



A Perfect Pair!

A Membership Partnership

featuring

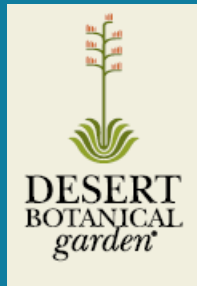
Direct Mail and Email

(And a dollop of onsite sales!)





Panel



Courtney Stanford
Program Director, Membership
Desert Botanical Garden



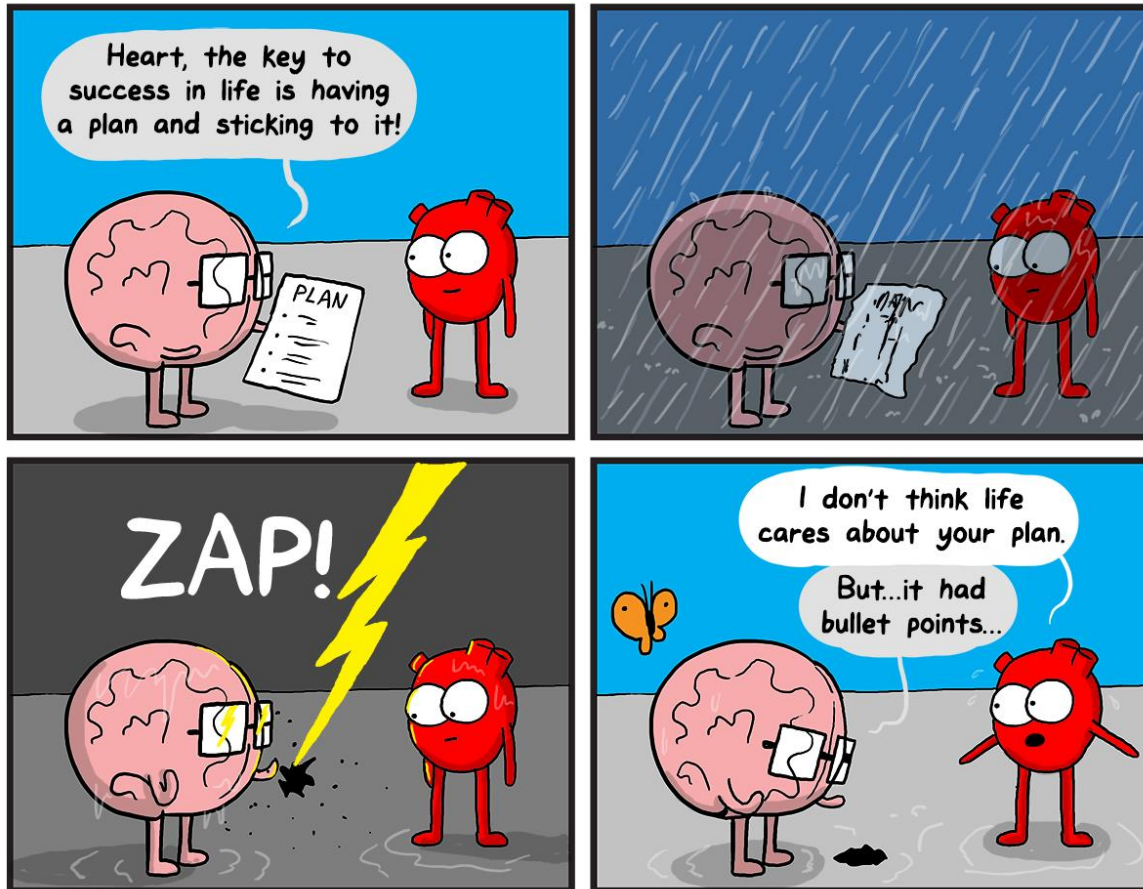
Mark Miller
Director of Park Services and
Guest Relations
*The Living Desert Zoo &
Gardens*



Andrew Nadauld
Director of Guest Services
Utah's Hogle Zoo



The best laid plans....



theAwkwardYeti.com



2020 Reviews....



“Zero Stars”

“Do NOT recommend”

“Would definitely swipe left next time”

“Not at all like the picture in the catalog”

“Appears to always be in retrograde”

“Treated my plan like a joke”

“I asked to talk to the manager and the manager laughed at me”

“Would not do again”





Covid-19 Impact Survey – September 2020

Q1: What type of organization does your membership serve?

