

Getting the Most out of Your Membership Structure: Pricing and Benefits

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Membership Goals

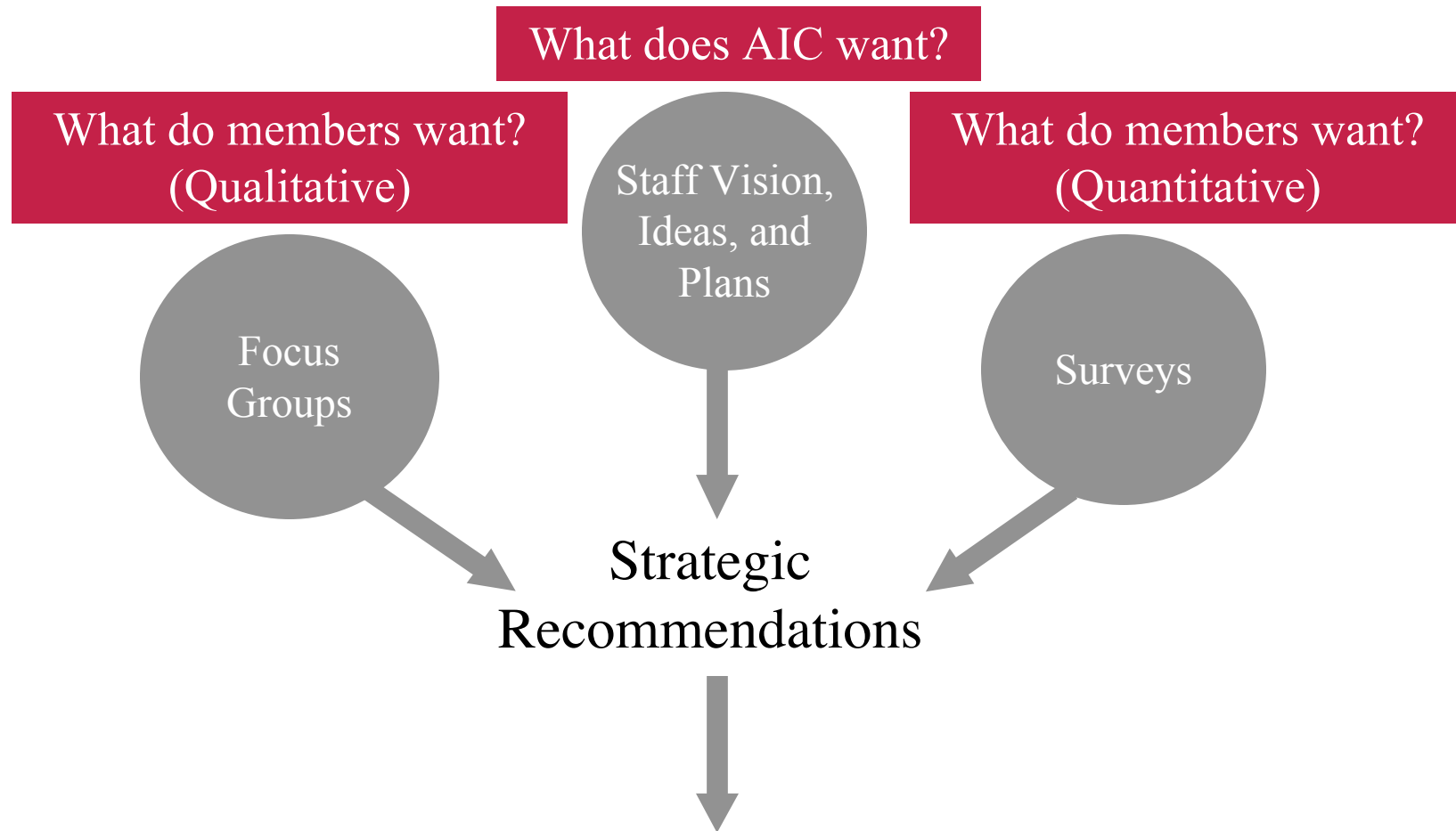
- Enhance the AIC Membership Program to make it more relevant to current and potential members.
- Leverage the opening of the Modern Wing to attract a large number of new members while maximizing retention of current and future member base.
- Challenge – grow to 100,000 members by Modern Wing opening and maintain this level of a membership base.

Research

New Membership Program Timeline

- Spring 2006 – Began research and planning for new membership program.
- Summer 2008 – New program structure and benefits chosen.
- **November 1, 2008 – Launched new program.**
- May 16, 2008 – The Modern Wing opens.

