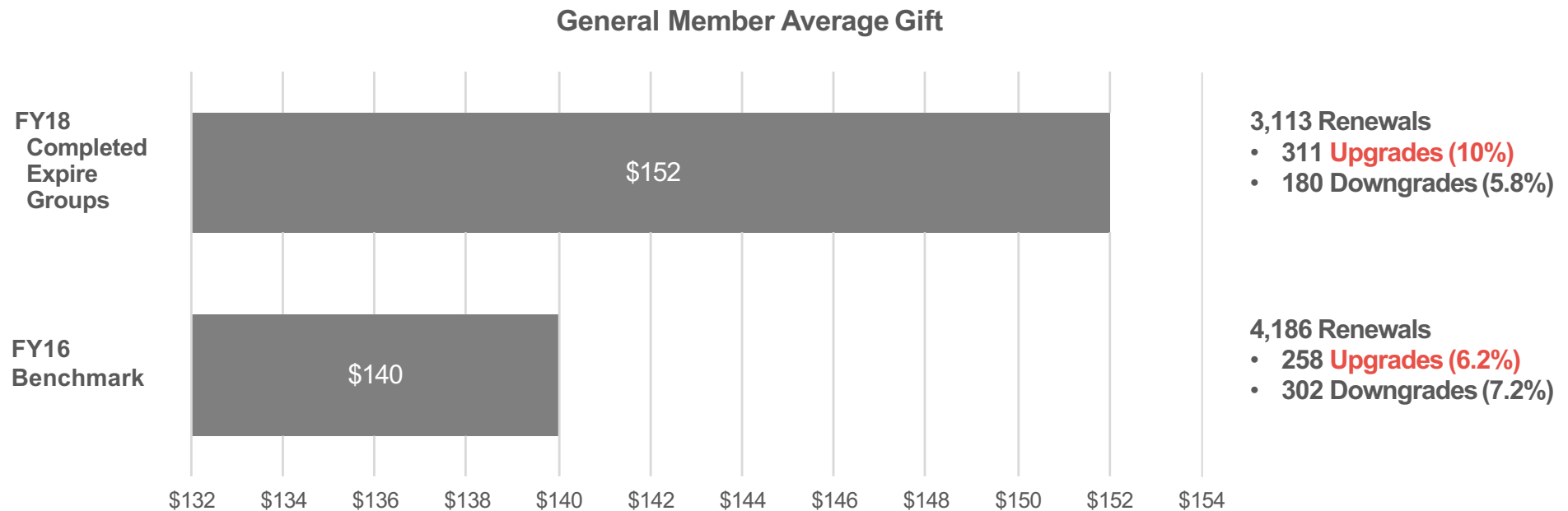
Renewal Email Stats, May 2018 to November 2018

Mail notice	Delivered	Unique Opens	Open Rate	Click-throughs	Click-to-Open Rate	Click-through Rate
R1	4,449	1,364	31%	251	18%	5.6%
R2	3,571	980	27%	159	16%	4.5%
R3*	6,120	1,811	30%	257	14%	4.2%
R4	2,666	723	27%	62	9%	2.3%
R5	2,576	525	20%	57	11%	2.2%
Grand Total	19,382	5,403	28%	786	15%	4.1%