Art Museum	29.01%
Zoo	19.75%
Botanical Garden/Arboretum	19.14%
History Museum	19.14%
Science Museum/Center	12.35%
Children's Museum	8.64%
Other	8.64%
Aquarium	4.94%
Conservation/Nature Organization	3.09%
Library	1.85%
Association	1.23%
Performing Arts/Cultural Arts	0.00%



Covid-19 Impact Survey – September 2020

Q3: What is your institution's current status?

Open	73.13%
Closed	10.00%
Partially closed	15.00%
Reopened, but had to close again	1.88%



Covid-19 Impact Survey – September 2020

Q4: Comparing membership totals
NOW vs same time last year,
your membership totals have ...

Increased from the previous year	38.19%
Decreased from the previous year	37.50%
Stayed the same as the previous year	14.58%
Unsure at this time	9.72%





Covid-19 Impact Survey – September 2020

Q5: In comparing membership revenues this year vs last year at this same time, your membership revenues have ...

Increased over the previous year	9.94%
Decreased from the previous year	76.40%
Are about the same as the previous year	8.07%
Unsure at this time	5.59%



Covid-19 Impact Survey – September 2020

Q6: Since the arrival of the Covid-19 pandemic, my membership expenditure budget has ...

Increased	0.62%
Decreased	63.58%
Stayed about the same	27.16%
Unknown at this time	8.64%





Covid-19 Impact Survey – September 2020

Q10: What is the status of any new member acquisition efforts during the Covid-19 pandemic? (Check all that apply.)

Direct mail campaign was DELAYED	26.67%
We had no plans for a direct mail campaign	26.00%
Direct mail campaigned CONTINUED as planned	25.33%
Direct mail campaign was CANCELED	15.33%
Email acquisition CONTINUED as planned	36.67%
Email acquisition campaign was DELAYED	22.00%
We had no plans for an email acquisition campaign	17.33%
Email acquisition campaign was CANCELED	6.00%
We had no plans for a digital acquisition ad campaign	31.33%
Digital acquisition ad campaign CONTINUED as planned	19.33%
Digital acquisition ad campaign was DELAYED	14.67%
Digital acquisition ad campaign was CANCELED	8.67%
Other	4.67%



2020 Observations

- Everyone is feeling the impact of 2020 but members and donors remain philanthropic
 - Fundraising outcomes appear to be improving over time: the proportion of CCS survey respondents saying they experienced a decline in fundraising decreased from **63 percent** in May to **53 percent** in September.
CCS Fundraising, Fundraising Impact of COVID-19: Philanthropic Climate Survey, Edition III (2020)
 - Similarly, the Fundraising Effectiveness Project found that charitable giving in the first half of 2020 increased by nearly **7.5 percent** over the first half of 2019. In the first quarter of 2020, giving had seen a **6 percent** decrease compared to the same period in 2019.
Fundraising Effectiveness Project, Quarterly Fundraising Report: Year-to-Date Nonprofit Sector Trends 01/01/2020-06/30/2020 (2020)

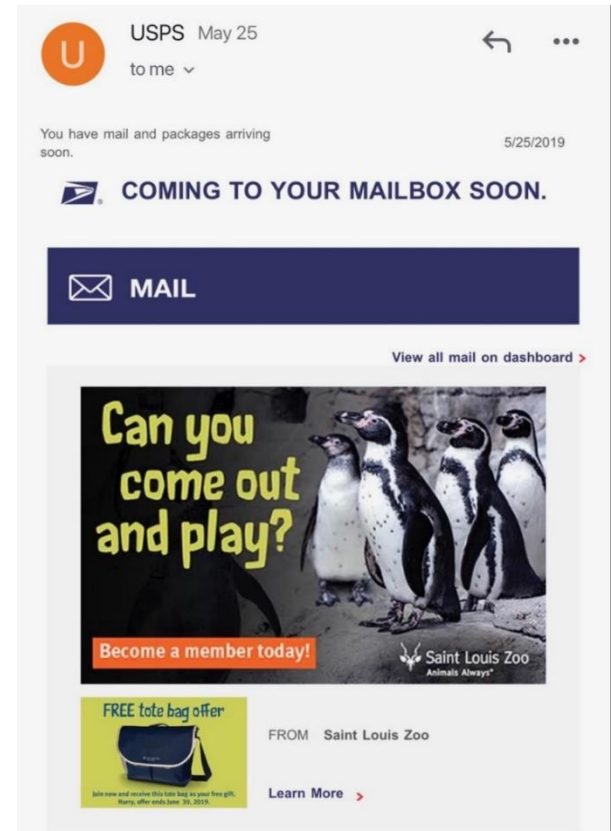


2020 Observations

- Membership Revenue is more important than ever
- In a social distancing world, meeting the members where they live is more important than ever
 - Direct mail still drives more than 90% of revenue for most clients (*Blackbaud 2019 Charitable Giving Report*)
 - Give people a choice
- Balance between Philanthropic Messaging and Transactional Messaging
- If you want new members, you have to ask people to join.

