

Bringing Lapsed Members Back to Membership, *NOW* –

Tactics, Tips, Trends

Presenters:

Daniller + Company

Mae Daniller, Sara Jane Fogarty

The Barnes Foundation

Maggie Lee

Atlanta Botanical Garden

Claudia McDavid



Courtesy: The Barnes Foundation

AMMC Virtual Conference

Wednesday, October 21, 2020

Presenters



**Mae Daniller, President
Daniller + Company**



**Maggie Lee, Membership Manager
The Barnes Foundation**



**Sara Jane Fogarty, Associate Director of Client Services
Daniller + Company**



**Claudia McDavid, Membership Manager
Atlanta Botanical Garden**

Topics

- Setting the Context
- Direct Mail
- Email
- Social Media + Digital
- Telemarketing
- Questions and Discussion

Setting the Context for Bringing Lapsed Members Back to Membership, *NOW*

Mae Daniller, President

Membership Programs in the COVID-era

COVID-19's impact extended beyond the gate and affected visitor-based organizations' membership programs.

Key reasons why programs were affected include:

- Members decided not to (or were not financially able to) renew amid economic uncertainty
 - Members weren't asked to renew or were asked in a more subtle way
-

Many organizations suspended acquisition, lapsed recapture, and renewal campaigns while your buildings remained closed.

NOW is the time to shore up your membership file!

You have reopened with limited capacity and social-distancing measures. And, prior research shows that even temporary reductions to marketing and membership budgets lead to long-term impacts on audience growth –

NOW is the time to recapture lapsed members!

We will discuss four principal techniques for recapturing lapsed members now:

- Direct Mail
- Email
- Social media
- Telemarketing

Direct Mail

Mae Daniller, President

Direct Mail: Smart Ways to Optimize Budgets

Smaller Membership House Files

Utilize existing renewal paper for a lapsed recapture campaign

- Can plan to reorder renewal paper earlier if needed

Package could include:

- Updated letter
- (optional) 1-color insert
- Outer envelope with renewal message

Medium & Large Membership House Files

Create and launch new campaign for lapsed recapture

- Create a new package for lapsed recapture or revise renewal paper to accommodate the campaign

Package details could include...

- Personalized letter with perf off reply form
- Buckslip/small brochure
- Outer envelope with renewal message

Sample Using Renewal Inventory



Fall's a cool time to renew your Family membership (and save 20%!)

October 2020

Dear Salutation,

The Lady Bird Johnson Wildflower Center is a tranquil sanctuary for native plants, Central Texas wildlife and—especially now—for people like you who know spending time outside in nature is good for our bodies and minds.

Right now, the cooler air and beauty of fall feel like a balm for the soul. An all new **Fortlandia** has opened with a new collection of custom forts created by local architects, designers and artists. **Luminations**, our annual festival of lights, is quickly approaching, and this year will feature more lights, more installations, and more days (spanning five weeks!).

It's a perfect time to visit, and an even better time to renew your Family membership. When you renew by Date X, you will save 20% on our most popular membership levels and receive 2 free guests passes to share with friends (a \$X value)!

.....

Sample of Campaign Designed as Lapsed/Recapture

Guggenheim Member Levels and Benefits

When you join as a member you will receive one with limited-time benefits on our most popular memberships, private members only evening hours, and a thank-you gift card for the Guggenheim Store.

Members' Monthly Virtual Tours, transformative exhibitions, and the Winter Members' Shopping Week with 20% savings from December 1-7 make membership a great idea and your museum visit a great year.

Join by January 31, 2021 for generous Accounts as your membership!

EXTRA \$10 Guggenheim Store gift card!

All members enjoy these exclusive benefits:

- **Unlimited free admission** to all Guggenheim museums (New York, Bilbao, and Madrid) of your choice accompanied guest admission to share the Guggenheim with family and friends.
- **Discounted tickets** for museum programs, such as engaging artist talks and on-site.
- **10% savings** at the Guggenheim Store and 20% savings during Members' Shopping Week (10% savings at The Highline Museum and Café Kafe).
- **Subscription to the members' email newsletter and members' mailer.**

Individual \$10
All member benefits for one adult, plus:
• **Invitation** for two to Members' Opening and private view!
• **Free admission** for two to all the After Dark events!

Family \$100 \$120
All member benefits for two adults and up to five children under 18, plus:
• **Three or discounted admissions** to family programs and access to special activities at Members' Opening!

Supporting and Contributing Associate \$1000 \$1200
All member benefits for one adult, plus:
• **Invitation** for two to Members' Opening and private view!
• **Free admission** for two to all the After Dark events!
• **Three or discounted admissions** to family programs and access to special activities at Members' Opening!

GUGGENHEIM
Solomon R. Guggenheim Museum and Foundation, 1071 Fifth Avenue, New York, NY 10018

Ms. Sample A. Sample
1234 Any Street
Suite 101
City, State 99999

Enclosed is your invitation for free admission, special access, and a thank-you surprise!