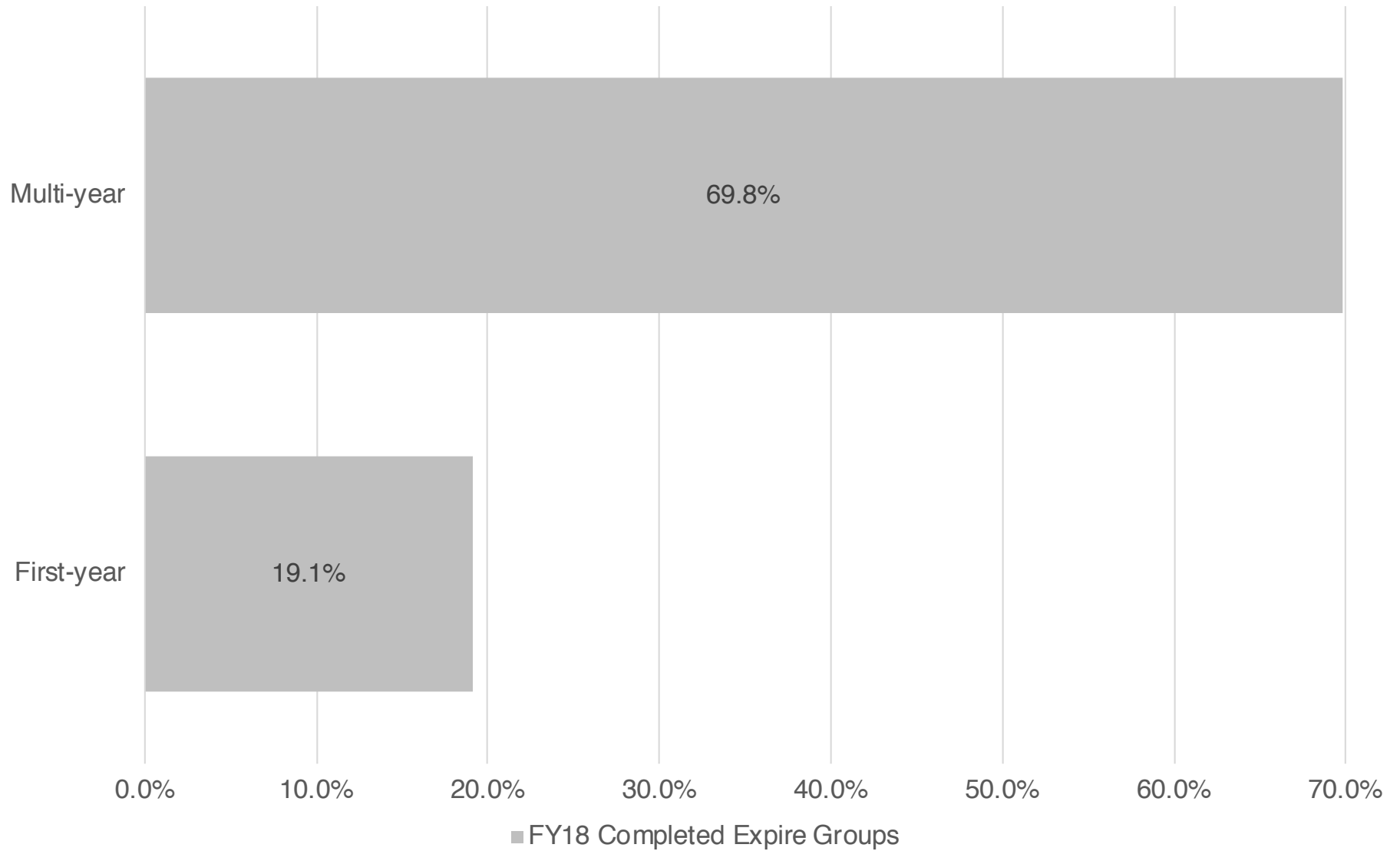
*one additional send day before expire

Renewal Average Gift

Since redesigning our renewal program, we've seen our **average gift increase** by \$12 (9%). We attribute this in part to **in-cycle upgrade** and a decrease in the downgrade rate.