A Multi-Channel Synergy

- Craft a package and message that use the same graphics, message and feel – Create familiarity, recognition
- Use email and direct mail to leverage attendance as well as membership
- Think about your own habits and behaviors when it comes to mail and email marketing
- Take advantage of informed delivery for an extra touch
- “Wash, Rinse, Repeat”
- Avoid “internet jail” by outsourcing



Desert Botanical Garden



**MEMBERSHIP
CONSULTANTS**
AN OSG COMPANY



**DESERT
BOTANICAL**
garden



Desert Botanical Garden

- Phoenix, Arizona
- Founded 1939
- 140 acres, 50,000 plant displays
- Total Membership – 32,000
- 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

Member Acquisition Strategy 2019 – 2020 – Pre-Covid

Direct mail and email campaign built around Wild Rising

Simple approach, very visual

Fall Mailing – 75,000 pieces

4 Email deployments – 90,000 email contacts

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

Fall 2019



Desert Botanical Garden

Fall 2019



Join Now and Experience **Exclusive Member Preview Days** | Oct. 10 & Oct. 11

JOIN NOW AND SAVE

Use promo code **A19E17** to get 20% off your membership level!



The Garden's newest exhibition, **Wild Rising by Cracking Art**, is traveling straight from Milan, with more than 1,000 animal sculptures made from colorful and recyclable plastic. Visitors of all ages will be drawn to engage with these vibrant creatures and to discover that plastic does not have to end up in landfills, but it can be reinvented into something eye-catching and thought-provoking. Opens Oct. 12.



ENJOY THE GARDEN ALL YEAR EXCLUSIVE MEMBER BENEFITS

Experience the beauty of nature at the Garden this fall. Join today, and enjoy free Garden admission, as well as advanced and discounted tickets to events like Las Noches de las Luminarias and Music in the Garden. Fall festivals including Strange Garden, Día de los Muertos, Chilies & Chocolate and the Garden's newest exhibition, **Wild Rising**, are free to members.



[Become a Member](#) | [Donate](#) | [Volunteer](#)



Desert Botanical Garden

EXPERIENCE **wildly UNEXPECTED** SEASON AT DESERT BOTANICAL GARDEN

<https://www.dbg.org/support/me...>
Unique clicks 936

<https://www.dbg.org>
Unique clicks 281

Join Now and Experience Exclusive Member Preview Days | Oct. 1

<https://www.dbg.org/exhibits/w...>
Unique clicks 438

JOIN NOW AND SAVE

Use promo code A19E1 to get 20% off your membership level!

The Garden's newest exhibition, **Wild Rising by Cracking Art**, is traveling straight from Milan, with more than 1,000 animal sculptures made from colorful and recyclable plastic. Visitors of all ages will be drawn to engage with these vibrant creatures and to discover that plastic does not have to end up in landfills, but it can be reinvented into something eye-catching and thought-provoking. Opens Oct. 12.

PRAGUE, CZECHIA

INDIANAPOLIS, IN

PHOENIX, AZ

ENJOY THE GARDEN ALL YEAR
EXCLUSIVE MEMBER BENEFITS

Experience the beauty of nature at the Garden this fall. Join today, and enjoy free Garden admission, as well as advanced and discounted tickets to events like Las Noches de las Luminarias and Music in the Garden. Fall festivals including Strange Garden, Día de los Muertos, Chiles & Chocolate and the Garden's newest exhibition, **Wild Rising**, are free to members.

