

Milwaukee Art Museum – On-site Sales Membership Acquisition

Sara Stum – Director of Membership & Individual Giving

Changes to program from FY2007 to FY2011

Commission for Sales Staff

FY2007

\$1 per New Sale*

FY2011

5% of New Sale*

Signage at Admission Desks

FY2007

Small table top signage separate from admission rates

FY2011

Large, hanging electronic screens displaying all pricing together

Staff/volunteers at high attendance events

FY2007

Only extra membership salespeople for 3 day Art Festival

FY2011

Additional membership sales staff at entrance for all heavily attended events and exhibition closings

Incentives for Joining

FY2007

None

FY2011

Exclusive member bags, tickets, raffles

*New membership defined as anyone who has not been a member for 12 months or more