Member Research: Overview



New levels and benefits that fit the needs of our diverse Members.

Member Research: Details

- May - Oct 2006: Informational Meetings with Museum Task Force
- June 2006: Exploratory Member/Visitor focus groups – existing program feedback
- Jan/Feb 2007: Member/Lapsed demographic and benefits survey
- June 2007: Data append
- Nov 2007: Member/Visitor focus groups – new program feedback
- Spring 2008: Member/Visitor pricing survey & marketplace analysis

Museum Task Force: Key Takeaway

- Build a member program that is characterized by growth, creativity and **audience responsiveness** and that reflects institutional vision and priorities — a program that becomes a model in the field.



Exploratory Focus Groups: Key Learnings

- Members participating in this research did not explicitly state a desire for AIC membership to change significantly
 - Membership should **remove the hassles of visiting** while making me feel good about what I'm supporting.
- But their qualitative input did reveal a number of unmet needs, desired benefits, and other opportunities for **increased engagement**.
 - Expanded understanding of the art and artists
 - Closer connection to the museum (its collections, people, etc.)
 - A more welcoming, relaxing museum (that feels like “my place”)

Exploratory Focus Groups: Key Learnings

- As long as the central benefit associated with membership is free admission, the success of the membership program will be dependent on the success of the museum in motivating people to visit and their experience inside.



Exploratory Focus Groups: Make the member visiting experience more valuable!

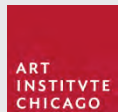
- If the membership program could successfully increase members' access to the benefits of art (enjoyment, feeling, knowledge, inspiration, etc.), it would shift the decision **from a rational cost calculation to an emotional affiliation.**
- The ideal membership may need to provide different programs or packages for different attitudinal segments.

Member/Lapsed Survey: Key Learnings

- Overall, Members were happy with the benefits and placed the greatest value on **easy access** to the museum.
- Frequency of visitation is crucial to a sustained relationship between the member and the museum: **visiting 2-3 times per year** seems to be the make-or-break point for loyalty
 - 82% of current members visit 2 or more times a year.
 - Just over half of the current members have not attended a scheduled program in the past 12 months.
 - “Not using my membership enough” is the main reason former members give for not renewing.

Survey Learnings: Top 5 Most Important Current AIC Member Benefits

	Members	Lapsed Members
Unlimited visits to museum and special exhibitions	86%	78%
Member previews to special exhibitions	70%	74%
Discount in Museum Shop	66%	71%
Discount in Restaurant and Café	63%	69%
High quality service and care for members	63%	66%



Survey Learnings: Top 5 Ideal Member Benefits for Current Members

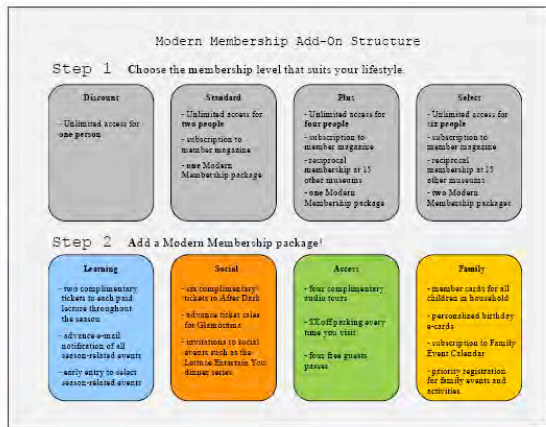
Members	
Special guidance through the collections	72%
Behind-the-scenes access to storage/conservation	68%
Parking benefits	62%
Talk w/ curators/experts	55%
Members-only Lounge	52%

Survey Learnings: Top 5 Ideal Member Benefits for Lapsed Members

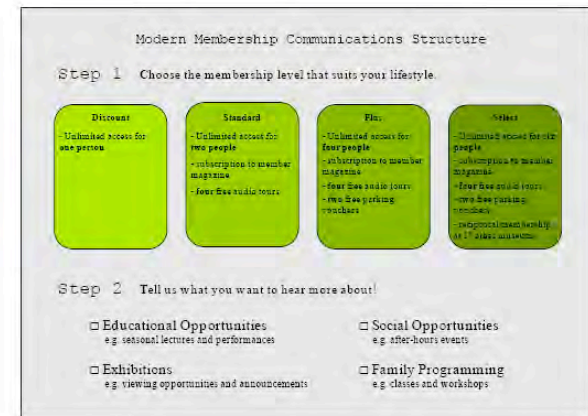
	Lapsed Members
Special guidance through the collections	76%
Behind-the-scenes access to storage/conservation	69%
Parking benefits	75%
Talk w/ curators/experts	55%
Personalized advice about upcoming programs	48%