<https://www.dbg.org/support/do...>
Unique clicks 13

<https://www.dbg.org/support/vo...>
Unique clicks 35

Become a Member | [Donate](#) | [Volunteer](#)

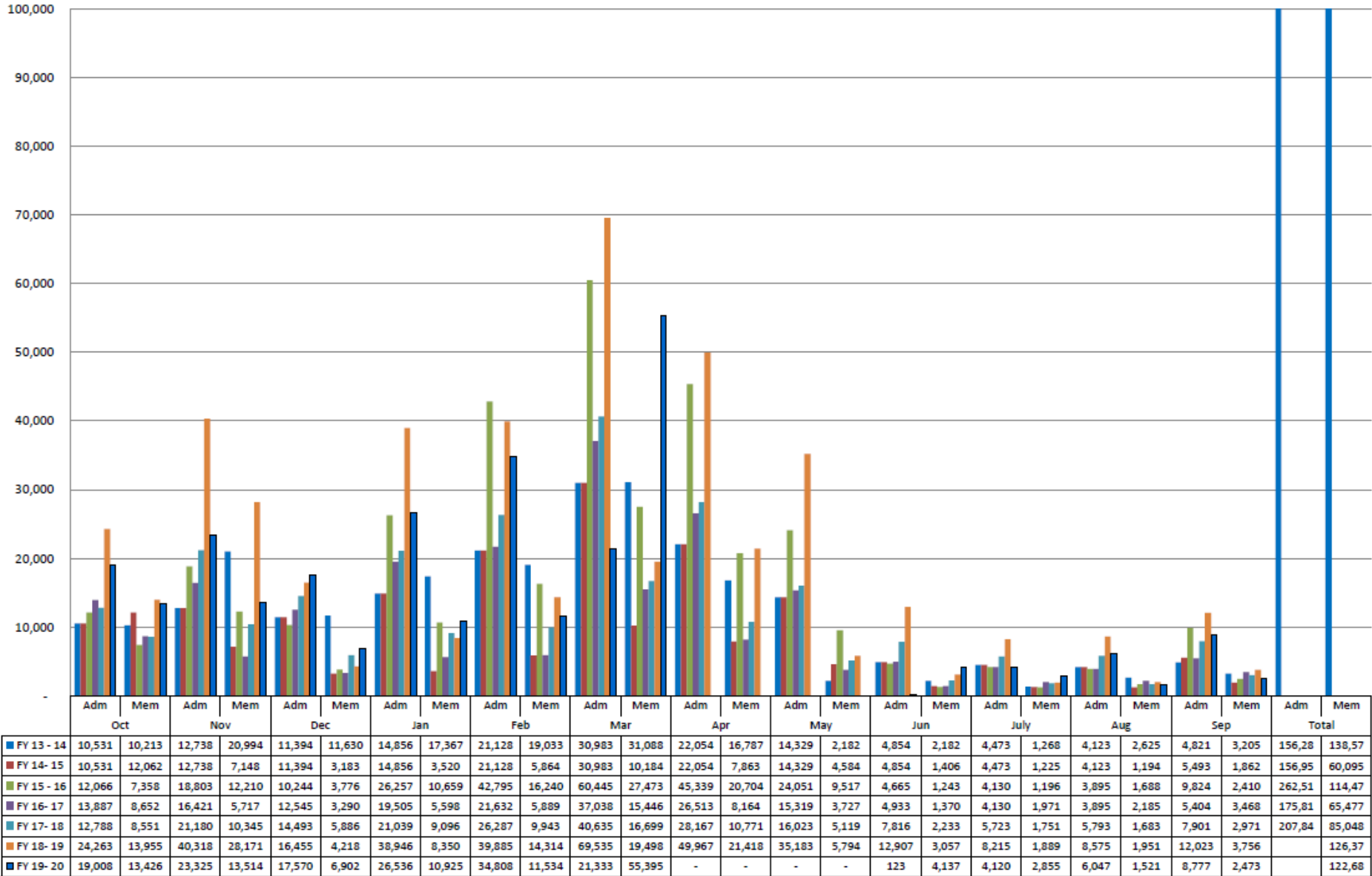


Desert Botanical Garden

- Direct Mail – 1.43% Response Rate
- Email – 5.53% Click Through Rate
 - 15.89% of Click Throughs followed through with a membership transaction
- \$225,000 Total Revenue
 - \$84,000 Revenue from email exclusively
- Return on Investment - \$4.51 raised for every \$1 spent

- Spring 2020 original strategy was similar but was disrupted by Covid-19

Paid General Admission/Membership Comparison Per Month FY 10-11 to FY 19-20





Desert Botanical Garden

Fall 2020 Strategy – Strategic Email Campaign



The Garden is open. Come explore!

JOIN NOW AND SAVE Use promo code **A2001E** to receive 20% off your membership purchase through Oct. 31!



