Communicating with Members in 2020: High Tech, Low Tech or No Tech
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Artificial Intelligence
Augmented Analytics
Smart Spaces
Mia Membership...Trend Analysis

Attendance

Member Household Projections
Mia Membership Strategy

**FOCUS Mia 2021**
We are committed to building community through customized experience.

**FOCUS DNA 2012**
We maximize opportunities to attract and engage audiences.

**ALLEGIANCE**
I love Mia.

- Allegiance/loyalty: earned contributions, advocacy

**ATTACHMENT**
I want Mia to know me.

- Attachment: inspiring people to participate (visit, become member, take a class)

**ATTRACTION**
I visit Mia.

- Attraction: 850,000 visits

**AWARENESS**
I know Mia.

- Awareness

*Figure 1: From awareness to allegiance, adapted from Funk and James (2001).*
Segmentation and consumer strategy

Philanthropy + Engagement = Level of Investment

- High Philanthropy Support
- Charitable
- Donor
- FOMO
- Fan
- Low Engagement
- Low Philanthropy Support

First-timer Journey to Loyalty

1. Awareness
   - Push Data
   - THEY WANT: Something to do, an easy experience
   - WE WANT: Grab attention, get the stage & expectations
   - WE OFFER: Clear language, compelling visuals
2. Attraction
   - Get Data
   - THEY WANT: No-fuss experience, memorable experience
   - WE WANT: Build profile, prioritize data collection
   - WE OFFER: Simple language, exceptional service
3. Attachment
   - Use Data
   - THEY WANT: Personalization, make people feel special
   - WE WANT: Connect to core motivations, develop brand loyalty
   - WE OFFER: Targeted asks, demonstration of impact
4. Allegiance
   - Leverage Data
   - THEY WANT: Be part of something important, share the things they believe in
   - WE WANT: Sustain and grow, individual engagement
   - WE OFFER: Programming and strategic planning shaped by audience data, prompts for sustaining gifts
Join Mia

More art.
More info.
More Mia.

Sign up today for special member access and perks.
Metrics and Lessons
Cleveland Museum of Art
Social Media Marketing

The Cleveland Museum of Art

Written by Chris Moore, April 30, 2018 at 10:00am

Members see #InfinityKusama FREE - but don’t delay!

Join CMA by April 5 for the exclusive opportunity to secure tickets during the members-only presale for “Yayoi Kusama: Infinity Mirrors,” this summer’s must-see exhibition and international sensation. The members-only presale takes place Monday, April 9 through Friday, April 13.

Become a member:

http://bit.ly/2qLBSEI

Visit cma.org/kusama for details on reserving tickets, the exhibition experience, and planning your visit.

The Cleveland Museum of Art

April 2

Become a CMA member and you’ll receive FREE exhibition tickets to “Shinto: Discovery of the Divine in Japanese Art” and “Michelangelo: Mind of the Master,” free tickets to 11 MIXatCMA events, discounts on park More

Visit

cma.org/membership

CLEVELANDART.ORG

Membership Levels

All the Eternal Love I Have for the Pumpkins (detail), 2016. Yayoi Kusama (Japanese, b. 1929). Wood, mirror, plastic, black glass, LED. Collection of the artist. Courtesy of Ota Fine Arts, Tokyo / Singapore and Victoria Miro...
Multi-Channel Member Communications

Donor Circles only pre-sale April 2-6

Members only pre-sale April 9-13

Last chance to reserve tickets is June 18!

Member News

Members First:
Yayoi Kusama: Infinity Mirrors

Open Sat. 7-12, Sun. 9-12

Secure tickets to this highly anticipated exhibition!

The member presale for Kusama tickets begins TODAY, April 6, at 9:00 a.m.

CLICK HERE to be given your randomized place in the queue at 9:00 a.m.
Membership Data

Member Age Demographics 2019

The chart shows the distribution of member age demographics for 2019. The data includes age groups such as 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, and 75+. The percentages are compared with the data from 2015 and the FY18 CMA Visitors. The chart is presented by THE CLEVELAND MUSEUM OF ART.
Membership Data

Member Communication Preferences 2015

Member Communication Preferences 2019

Percentage of constituent records with active membership and email address

- Regular Mail: 60%
- Email: 21%
- No Preference: 19%

THE CLEVELAND MUSEUM OF ART
Website Customizations – Annual Fund and Membership

The Cleveland Museum of Art

Renew my Membership

Welcome. Mr. Ethan Hildas
Partner
Renewal expiration: 2020-02-28 23:59:59

Support the Cleveland Museum of Art by renewing your membership at the Partner level.

$60.00 Partner
$120.00 Ambassador
$250.00 Patron

Additional levels are also available.

Your cart

Do you have a promotional code?

Subtotal $0.00

Review order

Renew my Membership

Support the Cleveland Museum of Art by renewing your membership at the Partner level.

$60.00 Partner

All Partner-level members receive:
- Free unlimited admission at select Cleveland Museum of Art ticketed exhibitions
- 50% off admission to select ticketed exhibitions for members’ guests
- Free admission to ticketed exhibitions for unlimited children 17 and younger when accompanied by a member
- Priority registration and discounts for museum art classes for adults and children
- 10% discount in the museum store
- 10% discount in the museum restaurant and café
- Discounted flat-rate parking (excluding special events)
- Annual subscription to Cleveland Art members magazine
- Senior Member Day—Every Tuesday members 65 and older receive free parking in the museum garage, free coffee in the café, and a selection of guided tours with docents
- Waived ticket fees on advance purchases

... and so much more!

A two-year Partner membership is also available.

Question about benefits? Call the Membership Department at 216-707-5000 or click here to view benefits for all membership levels.

Membership levels of the Friend, Patron, and Ambassador levels are 100% tax-deductible.

*Exclusions may apply.

Support Great Art

Thank you for contributing to the Annual Fund.

Click here to renew your membership.

The Cleveland Museum of Art
Meeting Audience Desires

### Preferred digital tools
**Art/design museum**
- Organization’s touch screen device: 24%
- Personal touch screen device: 23%
- Social media: 23%
- Online search (e.g., Google, Wikipedia): 21%
- Virtual or augmented reality (VR, AR): 20%
- Cultural organization app on personal device: 19%
- Streaming video: 19%
- 3D/VR film: 17%
- Wearable technology: 16%
- Online/video game: 9%
- Other digital tool: 6%
- No digital tools would enhance the activity: 16%

### Appeal of a non-digital experience
**Art/design museum**
- Allows me to focus on the activity more: 39%
- Feels more authentic: 39%
- Allows me to connect to the content more: 32%
- Makes me enjoy the activity more: 31%
- Is more personal: 31%
- Is simpler/less complicated: 31%
- Lets me consume information how I like to: 29%
- Allows me to disconnect: 28%
- Allows me to interact more deeply with those around me: 24%
- Other: 8%

### Art/design museum vs Opera
- **Art/design museum**: 34%
- **Opera**: 26%
- **No preference/I prefer both**: 51%
Quick Low-Risk Experimentation: Rapid Prototyping
EXPLORE PUBLIC ART IN PITTSBURGH
Engage with the art through conversation and technology

Streaming Space       Agnes Katz Plaza (Louise Bourgeois)       Magnolias for Pittsburgh (Tony Tasset)

YESTERDAY'S TOMORROW       Liberty Avenue Musicians       For Pittsburgh

Instruction to Use Chatbot
Ask any question you want to ask

Ask me anything about Public-Art!