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