Become a member and enjoy the wonders of the desert in a safe and tranquil environment.

A Garden membership is your access to a year's worth of outdoor fun! Only members receive free admission, special events ticket discounts and so much more.

Desert Botanical Garden **is open and here for you.**

Through October, members will enjoy:

- Early Access Member Hours on Wednesday & Sunday
- Wild Rising by Cracking Art is extending its stay! See it day or night
- Year-round free admission for you and your family
- 10% Member discount at the Fall Plant Sale
- And more!



The Garden is open. Come explore!



Become a member and enjoy the wonders of the desert in a safe and tranquil environment.

Desert Botanical Garden **is open and here for you.**



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Utah's Hogle Zoo





Utah's Hogle Zoo

- Salt Lake City, Utah
- Founded 1912
- Total Membership – 15,000
- Annual Visitation – 1,000,000

Mission Statement

Create Champions for Wildlife

Every visit is an act of conservation.



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Utah's Hogle Zoo

Spring 2020 – Pre-Covid Strategy

- Intended to use same strategy that has proven well in the past
- Three mailings of 75,000 each spread across busy spring season
 - #10 Package
 - Self-mailer Follow Up
- Six email deployments spread over course of direct mail campaign
 - 60,000 Lapsed Contacts
 - Added Ticket buyers in Fall 2020 to increase to 90,000 contacts
- Promotion of new Education building and Ambassador Animal exhibit

Offer:

- *Save up to \$29*



Utah's Hogle Zoo

Spring 2020 – PIVOT

- 2 email deployments prior to closure
- Eliminated references to new education building
- Drop 1 – Held at mailhouse, dropped right before reopening
- 1 email deployed right after reopening
 - Added link to information about covid guidelines and ticket reservation
- Drop 2 – mid-summer
- Drop 3 – early fall
 - Extend your Summer
- Final Email deployments for fall season, BooLights! and ZooLights!
 - Special attention to adding recent ticket buyers in effort to convert to members

Utah's Hogle Zoo

Every visit is an act of Conservation.

BECOME A ZOO MEMBER TODAY!

Use Promo Code Z0A3E

Every visit is an act of Conservation.

BECOME A ZOO MEMBER TODAY!

Use Promo Code Z0A3E

Every visit is an act of Conservation.

BECOME A ZOO MEMBER TODAY!

Use Promo Code Z0A3E

EXTEND YOUR SUMMER Now Open!

Dear Friend,

Utah's Hogle Zoo is known for its great family fun with something new we are excited to announce that we have reopened, and we hope to see our animals have missed you and we are happy to welcome our family to the zoo!

Now is a great time to become a member and be ready for the summer!

At Utah's Hogle Zoo, we are taking extra precautions to ensure the safety of our animals. Some of the open cheetahs to your Zoo visit include limited entry. We are limiting the number of guests entering the Zoo each day. Proper distancing, have increased sanitation efforts, and reduced entry is still in effect, but reservations must be made in advance.

You will want to come back again and again! Every visit is an act of conservation. That is why I am inviting you to join Utah's Hogle Zoo!

Become a Member Today!

Use Promo Code Z0A3E

(After you join, you will receive a confirmation email with your membership bar. We will send your membership barcode number to activate your membership online. You can request your member ticket online [here](#).)

There is no better way to visit the zoo than as a member!

Join with change to accommodate extra attending, members are receive great Here is a sampling of the member only benefits that we reserve just for you ...

- FREE admission for you and your immediate family - every visit!
- Discounted tickets for show, gift and zoo gift
- Invitations to members-only events and special experiences
- A subscription to ZooMag and monthly member e-newsletters
- Discounted admission to 125 zoos and aquariums around the country
- And more!

Take the plunge and connect with the natural world.

JOIN NOW AND SAVE UP TO \$29!

In addition to these amazing member benefits, your membership does a long way for Utah's Hogle Zoo, every visit is also an act of conservation. When you visit, you will see a tiger's special status and how the zoo staff uses to protect every day. You will also be part of keeping these animals healthy!

Connect with the natural world!

Join now to save up to \$29 on your zoo visit!

Use Promo Code Z0A3E

Utah's Hogle Zoo is the conservation gateway to animals, connecting guests with the natural world and engaging them in wildlife conservation action, locally and worldwide, in fun and educational ways.

I hope you will accept the invitation to be a part of this exciting time by becoming a member of Utah's Hogle Zoo!