Get more from the Guggenheim as a Fellow Associate member or alone!

EXTRA \$275 Fellow Associate members are also invited to a free gift, the fabulous book *The Guggenheim: Frank Lloyd Wright and the Making of the Modern Museum*.

Fellow Associate \$2000 \$2200
All member benefits at the Family level, plus:
• **Free admission** for two additional guests.
• **Regional benefits** at Frank Lloyd Wright sites across the country and more than fifty North American museums.

Supporting Associate \$1000 \$1200
All member benefits at the Fellow Associate level, plus:
• **Two complimentary exhibition catalogs** per year.
• **Priority seating** for Works in Progress and/or complimentary tickets for two performances per year (with restrictions).

Contributing Associate \$2000 \$2200
All member benefits at the Supporting Associate level, plus:
• **Invitation** to VIP exhibition openings!
• **Additional complimentary exhibition catalogs** (with restrictions).

Join today to validate your \$10 Guggenheim Store gift card!

To redeem your \$10 gift card, please present this card with your current membership card at the Guggenheim Store.

One through 10/31 with purchase of \$100 or more. Expires March 31, 2021.

GUGGENHEIM

GUGGENHEIM

Open for Inspiration

Radical architecture, thought-provoking exhibitions, and an intimate crowd-free experience

Details inside for your exclusive member extra!

Join us for a year of transformative art

Open for inspiration, escape, and connection, with member extra!

Welcome to the Guggenheim. Your membership year will be filled with outstanding exhibitions you'll want to see in person, and with engaging online programs available at the touch of a button.

Connect with great art through your free member admission and private members-only hours each Monday. Exhibitions on view now include *Countdown: The Future: The Future of Color: Water: Planning and Making: Time: Process in Minimal Abstraction* plus a new presentation of sculptures by Constant Brancusi from the Guggenheim's collection.

Jackson Pollock's *Howl* is also on view this fall, being exhibited in New York for the first time in more than twenty years. Join us!

More Than Ever for Members

As a Guggenheim member, you'll experience art in a way other visitors don't in New York. The support of the art also impacts others, allowing us to bring more art into local communities and to improve the city and the lives of its residents. Thank you for your contribution.

Your Well-being is Our Highest Priority

At the Guggenheim, you'll find joy, reflection, and connection, as well as a number of new safety measures for your visit such as limited capacity through timed tickets, enhanced cleaning procedures, and other policies.

Traveling a distance to visit us is not the only way to experience the compelling exhibitions and engaging programming you're used to at the Guggenheim—made possible through the generous support of members like you. Welcome!

Join by January 31, 2021 for exclusive membership discounts and your Guggenheim Store gift card!

GUGGENHEIM **Open for Members!**

Onsite Efforts

Mae Daniller, President

The Barnes Foundation

- Founded by Albert C. Barnes in 1922; moved to the Benjamin Franklin Parkway in Philadelphia in 2012
- Home to one of the world's finest collections of impressionist, post-impressionist, and modern paintings—displayed alongside African, Asian, ancient, and medieval art as well as metalwork, furniture, and decorative art.
- 14,000 Member Households
- 5 general membership categories (\$75 - \$550)



The Barnes Foundation

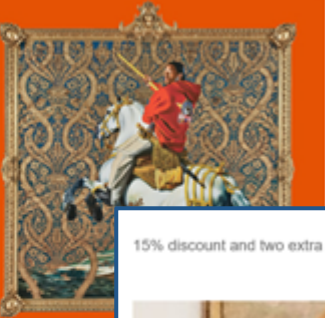

- **Acquisition:**
 - Mail: 4 campaigns per year
 - Digital: 2 campaigns (email + social)
 - Onsite: 45% of new memberships sales are driven by visitor service staff
- **Renewal:** cadence of 6 letters and 7 emails
 - **Upgrade:** 3 months before expiration
 - **Renewal:** 2 months before expiration through 2 months after expiration; members receive a letter and one or two emails in that month mirroring the letter message



2019 Flash Sale

In 2019, we ran a flash sale in June and in October

Alert –15% off membership + 2 EXTRA FREE guest passes + Basquiat boxed notecards



Best Membership Offer!
15% discount
Free 30 *Americans* tickets
Free *Basquiat* notecards



[Renew Now!](#)

Use FLASHSALE19 at checkout for a limited

Dear ,

For this week only, you can save 15% on the Barnes's most popular memberships – Contributor, Supporter, and Sustainer (get enjoy TWO EXTRA FREE guest passes and a boxed set of Jean-Michel Basquiat notecards as our thank-you for rene

15% discount and two extra free guest passes expire tonight



JOIN US!

Use code FLASHSALE19 at checkout through Friday only!

Dear Friend,

Our Membership Flash Sale ends tonight!