New Program Focus Groups: Tested 3 Options

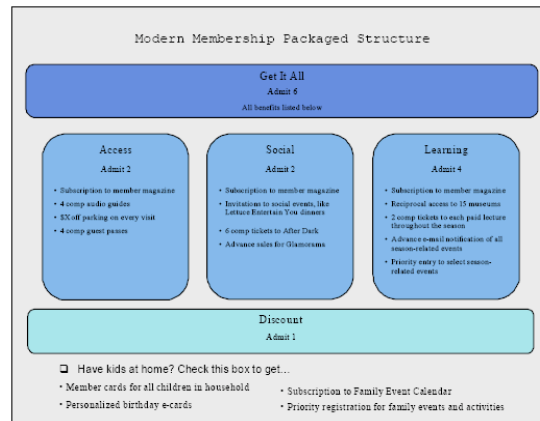
Add-On Option



Communications Option

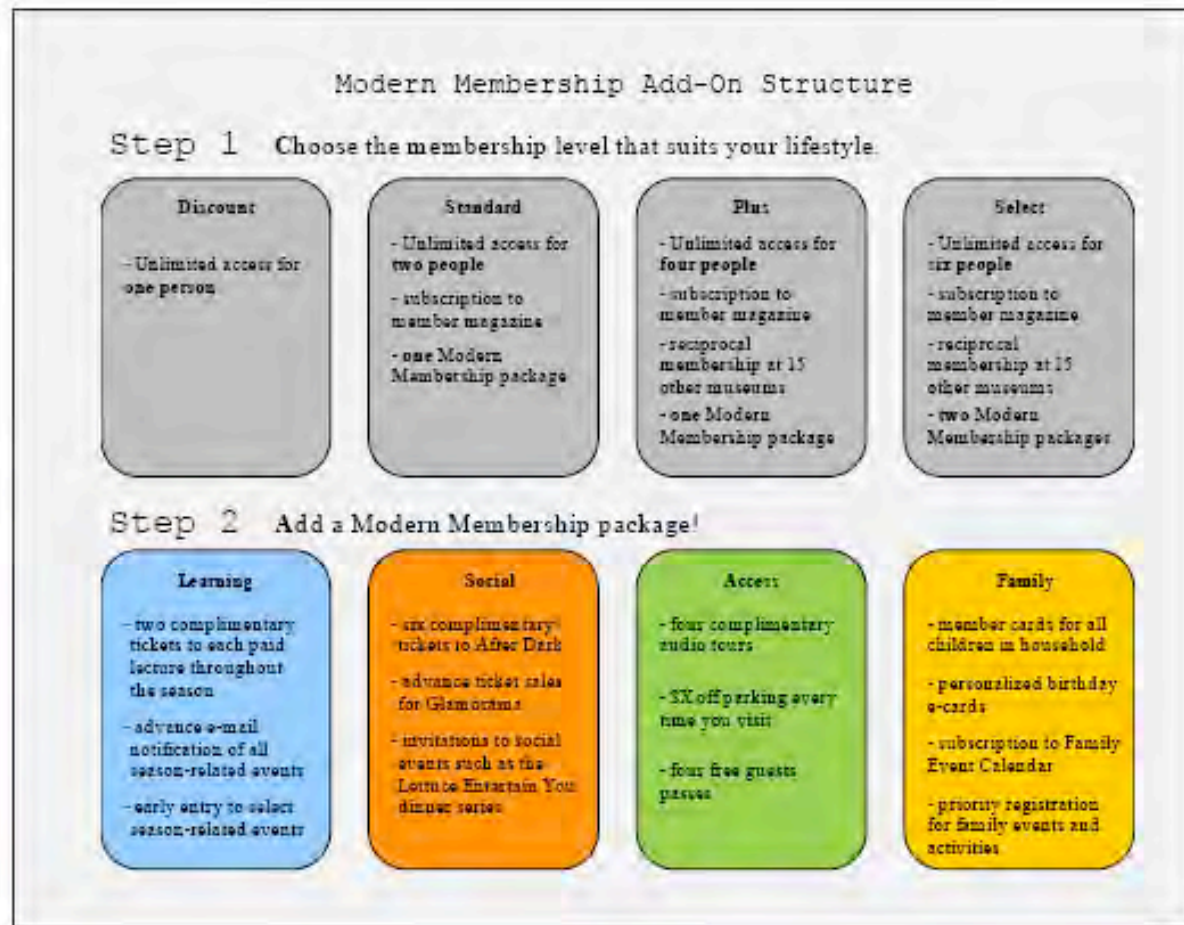


Packaged Option



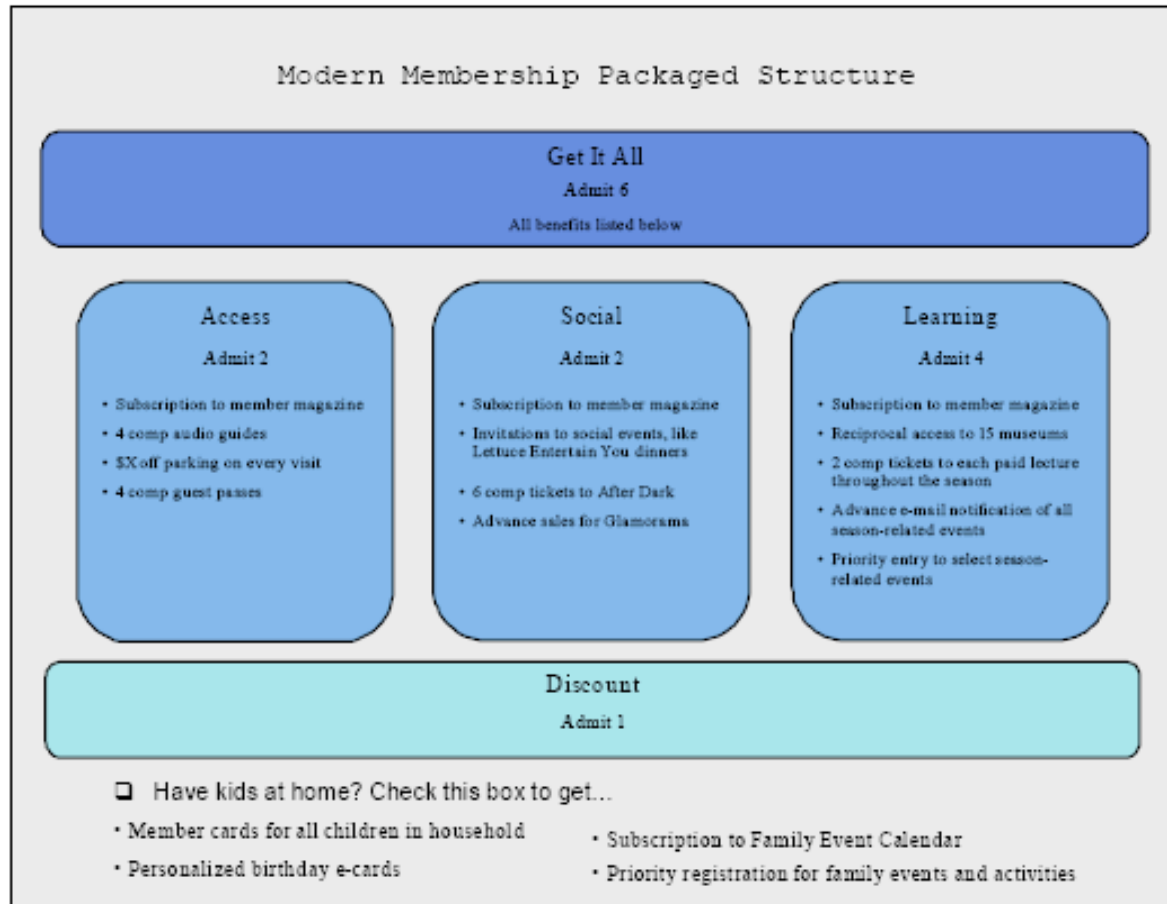
New Program Focus Groups

- Add-On Option



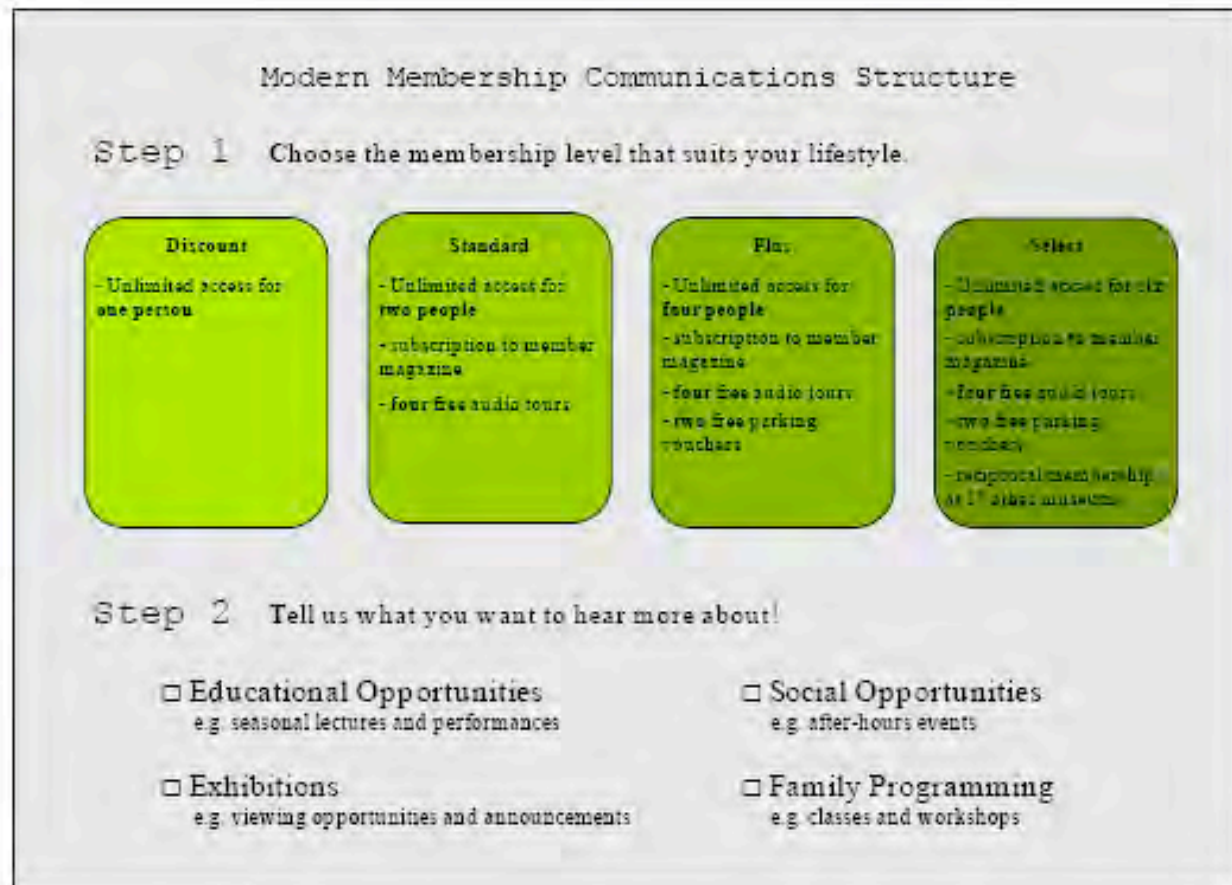
New Program Focus Groups

- Packaged Option



New Program Focus Groups

- Tailored Communications Option



New Program Focus Groups: Key Learnings



Recognize when something is **WRONG!**

New Program Focus Groups: Key Learnings

- There was general resistance to changes to the traditional ladder structure for membership.
- The program should offer options, but keep them simple.
- A complete revamp of the membership structure may be too big a leap at this time.
- **Focus on simplicity and offering broad member benefits that enhance the member's visiting experience.**

