

## Memberships from Coast to Coast and Everything In Between

1. How do each of your museums structure your memberships? Group
  - a. Are there any plans to change the structure or have any of you been through a structure change? Group
2. What do you find are the most valuable member benefits, and how do you know this? S K
  - a. What are some of the most creative benefits you've come up with beyond annual admission and discounts at the cafe? T K
3. Who have you partnered with over the years to maximize your sales? M T
4. When during the year do you do promotions or discounts on membership and what are these offers? M K
5. Do you cross promote/do member exchanges with other museums? (or what type of collaborative efforts do you participate in with other museums?)K\*\* T
6. What type of add-ons has your institution used in conjunction with memberships?
  - a. How effective were they? V group
7. How is membership promoted within the Museum?
  - a. How is membership promoted externally? (I.e. Marketing/communications) M
8. What are some of the incentives that your organization provides the staff? T
9. What is your approach to membership renewals? S K
10. Auto renewal tied in
11. What information do you collect on members, and how do you use this to promote other opportunities? S K
12. How do you communicate with members about becoming donors, and how successful are you at getting donations from them? S
13. Audience Questions.