Steve Barr

Steve Barr
President and CEO

P.S. Don't wait - your one-time offer to SAVE up to \$29 is a very special offer. **Join online now and SAVE with Promo Code Z0A3E!**

Utah's Hogle Zoo
2900 East Swayback Avenue
Salt Lake City, UT 84108
hoglezoo.org

Utah's Hogle Zoo



From: Utah's Hogle Zoo <membership@hoglezoo.org>
Date: September 24, 2020 at 10:29:38 AM CDT
To: [REDACTED]
Subject: We are Open! Save on Zoo Memberships Today!

Now is a great time to become a member and be ready for the summer!

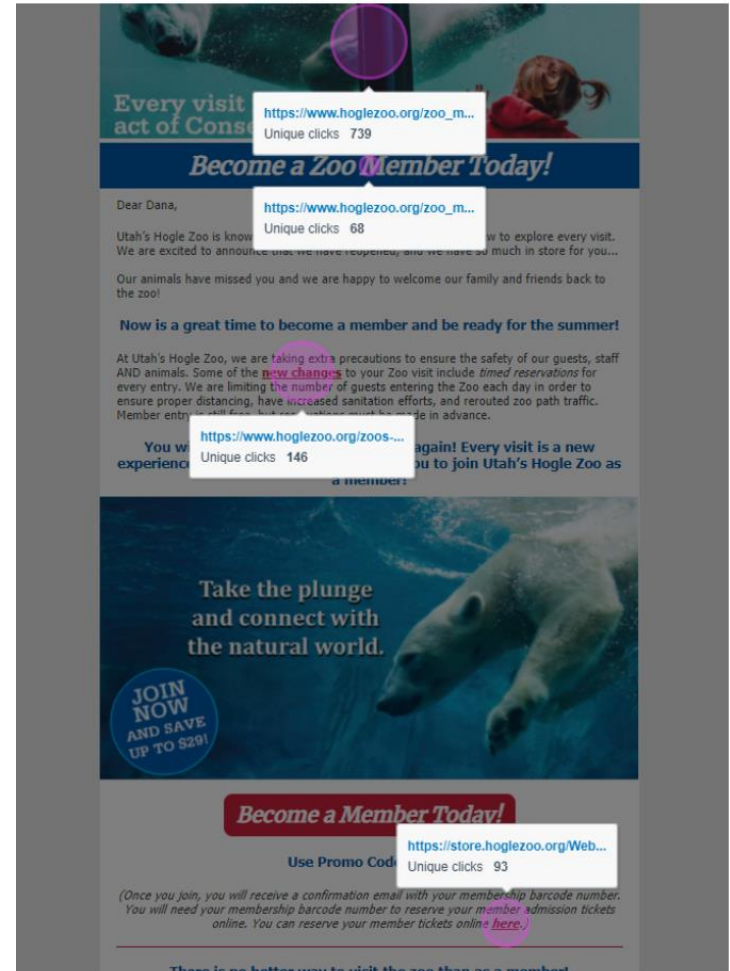
At Utah's Hogle Zoo, we are taking extra precautions to ensure the safety of our guests, staff AND animals. Some of the **new changes** to your Zoo visit include *timed reservations* for every entry. We are limiting the number of guests entering the Zoo each day in order to ensure proper distancing, have increased sanitation efforts, and rerouted zoo path traffic. Member entry is still free, but reservations must be made in advance.

(Once you join, you will receive a confirmation email with your membership barcode number. You will need your membership barcode number to reserve your member admission tickets online. You can reserve your member tickets online [here](#).)

Utah's Hogle Zoo

Heat Map for first email after reopening

- Most Clicks – Header
- 2nd Most Clicks – Covid-19 Updates Link
- 3rd Most Clicks – Member Ticket Link





Utah's Hogle Zoo

2019 vs 2020

	Spring 2019	Spring-Fall 2020
Responses	1682 Responses	2013 Responses
Revenue	\$367,033.60	\$382,570.28
Average Gift	\$218.21	\$179.90
ROI	\$2.71	\$4.56
Email Alone	\$41,521	\$69,444

*2020 Preliminary Results (full results for self-mailer and final email deployment not yet available.)