- Sales Channels:
 - Emails (5 total)
 - Barnes Foundation homepage
 - Social Media
 - Onsite Sale

2019 Flash Sale Results

June 2019 Flash Sale Results		
Channel	Membership	Revenue
Email	66	\$9,133
Web/Social	22	\$3,355
Onsite	12	\$1,620
Total	100	\$14,108



October 2019 Flash Sale Results		
Channel	Membership	Revenue
Email	101	\$13,724
Enews	15	\$1,967
Web/Social	22	\$3,296
Onsite	23	\$3,105
Total	161	\$22,092



2020 Flash Sale

In 2020, we ran a flash sale timed with our reopening in July

Barnes Reopening Membership Sale with a 10% discount and two extra free guest passes – offer expires tonight



Free Admission + Free Gift [Join Us!](#)

Use code FLASHSALE20 at checkout today only

Dear Art Lover,

Our Barnes Reopening Membership Flash Sale ends today!

It's your final chance to join the Barnes Foundation with our best-ever 2020 offer, before we reopen with Member-only Days this Thursday through noon

- Sales Channels:
 - Emails (5 total)
 - Barnes Foundation homepage

2020 Flash Sale Results

July 2020 Flash Sale		
Channel	Membership	Revenue
Email	113	\$17,706
Enews	4	\$428
Web	32	\$4,421
Total	149	\$22,555



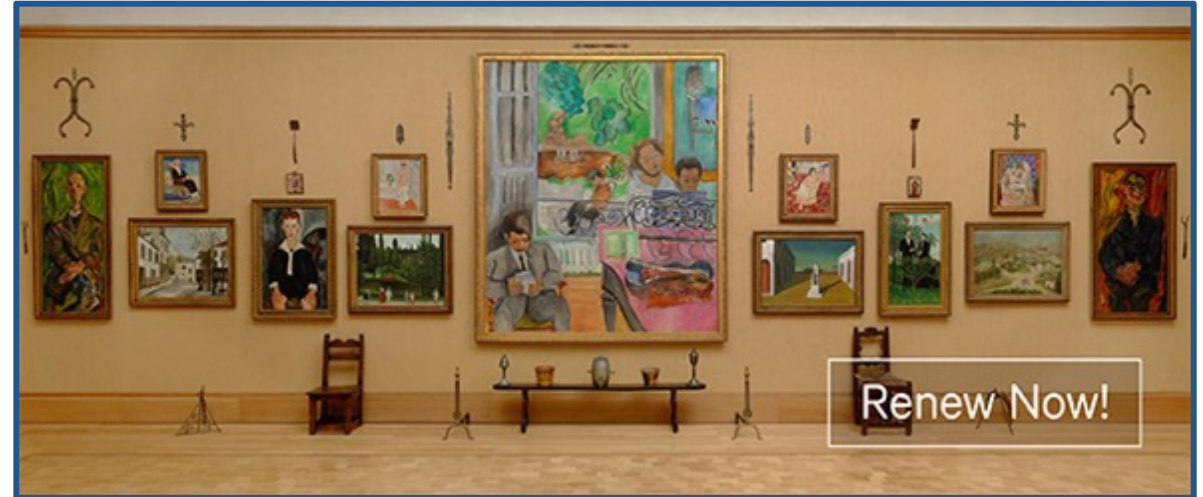
Lapsed Member Reacquisition

Your free gift—
join as a
Contributor
Member.

Basquiat notecards (set of 16)



Renew Now!



Renew Now!

	Percent of Audience	% Responses	Revenue
June 2019	12%	50%	53%
October 2019	12%	50%	51%
July 2020	13%	37%	36%