Other Research Key Learnings

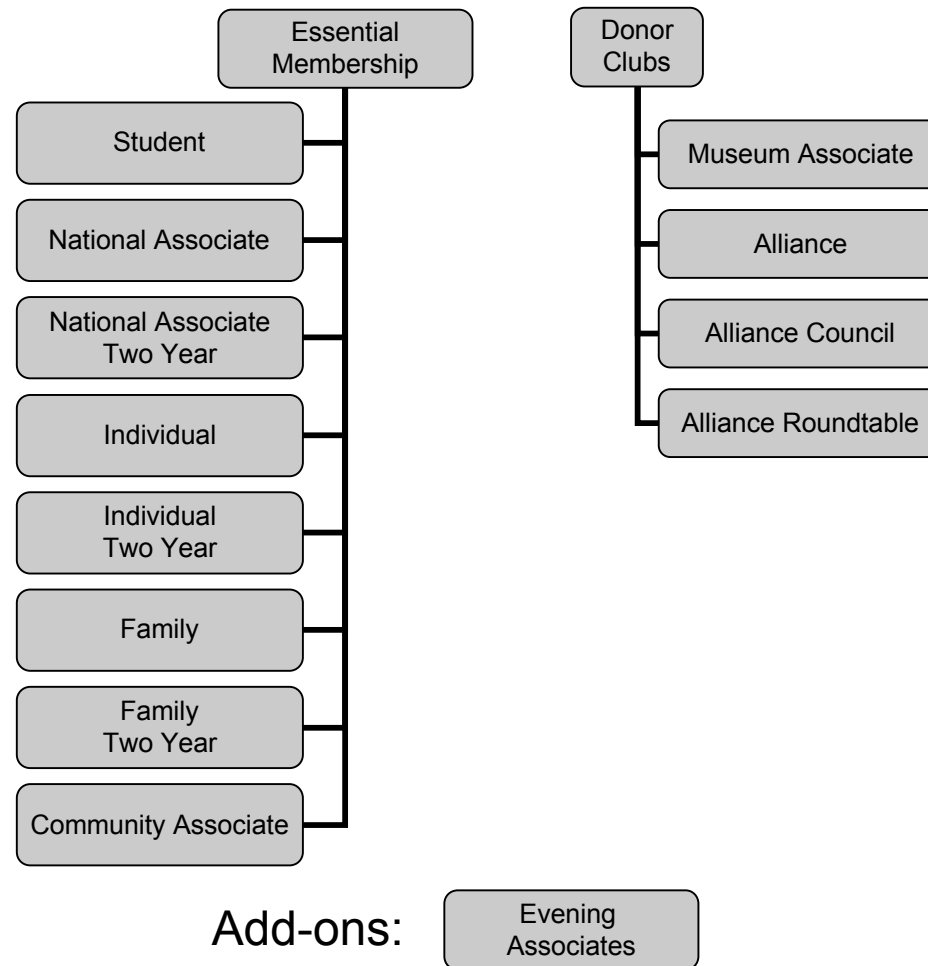
- Only **8%** of Members currently have children under 18 living at home.
 - **33%** of the households in the metro Chicago area include children under 18.
- Member, Staff, and Volunteer feedback mentioned a need for a membership level with access for **4 adults**.
- Pricing surveys and marketplace analysis revealed opportunities to increase pricing.

