#### Membership Acquisition: Surviving 2020

Four diverse institutions will share their hard won experiences.

NGWOOD RDENS CHICAGO HISTORY MUSEUM

NATURE&SCIENCE

## Presenters

Colleen Conaty, Assistant Director of Membership Winterthur, cconat@winterthur.org

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#### Longwood Gardens By the Numbers

Before COVID		After COVID
\$10.8m	Membership revenue	\$8m
1.5m	Total annual visitation	1.02m
\$819,000	Operating expenses	\$518,142
750,000	Member visitation	621,227
73,000	Member households	69,699



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NATURE&SCIENCE WINTERTHUR

#### Winterthur By the Numbers

Before COVID		After COVID
\$902,956	Membership revenue	\$600,000
99,261	Total annual visitation	84,609
\$260,371	Operating expenses	\$189,909
29,000	Member visitation	18,227
10,042	Member households	9,200

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DENVER MUSEUM OF

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#### Denver Museum of Nature & Science By the Numbers

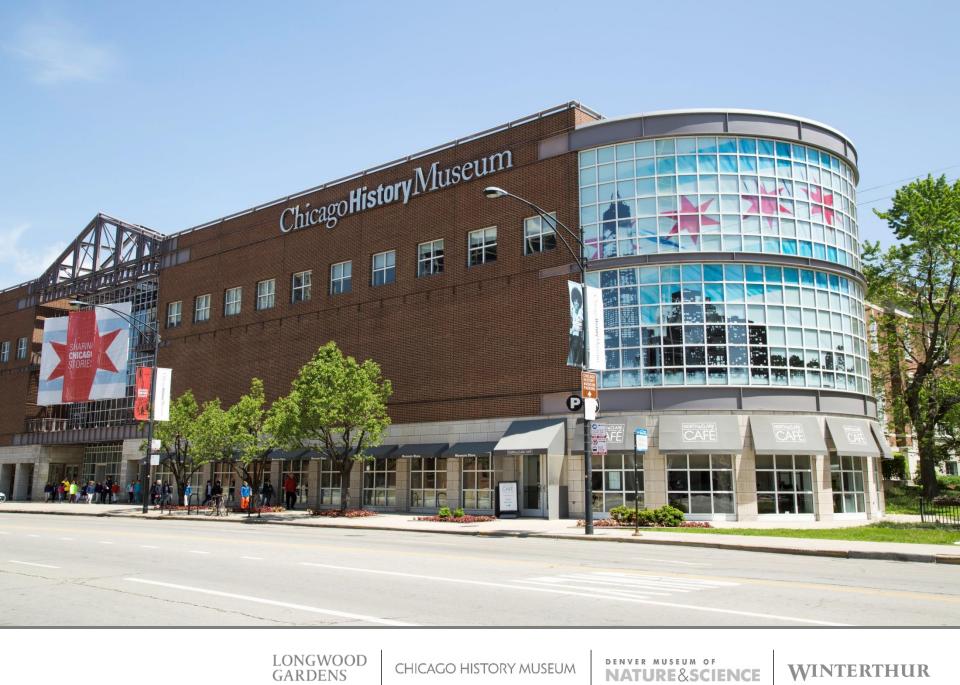
Before COVID		After COVID
\$6.5m	Membership revenue	\$4m
2m	Total annual visitation	765,000
\$660,000	Operating expenses	\$564,000
325,382	Member visitation	164,346
60,000	Member households	45,000

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#### Chicago History Museum By the Numbers

Before COVID		After COVID
\$350,000	Membership revenue	\$316,000
280,600	Total annual visitation	67,000
\$153,900	Operating expenses	\$142,371
5,200	Member visitation	1,733
3,658	Member households	3,141

LONGWOOD GARDENS CHICAGO HISTORY MUSEUM

# Let's Start Sharing

**Campaign Ideas** 

#### Virtual Interactive Member Engagement Ideas

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# Thank you!

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