Division of Work

Drafting Email Content

- Daniller Team
- Barnes Membership reviews & edits

Designing Email Headers

- Daniller Team

Building Emails

- Barnes Membership
- Daniller Team reviews & edits

Schedule & Send

- Barnes Membership

Social Media

- Barnes Marketing

Onsite Sales

- Barnes Membership
- Barnes Sales Team

Results

- Barnes Membership
- Daniller Team



Additional Digital Strategies

Sara Jane Fogarty, Associate Director of Client Services

Amplify Your Message and Impressions



Direct Mail



Emails



Website and Landing Page

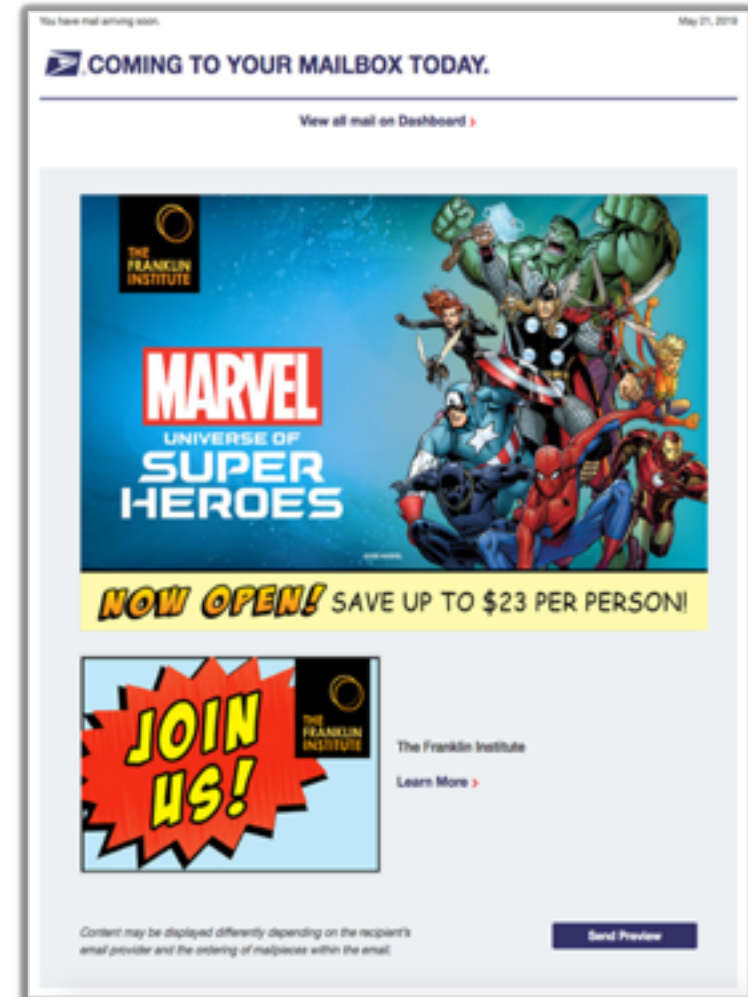


Social Media

Provide a variety of touchpoints for your lapsed members to amplify your message and the important reasons to come back to membership.

Informed Delivery Boosts Direct Mail

- **USPS®** feature that provides users with email previews of their household mail
- Boost engagement by enhancing the graphics within the preview email
- Link directly to the campaign landing page
- Creative matches the look and feel of the direct mail package



Emails

Join Today

Dear Caitlin Roetheli,

I hope you will accept my invitation to become a member of Pérez Art Museum Miami. It's time to join us at the **exclusive Members Preview of Beatriz González** on **Member Preview April 18, 2019**.

Use your free admission benefit to explore the first large-scale U.S. retrospective of the internationally celebrated Colombian artist. You will see more than 120 works by the artist, with examples from the early 1960s through the present. González's analytical painting practice is known for its appropriation of images taken from both Western art history and from newspapers in her native Colombia.

Beatriz González
Member Preview April 18, 2019

Take a Look!

Join today with code DMFY19.EP22

You will experience exceptional art and save with free admission as you return this year to see more new exhibitions.

Zhao Gang: History Painting opens next month and highlights one of the most important Chinese artists of his generation. In July, explore the works of 13 artists in **The Other Side of Now: Foresight in Contemporary Caribbean Art**. Then, mark your calendar for the October premiere of **Teresita Fernández: Elemental**.

As a member, you'll be at the center of all the art buzz in Miami. Join today!

Sincerely,

Franklin Sirmans
Executive Director

Exceptional Events and Programs Free for Members!

New Members Summer Celebration
June 15, 2019 | 10am
Join us for complimentary coffee and pastries and participate in a members-only portrait photo shoot, before setting off on a selection of special members-only tours.

Members-Only July 4 Celebration
July 4, 2019
Enjoy nearby fireworks overlooking the bay, late access to the galleries, and live music at our family-friendly event.

For \$200-\$170 Sustaining Members and Above
Join at the Sustaining level or above and receive invitations for can't-miss events, including:

- **Pop-Up Members Lounge** at exhibition openings including Zhao Gang (May 23), The Other Side of Now (July 15), and more
- **Art Fair Survival Party** (November 21), where **Contemporary and above** members receive a free coveted art fair pass kit, full of tickets and passes to select fairs during Miami Art Week
- **PAMM Presents**, our signature Miami Art Week celebration on December 5, 2019

- Email-only campaigns
- Pre-emails and follow-up emails complement the mail and provide an opportunity to respond quickly online
- Watch results carefully and don't be afraid to repeat what works!