Final Membership Program

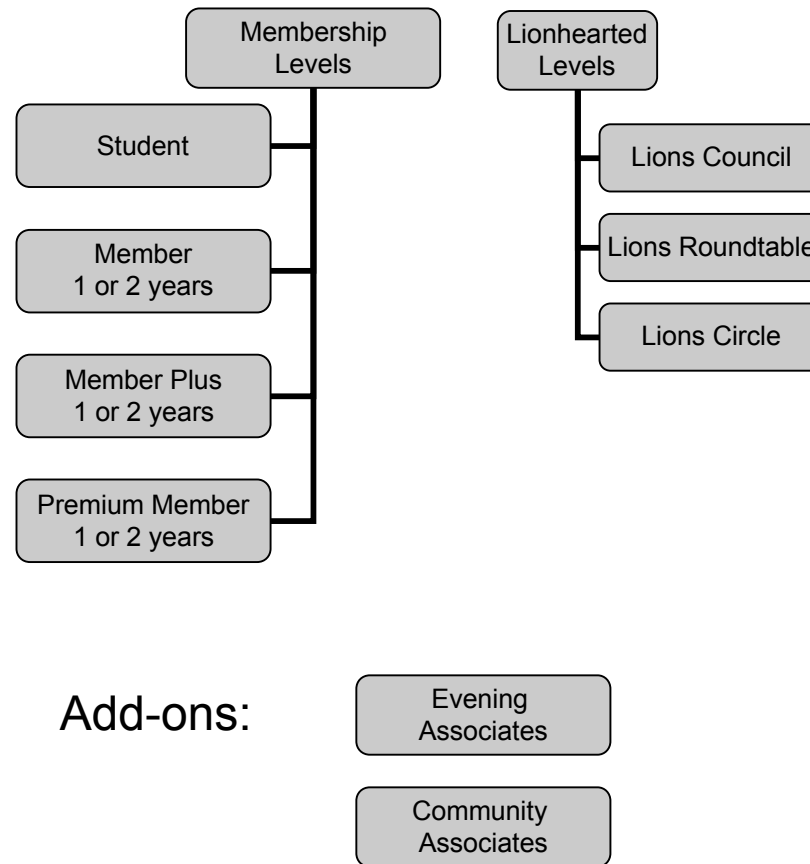


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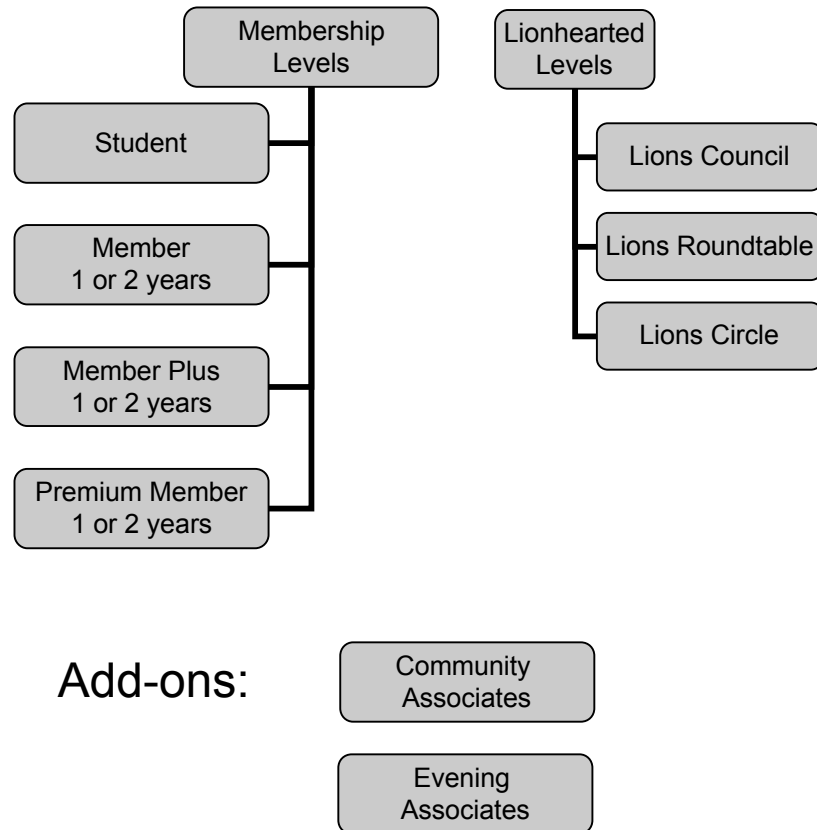
Old Membership Program



New Membership Program



New Membership Program



- Maintained “ladder” structure of program.
- Kept same key benefits, including free admission, discounts in shops & restaurants, access to Member Lounge.
- Renamed base membership levels to emphasize “access” benefits.
- Renamed middle levels to emphasize greater engagement w/ museum.
- Called out member “add-ons”.

Membership Levels

All of our Membership Levels are family friendly! Each level includes admission for children 18 and under in the member household.*

MEMBER	MEMBER PLUS	PREMIUM MEMBER
\$80 1 YEAR \$150 2 YEARS	\$125 1 YEAR \$235 2 YEARS	\$175 1 YEAR \$325 2 YEARS
<ul style="list-style-type: none">Admission for 2 adultsSubscription to the Art Institute's <i>Member Magazine</i>	<ul style="list-style-type: none">Admission for 4 adultsSecond member cardAll Member benefits	<ul style="list-style-type: none">Admission for 6 adultsReciprocal privileges to 15 art museumsInvitation to annual after-hours exhibition celebrationAll Member Plus benefits

BEST VALUE!

New!
\$5 off
Parking!



Membership Levels

STUDENTS

\$40 1 YEAR

Student memberships include admission for 2 adults and e-communication.*

NATIONAL DISCOUNT

Individuals living 100 miles or more outside of Chicago are eligible for 10% off Member, Member Plus, or Premium Member levels.

Lionhearted Levels

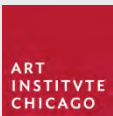
LIONS COUNCIL \$500	LIONS ROUNDTABLE \$1,000	LIONS CIRCLE \$1,400
<ul style="list-style-type: none">• Admission for 6 adults• Private insider tour of the museum for member and 9 guests• Invitation to champagne brunch• Half-priced gift memberships• All Premium Member benefits	<ul style="list-style-type: none">• Admission for 8 adults• Recognition in Annual Report• Invitation to season opening event• Invitation to Around the World in 80 Minutes travel reception• Complimentary issue of <i>Museum Studies</i>• All Lions Council benefits	<ul style="list-style-type: none">• Admission for 8 adults• Invitation to A. James Speyer Lecture, featuring a noted contemporary artist• Invitation to annual behind-the-scenes event• Select opportunities to participate in Sustaining Fellows' activities• All Lions Roundtable benefits