Living Desert Zoo and Garden





Living Desert Zoo and Garden

- Palm Desert, California
- Founded 1970
- 1,200 acres 80 developed as Zoo and Gardens
- Total Membership – 13,000
- Annual Visitation – 500,000+

Mission Statement

Desert conservation through preservation, education and appreciation

Living Desert Zoo and Garden



History

- **Fall 2019**
- Two mailings and eight emails between November 2019 through February 2020
- Aggressively emailed all available email addresses
- Offer – Free drawstring bag
- Last deployment just before Covid-19 shutdown
- Hoped to repeat in spring but was put on hold due to Covid-19



Living Desert Zoo and Garden

2019 Results

- 2161 Responses
 - 827 Email Responses
- \$288,500 Revenue
 - \$120,760 Email Revenue
- \$6.87 ROI



Living Desert Zoo and Garden

Lack of

An understanding of what was happening



January

February



March 17th



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Living Desert Zoo and Garden

Communication: Familiar, sort of

Dear Valued Member,

As the world continues to deal with the effects of COVID-19, the staff at The Living Desert remains committed to ensuring the animals have excellent care. Rest assured: the proper diet and care of these animals will NOT be compromised during the pandemic, or at any time. Society continued support as a member is needed, now more than ever. Society may be on hold, but our work for endangered desert animals is not.

These are challenging times, but our staff is working full steam ahead. We are asking that you continue to support the Zoo by renewing your membership today.

Looking for additional ways to support the zoo? You can symbolically adopt an animal or make a donation. Visit us at LivingDesert.org to renew your membership, adopt or donate today to ensure that the animals that depend on us are well cared for through this crisis and beyond.

Warm regards,
The Membership Team

Explore more Save more!

RENEW TODAY!
Thanks for supporting The Living Desert! It's time to renew your Zoo Membership.

<<Email>>
 <<Full Name>>
 <<Address Line 1>>
 <<City>>, <<State>> <<ZIP Code>>
 <<Imbarcode>>

1, 2020
 <<Email ID>>, <<Donor ID>>

<<Salutation>>,
 You for being a valued member of The Living Desert Zoo and Gardens! We wanted to let you know membership will be expiring very soon.

Desert is a Wonderfully Wild place to explore nature and get up close and personal with amazing addition, we participate in both local and global conservation initiatives aimed at saving the desert weasel, giraffe, Mexican wolf and a host of other animals, which without your support, could not.

5 levels come with free admission to the Zoo and Gardens, plus a variety of discounts, special to just for you!

As a <<Category>> level member. We hope you will join us again for another year and trading your membership. Some of our membership options have changed, and variety of are available to you, outlined on the reverse side of this letter.

Renewing your membership today, so we can continue our mission of desert conservation education, and appreciation.

at LivingDesert.org/membership, call us at (760) 346-5694 ext. 2134 or fill out the and mail it in the enclosed envelope.

continued support and we hope to see you soon at The Living Desert Zoo and Gardens!

Thank you!

exclusive

THE LIVING DESERT ZOO | GARDENS

LivingDesert.org



CELEBRATING 50 YEARS OF GIVING BACK

THE LIVING DESERT ZOO | GARDENS

We're in this together, GIVE TODAY.

MISSION: Animal Care

As a loyal supporter, we thank you for all you have done to help The Living Desert thrive. Now, more than ever, your support is needed for our animals, operations, and future. Even though we are temporarily closed to guests, we are committed to continue providing exceptional animal care. Your support, no matter the size, makes a significant impact! Join as a monthly donor or make your one-time gift today. We are so grateful for our caring community and look forward to welcoming you back soon.

DONATE TODAY





Living Desert Zoo and Garden

OUR CALL TO ACTION

Members were asked to renew their memberships early. The results:

1,622 Renewed Early

419 Renewed to higher level

214 New Memberships



poorlydrawnlines.com



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Living Desert Zoo and Garden

Welcoming members back

- 25% of responding members opted to donate their time lost instead of extending their membership
- Not responsive members will be defaulted to time donators unless specified otherwise at a later date
- Extensions handled through Galaxy Ticketing Systems and CRM+



Dear Valued Member of The Living Desert Zoo and Gardens (Leslie Jenkin)

We miss you! As a special member of our family, we want you to know that we're thinking of you, and we hope that you and your family are healthy and safe.

So many of you have shared messages of encouragement, donated to our Mission: Animal Care Fund, renewed or upgraded your membership, and we want you to know your continued support means so much to us. Thanks to you, our dedicated team of animal care professionals and horticulturists continue to provide the highest-level care to the animals and plants that rely on us every day.

Your generosity, as members and donors, not only supports the amazing animals at The Living Desert, it also sustains the conservation initiatives we support locally and around the world, along with education programs we provide to the community.