Tracking Email Results

Appeal	Email #	Send Day	Subject line	# Delivered	% Opens	% Clicks	% Click-to-Open	% Response	% Bounce	% Unsubscribe
Winter Acq	Email 1	Tuesday	Subject Line A	32,418	17.13%	0.98%	5.71%	0.09%	0.06%	0.22%
Spring Acq	Email 1	Thursday	Subject Line B	46,115	14.62%	1.33%	9.08%	0.10%	4.05%	0.24%
Fall Acq	Email 1	Tuesday	Subject Line C	33,972	19.66%	1.18%	6.00%	0.15%	0.16%	0.29%
Winter Acq	Email 1	Thursday	Subject Line D	31,980	27.24%	1.05%	3.86%	0.26%	0.11%	0.22%
Spring Acq	Email 1	Wednesday	Subject Line E	40,897	18.20%	1.35%	7.35%	0.10%	1.46%	0.39%
Fall Acq	Email 1	Thursday	Subject Line F	28,817	20.08%	1.57%	7.79%	0.11%	4.33%	0.31%

Tracking Email Results

Appeal	Email #	Send Day	Subject line	# Delivered	% Opens	% Clicks	% Click-to-Open	% Response	% Bounce	% Unsubscribe
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Lightbox or Alert Bar

Sample Lightbox



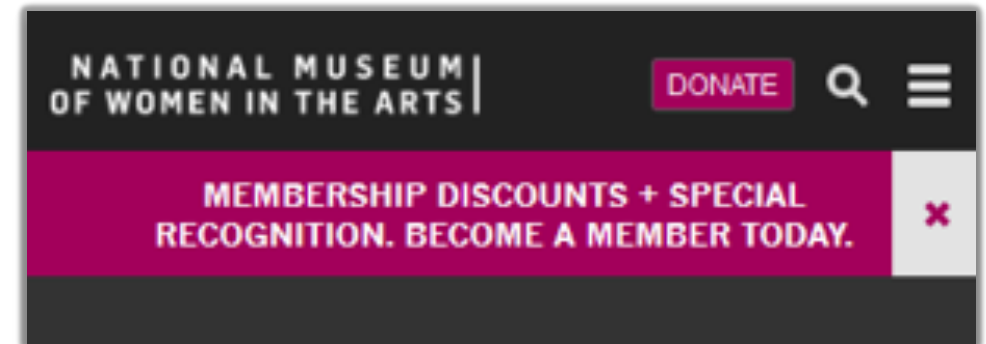
YOU CAN TAKE ACTION FOR WOMEN IN THE ARTS!

Join today to save 10% and be recognized as a champion for women in the arts.

[Join Us!](#)

The lightbox features a green header with the headline, a white text area with a call to action, a purple button, and a photograph of a woman and a child looking at a crocheted garment in a museum setting.

Sample Alert Bar— Mobile View:



NATIONAL MUSEUM OF WOMEN IN THE ARTS | [DONATE](#) 🔍 ☰

MEMBERSHIP DISCOUNTS + SPECIAL RECOGNITION. BECOME A MEMBER TODAY. ✕

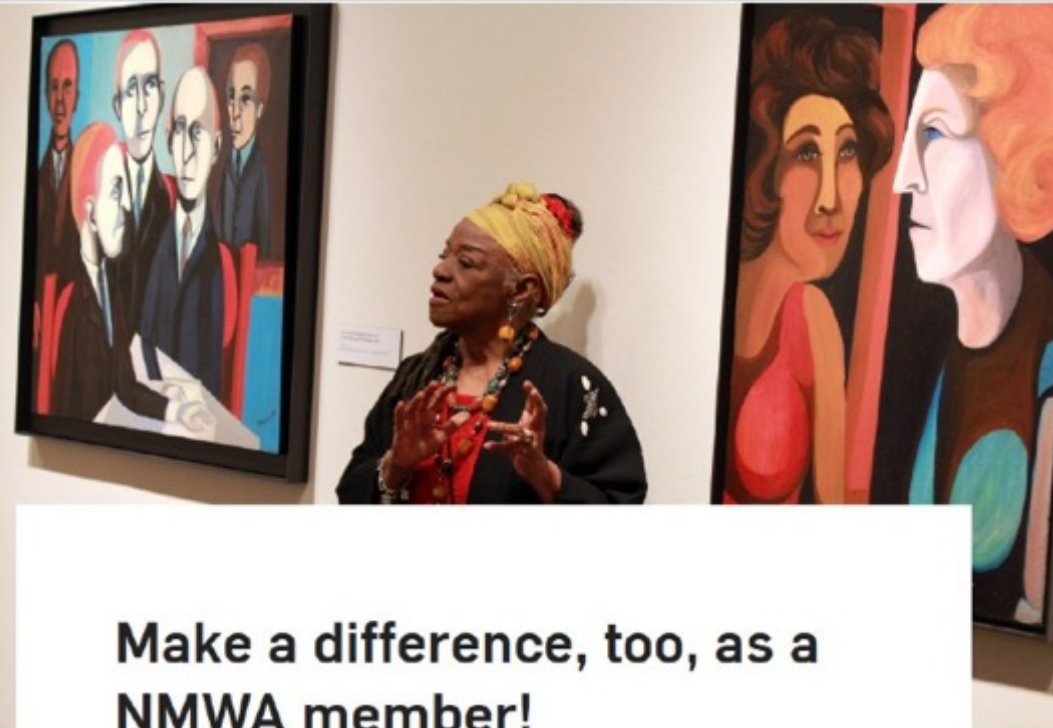
The alert bar is a dark-themed banner with a pink bar containing the membership offer. It includes a search icon, a menu icon, and a close button.

