Effective Membership Practices

Friday, May 10, 2019 10:45a.m.-12p.m.

Anne McNulty, The New Children’s Museum
Jes Whittet, Kidspace Children’s Museum
Shelly Hanover, Children’s Discovery Museum
Joan Mullins, Children’s Museum of Denver
Agenda

- Welcome
- Panel Questions
- Q & A
Established 1981


Annual Attendance: 270,656

Member Households: 6,500

Member Attendance: 94,448
Welcome

Panelist Topics

Roundtable Discussions

Q & A

Pasadena, Ca

Jes Whittet
Membership & Recruitment Supervisor
• Established 1979
• Celebrating 40 Years
• Annual Attendance: 349,331
• Member Households: 5,494
• Member Attendance: 120,787
Normal, IL
Shelly Hanover
Director of Museum Experiences & Engagement
• Established 1994
• Celebrating 25 Years
• Annual Attendance: 130,000
• Member Households: 1,700
• Member Attendance: 39,631
● Established 1973
● Celebrating 46 Years
● Annual Attendance: 556,895
● Member Households: 15,600 (FY18)
● Member Attendance: 264,871
Panel Questions

1. What are concrete examples of how and why people become members?
2. What are examples of why and how people renew?
3. What are the long-term goals of Children’s Museum membership?
4. How has the way Children’s Museums approach membership changed? How has your program changed in the last five years?
Panel Question # 1

What are concrete examples of how and why people become members?
Why become members?

- Cost - Saving vs. paying admission prices each visit
- For a specific exhibit, program or workshop
- Entertainment value
- Discount offer
- A sense of community and connection with the museum and family
- Mission and values of the Museum
How people can become members?

- Onsite/Walk-in Welcome Desk
- Online through Website
- Mail-in
- Over the phone
- Third Party Promotions
  - Charter Schools
  - Corporate Partners
  - Groupon
  - Other groups/partners
Membership Cycle

Acquisition
- Welcome Desk,
- Direct Mail,
- Partnerships

Engagement
- Member programming and events,
- 6-month experience survey

Retention
- Renewal process

Re-engagement
- Lapsed survey,
- Lapsed campaign

Benefits: camps,
- classes, workshops,
- guest passes, referrals

Renewal process
Panel Question # 2

What are examples of why and how people renew? What are the best practices for a renewal process?
Why do members renew?

- Discounts or savings incentives to renew/rejoin
- Value of memb vs cost of GA
- New, upcoming or changing exhibits
- Intrinsic value of membership
- Valuable family time & memories
- Unlimited visitation
- Members-only
- Benefits - discounts, guest passes
- Ease of use
- Weather
- Sense of community within the museum
- Growth & development
- Extend learning with their children
How can members renew?

- Onsite/Walk-in Welcome Desk
- Online through Website
- Mail-in
- Over the phone
- Third Party Promotions
  - Corporate Partners - discounts
  - Groupon or other site
  - Other groups/partners
- Schools or community programs
Renewal Process Best Practices

Mail renewal letter with special offer

Email renewal with special offer

Email reminder

Email reminder

Email to rejoin

Mail Postcard and email lapsed survey
Panel Question # 3

What are the long-term goals of Children’s Museum membership?
Long Term Goals

● Increase membership households, revenue, member engagement, donor members, corporate memberships, renewal rate and conversion rates
● Expand membership access-programs
● Create a culture and community of philanthropy, and value
Long Term Goals

- Consistent good reputation and connection with members
- Establish strong relationships between internal departments to help promote memberships
Panel Question # 4

How has your program changed in the last five years?
How membership has changed over the past 5 Years

- Price increases annually from 2014 to 2018
- Introduced new membership levels in 2017
- Introduced “Supporter Member” in 2018
- Membership households increased 110%
- Membership revenue increased 173%
How membership has changed over the past 5 Years

- Museum shift from thematic exhibitions to single installations
- Floor staff structure change
- Evaluate benefits annually member-only events and programming
- Visitor Services membership incentive program
- Converted from Raiser’s Edge to Altru in 2017
Resources

ACM Trends Reports: https://childrensmuseums.org/members/publications

Membership Google Group http://groups.google.com/group/museummembershipforum

American Museum Membership Conference http://americanmuseummembership.org/conference-details