Member Experience



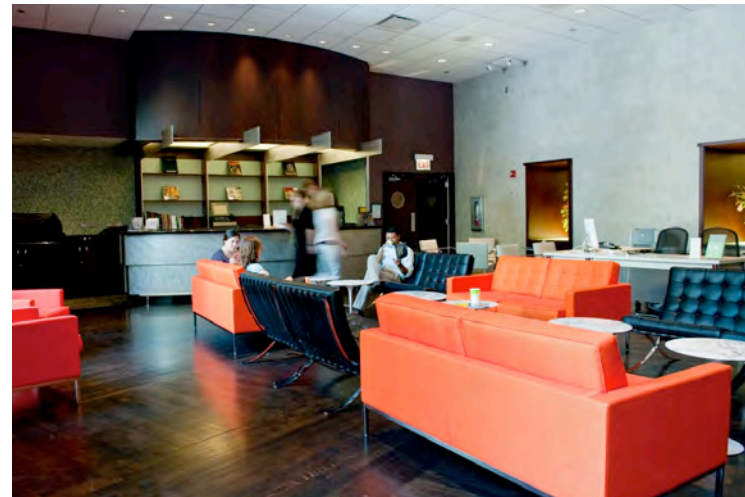
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Free Admission Is Just The Beginning!



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Member Lounge



Member Events

Valentine's Day Dinner

Dinner at a diner is everyday romantic.



Dinner at the Art Institute is Valentine's Day romantic.

Menu

Starter Course
Avogadro Salad
 Fresh Blackberries, Roast Peas, Young Figs, and Citrus Dressing, and White Balsamic Vinaigrette

Lobster Bisque
 with Sherry Cream

Dark Cornfit and Gnocchi
 Pearl Onions and Roastable Peas

Châcni Course
Grilled Filet Mignon
 Roasted Fingerling Potatoes, Asparagus, and Truffled Cream Sauce

Lightly Smoked Wild Alaskan Salmon
 Citrus Lobster, Orzinal Bread, Olive-Oil-based Cream, and Lemon Dressing

Mushroom Risotto
 Wild Mushrooms, Shaved Potatoes, Truffle Oil

Dessert Course
Valentine's Day Dessert for Two
 Glass of Champagne
 Sweetheart Rose
 Box of Assorted Truffles

Join us for dinner and dancing at the McKinlock Court Supper Club Thursday, February 14

Seating begins at 7:00.
 Bar opens at 6:30.

Members Only
 \$75 per person
 Cash bar. Gratuity not included.

Space is extremely limited; make your reservations today by calling (312) 466-5000.

Exhibition Preview
 Before dinner, take advantage of the Member Preview and view *Edward Hopper and Watercolors by Winslow Homer: The Color of Light* before the exhibitions open to the public.

Mother's Day Brunch



Lionhearted Evening Exhibition Reception



Member Book Club

Reading Between The Lions

The Art Institute's Book Club

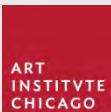
www.artic.edu/bookclub



"I love the fact that I can be a part of the Art Institute Community even though I live hundreds of miles away."

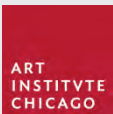
"I am looking forward to reading both of the books and seeing the exhibits soon! I think this is a wonderful idea! It brings together two of my favorite interests: art and books! "

The screenshot shows the website's navigation bar with links for HOME, COLLECTION, EXHIBITIONS, CALENDAR, FAMILIES, VISIT, EDUCATION, LIBRARIES, ABOUT US, MEMBERS, INTERACT, and SHOP. The breadcrumb trail reads: You are here: Home > Members > The Art Institute Book Club > Book Club Discussion Guides. The main heading is "Book Club Discussion Guides". Below it, a section titled "How to participate in Reading between the Lions" lists three steps: 1. Download discussion guides; 2. Bring a discussion guide to your book club, then bring your book club to see the exhibitions; 3. Sign up for our e-newsletter and share your thoughts about the books and exhibitions with the rest of the Art Institute community. Three book entries are displayed, each with a description, a "Perfect if you like:" recommendation, and a "Download the discussion guide" link. The first entry is "The Autobiography of Alice B. Toklas" by Gertrude Stein, with a small image of Alice B. Toklas. The second is "North and South" by Elizabeth Gaskell, with a small image of a Victorian interior. The third is "My Love Affair with Modern Art" by Katherine Kuh, with a small image of a gallery space.



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Questions?



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