Website Call to Action

“I wanted to make a difference, and I decided I was going to use art to do it.”

— Faith Ringgold

American People, Black Light Press Preview American People, Black Light Press Preview Photo credit: Laura Hoffman



Make a difference, too, as a NMWA member!

Join today to save with limited-time discounts and help us lead the way for women in the arts. Your name will be added to the 2020-21 Members List, and you'll enjoy exciting benefits like a complimentary subscription to *Women in the Arts* magazine and unlimited free admission.

[JOIN TODAY](#) 

Social Media

Social Media Advertising provides another touch point for lapsed members.

- Build targeted lists on Facebook using your lapsed member file
- Amplify direct mail efforts with ads that mimic the design and messaging of your mailed campaigns
- Test copy, images, and ad placement
- Consider remarketing ads
- Expand your reach by creating lookalike or custom audiences

What's Inside? Exceptional benefits for YOU (free Philadelphia Flower Show tickets) + Exceptional benefits for YOUR community (welcome to harvest gardens, GROWinars & gardening for the greater good!)

PHS : Pennsylvania Horticultural Society
Sponsored

Transform our world for the better, through gardening! Join today for exceptional benefits for you and your community.

FREE or Discounted Philadelphia Flower Show Tickets!

PHSONLINE.ORG
Join Now for Limited-Time Offers! LEARN MORE

Join Now
Extra discounts on membership

Atlanta Botanical Garden

Established in 1976

Two locations, Atlanta and Gainesville

Over 780,000 visitors in 2019

Approximately 42,000 members

Individual (\$78) – Director’s Club (\$1200), plus

Two Year versions of above (16 levels), and

Family Explore program (grant-funded)



Membership

Renewal, Recapture, Retention, and Upgrade

E-renewal series sent the last week of the month:

#1 & #2 - Extra months offered for early renewal

#3 – No special offer (members recently lapsed)

#4 – Alternate between direct mail follow-up and Welcome email to new/renew/rejoin

Mailed Renewals:

Four renewals mailed six weeks before expiration until six weeks after expiration

Direct Mail Campaigns:

Four campaigns/year to acquire new members and recapture dropped members

Four upgrade campaigns/year to upgrade members with discounts and free months

Social Media Campaigns:

Ongoing efforts by Marketing with extra push during Member Appreciation Month

Telemarketing:

Year-round effort (3-4 days/week) to welcome new members, renew lapsed members, upgrade members, and regain dropped members

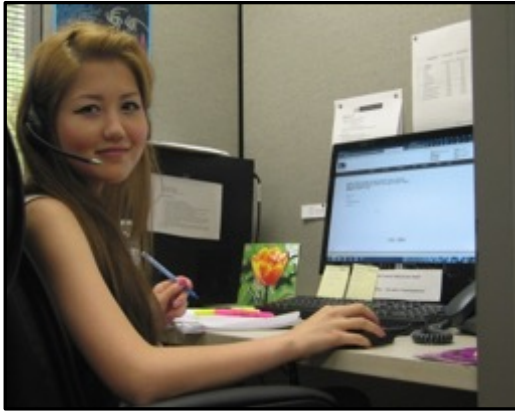


Telemarketing Pros and Cons

- **Flexibility** – Modifications to the program are just a phone call away
- **Creativity** – It's fun to adjust program and offers each year to take advantage of Garden events, programs & exhibitions
- **Personal Touch** – Fulfills our desire to engage members on a very personal level
- **Valuable Feedback** – Members reveal likes and dislikes, propensity for further support & cultivation, future plans, reasons for refusal
- **Immediate Follow-up** – Email confirmations, Confirmation letter w/premiums delivered, Daily Sales adjustment reports, Weekly call reports
- **Important Statistics** – Reports are provided each week to track success
- **Cons** – **There are none so far!**



Telemarketing: The Personal Touch



Personable, well-trained rep = comfortable member

Hello, may I speak with Mr/Ms ___, please? Hi, Mr/Ms ___, this is ___ calling on behalf of The Atlanta Botanical Garden, and this call is being recorded for my quality -- but first I'd like to thank you very much for your membership support, and to let you know the Garden is as beautiful as ever and open once again!

Your membership was extended through July as a courtesy for the time we were unable to open, and I hope you can visit soon! I'm calling to invite you to renew your membership today to take advantage of a special offer and to enjoy exclusive benefits including...

Dear Mr. and Mrs. Moon,
This e-mail is to confirm that you have renewed as a Supporting Member at the Atlanta Botanical Garden.

Your order number is 20200929-5690439. Important information about how to enjoy a safe and crowd-free visit as well as the Garden's timed-ticket entry requirements can be found [here](#).