Your membership makes a difference every day. And as a small token of appreciation for your continued support, we will be automatically extending every membership by the number of days that we have been closed, until the time we are able to reopen.

To claim your membership extension, simply click below.

[To claim your membership extension, please click here](#)

However, you can choose not to extend the time on your current membership. By waiving this extension, you are essentially donating your time back to The Living Desert, which helps us care for the animals and gardens you love.

To opt out of the membership extension, please click the button below.

[To opt out of the membership extension, please click here](#)

We believe that The Living Desert serves our community in a variety of ways, in addition to our commitment to the natural world. We are a place of family, inspiration, solace, community, and a way to connect with nature. As a treasured community asset for the past 50 years, we have grown through your support. Thank you.

[Donate to our Mission: Animal Care Fund](#)

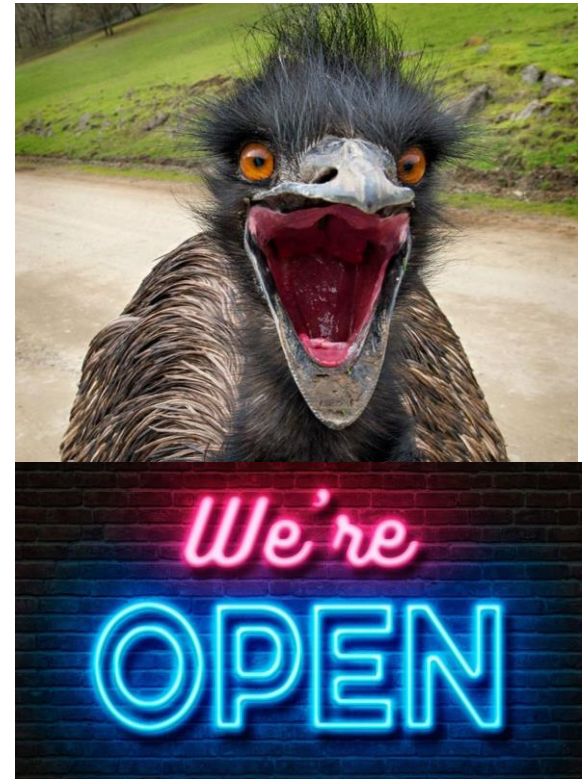
We are stronger together. We look forward to the day when we can welcome you to visit again.



Living Desert Zoo and Garden

One day shy of three months
let's reopen!

- Members come out in force making up 75% of attendance in the first month
- We learned that Members are key supporters
- As an organization we decided not to offer any additional discounts or incentives
- Since the date of shut down Membership has increased by nearly 1,000 households



Living Desert Zoo and Garden

- Fall 2020
- Expanding to 3 mailings over entire peak season (October, November, January)
- Expand emails to deploy over longer period of time between October and March (peak season)





On-site Sales Discussion

How are you handling on-site sales at your institution?



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Geofencing Uses

- Targeting people who have visited in the past two years, or other more recent time periods
- Send ads at time of visit
- Follow up after they leave your site
- Convert ticket purchase to membership
- Communicate for next 7 days after visit
- Overlays with lapsed member who have visited for an even more targeted audience



Scan a QR Code To Learn More

- Visitors can scan a QR code to receive a link to your membership page
- QR code could also lead to a mobile website where visitors can sign up and become a member
- QR code can lead to any type of content



Or Send a Text From Your Personal Device

- Visitors can text in a keyword to a shortcode and receive a link to a mobile website
- Like QR code, mobile site can be any type of information you'd like to share
- Exs: more information on your venue, a place to sign up and become a member, promotions





On-Site Sales Success

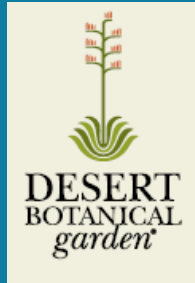
- Keep trying!
- Email people who have made online reservations with membership messaging
- Step up your digital game - geofencing, ads, text, mobile
- Focus even more on ticket sales conversions
- Signage!
- Partner with Visitor Services and Marketing to drive more visitation
- Follow up after they leave your site
- Keep lapsed campaigns going – to rejoin AND to visit again



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Questions?





Contact Us



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Desert Botanical Garden
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Andrew Nadauld
Director of Guest Services
Utah's Hogle Zoo
anadauld@hoglezoo.org



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The Living Desert Zoo & Gardens
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