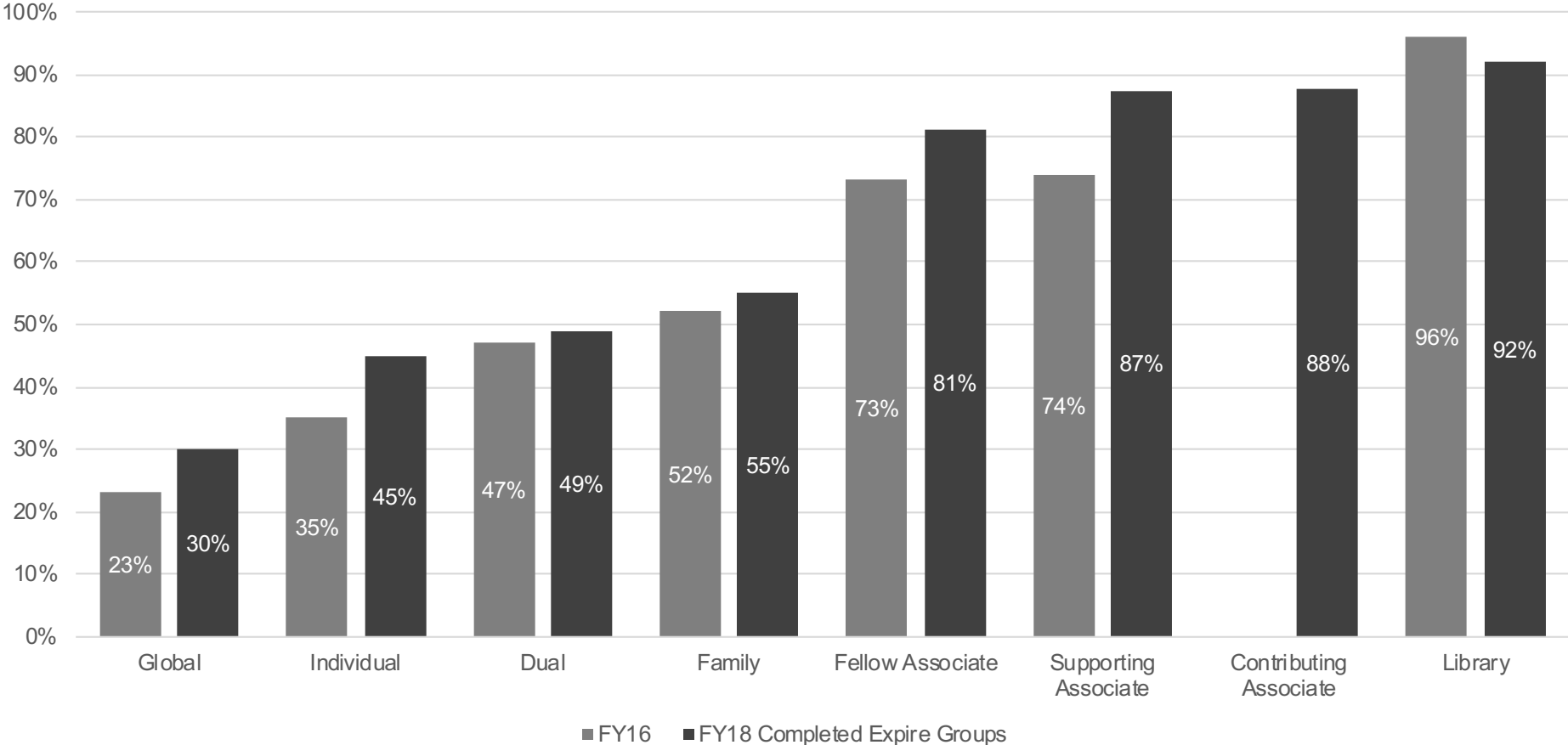


First-year and Multi-year Renewal Rates



Renewal Rates by Level

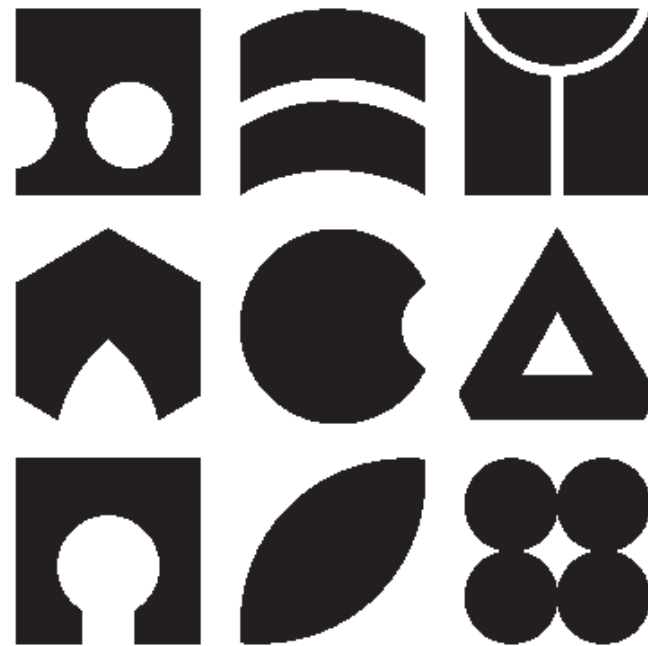
All general member levels have contributed to the increase in the total renewal rate, with each level increasing as compared to FY16 benchmarks.



What's next!

- **Auto Renewal**: continue to offer this and be more aggressive
- **Results**: **analyze results** and be nimble when you discover what is working and what isn't
- **Upgrade Appeal**: invested in a new stand alone **upgrade series** in 2019
- **New Membership branding**

Members
Shape
Everything
We Do



GUGGENHEIM

Key Takeaways

- Take your renewal program off auto-pilot!
- Honestly assess your program
 - Schedule, renewal series, emails
- Refresh your program as needed
- Understand your results
 - Know the 5 basic renewal numbers
 - Make adjustments based upon your results
- Experience greater renewal success!

Questions?
Thank you!

Martha Ernst
Vice President
Daniller + Company
mernst@daniller.com

Brooke Affleck
Director, Membership & Annual Fund
Solomon R. Guggenheim Museum
baffleck@guggenheim.org

American Museum
Membership Conference
April 3, 2019
Pittsburgh, Pennsylvania