You will receive another official email with an attachment that will give you a temporary "online Member Number". You will need the Member Number to obtain your timed-tickets and/or discounts on Garden classes, Garden Lights tickets, and more.

We will mail you your member ID cards and guest passes. Your two complimentary flex Garden Lights, Holiday Nights tickets will be mailed to you in early November.

Please view garden-wide [events](#) for specific information about all Garden activities. You may also refer to our online [Clippings](#) and [Member FAQ](#) for specific answers to many garden and member questions.

Please remember that you receive reciprocal benefits with over 330 other gardens in North America and the Cayman Islands through the American Horticultural Society ([ahsgardening.org](#)).

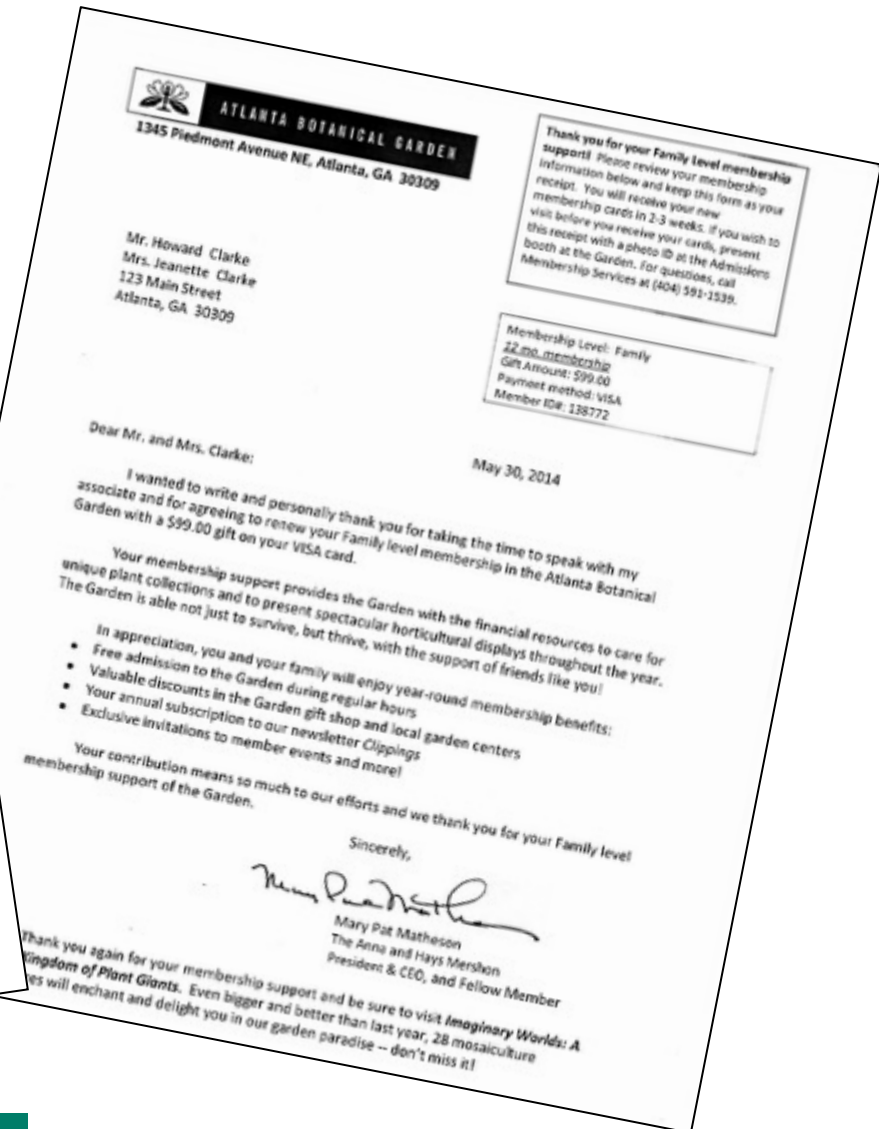
Please feel free to contact me in the future should you have questions or need assistance. We greatly appreciate your generous membership support of the Garden!

Claudia McDavid, Membership Manager
Atlanta Botanical Garden
1345 Piedmont Road NE
Atlanta, GA 30309

404-591-1538
cmcdavid@atlantabg.org



ATLANTA BOTANICAL GARDEN



Telemarketing Calling Schedule

Month	Week of	Expire	Renewal Offer	Expire	Upgrade Offer	Upgrade Offer	Expire	Offer	Welcome Call	Join Date
Jan-20	1-7	Dec M-Yr	plus 2 GP							
	8-14	Dec M-Yr	plus 2 GP	Feb-20	UCT-2 Flower Show or 2 GFCT	UDN-2 Flower Show or 2 GFCT			Welcome	Nov-19
	15-21	Jan 1st-Yr	2 extra mo, plus 2 GP	Feb-20	USP-2 Flower Show or 2 GFCT	UDC-2 Flower Show or 2 GFCT			Welcome	Nov-19
	22-EOM	Jan 1st-Yr	2 extra mo, plus 2 GP							
Feb-20	1-7	Jan M-Yr	plus 2 GP							
	8-14	Jan M-Yr	plus 2 GP	Mar-20	UCT-2 GFCT or 2 parking vouchers (PV)	UDN-2 GFCT or 2 PV			Welcome	Dec-19
	15-21	Feb 1st-Yr	2 extra mo, plus 2 GP	Mar-20	USP-2 GFCT or 2 PV	UDC-2 GFCT or 2 PV			Welcome	Dec-19
	22-EOM	Feb 1st-Yr	2 extra mo, plus 2 GP							
Mar-20	1-7	Feb M-Yr	plus 2 GP							
	8-14	Feb M-Yr	plus 2 GP							
	15-21									
	22-EOM									
Apr-20	1-7									
	8-14									
	15-21								Welcome	Jan-20
	22-EOM								Welcome	Feb-20
May-20	1-7								Welcome	Mar-19
	8-14								Welcome	Mar-19
	15-21	"Mar" 1st-Yr	plus 2 GP				Sep&Oct19, M-Yr	+2 mo, + 2 GP		
	22-EOM	"Mar" M-Yr	plus 2 GP							
Jun-20	1-7	"Apr" 1st-Yr	plus 2 GP	"May-20"	UCT - 2 DT OR 2 GFCT, 2yr - if nec +2GP		Nov&Dec19, M-Yr	+2 mo, + 2 GP		
	8-14	"Apr" M-Yr	plus 2 GP	Jul-20	UCT - 2 DT OR 2 GFCT, 2yr - if nec +2GP				Welcome	Apr-19
	15-21	"Apr" M-Yr	plus 2 GP	"May-20"	USP -2 DT OR 2 GFCT, 2yr - +2GP	UDN - 2 DT OR 2 GFCT, 2yr - +2GP	Jan&Feb20, M-Yr	+2 mo, + 2 GP	Welcome	Apr-19
	22-EOM	"May" 1st-Yr	plus 2 GP	Jul-20	USP -2 DT OR 2 GFCT, 2yr - +2GP	UDC -2 DT OR 2 GFCT, 2yr - +2GP				
Jul-20	1-7	"May" M-Yr	plus 2 GP							
	8-14	"May" M-Yr	plus 2 GP	Aug-20	UCT - 2 DT OR 2 GFCT, 2yr - if nec +2GP	UDN - 2 DT OR 2 GFCT, 2yr - +2GP			Welcome	May-19
	15-21	Jul 1st-Yr	plus 2 GP	Aug-20	USP -2 DT OR 2 GFCT, 2yr - +2GP	UDC -2 DT OR 2 GFCT, 2yr - +2GP			Welcome	May-19
	22-EOM	Jul 1st-Yr	plus 2 GP							



Telemarketing Statistics

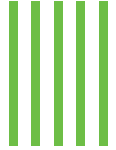
EXHIBITION	IW Year 2	Bruce Munro	Chihuly	Curious Garden	IW: Year 3	IW: Year 4	
	Early Chihuly DM					thru 8/18	thru 8/17
	2014	2015	2016	2017	2018	2018	2019
# Dialed	71,853	67,388	55,880	55,582	56,813	35,927	36,278
Contacts	7,878	7,939	9,315	9,917	11,933	7,224	7,964
Renewals	1,292	1,856	2,050	1,883	2,185	1,296	1,451
Renewal rate	16%	23%	22%	19%	18%	18%	18%
Avg. Renewal \$	\$110	\$137	\$148	\$147	\$173	\$173	\$158
2-yr. renewal	135	390	549	487	632	348	352
2-yr. renewal %	10%	21%	27%	26%	29%	27%	24%
CC	1,254	1,850	2,050	1,882	2,181	1,295	1,450
CC %	97%	100%	100%	100%	100%	100%	100%
CT+	35	285	539	294	667	391	371
CT+ %	3%	15%	26%	16%	31%	30%	26%
Gross	\$142,393	\$253,950	\$304,364	\$277,420	\$378,311	\$210,661	\$229,089
Expense	\$76,477	\$97,632	\$121,848	\$123,450	\$160,740	\$98,249	\$103,337
Net	\$65,916	\$156,318	\$182,516	\$153,970	\$217,571	\$112,412	\$125,752
ROI	\$1.86	\$2.60	\$2.50	\$2.25	\$2.35	\$2.14	\$2.22



Telemarketing Success - Upgrades

Membership Level	2017	2018	2018	2019
	TOTAL	TOTAL	8/18/2018	8/17/2019
2 Year	487	632	348	352
Contributing	263	553	321	311
Supporting	6	76	56	48
Donor	11	29	13	8
Director's Club	2	9	1	4
Total	769	1,299	739	723





Questions? Thank you!

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