EFFECTIVE PRACTICES
WHO IS IN OUR STUDIO AUDIENCE TODAY?
HERE ARE TODAY’S CO-HOSTS
• TIFFERNEY WHITE, CEO
  LOUISIANA CHILDREN’S MUSEUM
• PUTTER BERT, CEO
  KIDSQUEST CHILDREN’S MUSEUM
• MICHAEL YANKOVICH, CEO
  CHILDREN’S MUSEUM OF DENVER AT MARSICO CAMPUS
• MICHAEL SHANKLIN, ED
  kidSTREAM CHILDREN’S MUSEUM
HERE ARE TODAY’S CATEGORIES
MUSEUM MEMBERSHIP
CAPITAL CAMPAIGNS
MUSEUM STORES
BOARD MIXED BAG
THE _____________________________
OF THE ORGANIZATION MUST REFLECT THE GOALS/ASPIRATIONS OF DEAI+
WHAT ARE MISSION, VISION, AND VALUES?
YOUR _________ IS A STATEMENT OF VALUE AND REFLECTS WHAT IS IMPORTANT TO THE ORGANIZATION
WHAT IS YOUR BUDGET?
IN FOCUSING ON A DEAL+ DEVELOPMENT/GROWTH/ LEARNING EXPERIENCE FOR INDIVIDUALS IN AN ORGANIZATION, CHANGE STARTS WITH AN EXAMINATION OF WHAT?
WHAT ARE BIASES, PREJUDICES, AND ASSUMPTIONS?
PROGRESS IN DEAI+ IS OFTEN DIFFICULT TO MEASURE AND INCREASE ACCOUNTABILITY BECAUSE THERE IS A LACK OF FOCUS ON COLLECTING AND USING __________________ TO INFORM PRACTICE.
WHAT IS DATA/STATISTICS?
MOST MUSEUMS REPORT AN ORGANIZATIONAL PRIORITY TO DEAI+ BUT HAVE NOT CREATED AND IMPLEMENTED A ___________ AT AN ORGANIZATIONAL LEVEL FOUNDATIONAL ENOUGH TO SUPPORT AND ATTAIN SUSTAINABLE RESULTS.
WHAT IS A STRATEGY?
NOT AVAILABLE OFF-THE-SHELF
WHAT ARE EXCEPTIONAL EXHIBITS?
YOU SHOULD SEE THIS REFLECTED IN YOUR EXHIBITS
WHAT IS YOUR MISSION?
DON’T FORGET TO DESIGN FOR THIS UP-SIDE AUDIENCE
WHAT ARE ADULTS?
WHAT IS A.P.E., ACTIVE PROLONGED ENGAGEMENT
SOMETHING YOU ASK ABOUT YOUR VACUUM CLEANER AND SELDOM MENTIONED EXHIBIT
HOW DO I KNOW IF THIS REALLY SUCKS?
OF INDIVIDUALS @ ADMISSIONS COST X4 VISITS
 WHAT IS THE AVERAGE COST OF A FAMILY MEMBERSHIP?
GOODS AND SERVICES ARE RECEIVED
WHY IS MY MEMBERSHIP NOT TAX DEDUCTABLE?
WHAT IS THE BEST RATIO FOR SUSTAINABILITY: MEMBER VS NON-MEMBER?
CREATIVE CAMPAIGNS LIKE BUY ONE GET ONE FREE
WHAT IS A CREATIVE WAY TO ATTRACT NEW MEMBERS?
THERE ARE NO MISTAKES, ONLY
WHAT ARE LESSONS?
THIS CRITICAL RESEARCH IS THE FIRST BIG STEP IN YOUR CAPITAL CAMPAIGN AND AN EFFECTIVE ONE. IT ANSWERS A RANGE OF IMPORTANT QUESTIONS THROUGH INTERVIEWS & SURVEYS.
WHAT IS A FEASIBILITY STUDY?
#1 COST PEOPLE FORGET IN CAPITAL CAMPAIGN PLANNING
WHAT ARE FINANCING COSTS?
WHEN ALL IS SAID AND DONE, YOUR CAPITAL CAMPAIGN WILL COST APPROXIMATELY THIS PERCENTAGE
WHAT IS 10% OF YOUR GOAL?
A GOOD ONE OF THESE HAS THREE KEY COMPONENTS: PROBLEM, SOLUTION, & IMPACT
WHAT IS A CASE STATEMENT?
IDENTIFY THESE CRITICAL PARTNERS EARLY IN YOUR CAMPAIGN
WHAT IS A CAPITAL CAMPAIGN CLOSER?
I AM THE BEST PLACE TO SHOWCASE YOUR INVENTORY
WHAT IS IN YOUR EXHIBITS AND PROGRAMS?
THE BEST % OF INVENTORY BELOW $2
WHAT IS 25 TO 30%?
THIS METHOD MARKS UP ALL MERCHANDISE BY DOUBLE THE WHOLESALE PRICE
WHAT IS KEYSTONE PRICING?
THIS IS THE OPTIMAL SIZE OF A MUSEUM SHOP
WHAT IS SIZE DOES NOT MATTER?
AVERAGE SALE AMOUNT FOR PRE-VISITORS
WHAT IS $.50?
A BOARD LEADS BY STAYING OUT OF THESE
WHAT ARE THE WEEDS?
What Makes a GOOD BOARD MEMBER?

1. BOARD CHAIRS: CREATE A PARTNERSHIP WITH THE EXECUTIVE DIRECTOR OR CEO.

2. FOCUS ON LISTENING, NOT JUST PARTICIPATING.

While all effective board members understand and meet their basic responsibilities, truly exceptional board members do more. They go beyond the basics and pay attention to how they approach board service. These six characteristics build on straightforward board duties and focus on key traits of exceptional board members.
WHAT IS www.boardsource.org
WHEN THESE EXPECTATIONS ARE CLEARLY ARTICULATED DURING RECRUITMENT, 52% OF NONPROFIT CEO’S REPORT THEIR BOARDS ARE ACTIVELY ENGAGED IN __________.
WHAT IS FUNDRAISING?
RHYMES WITH DOOM AND INCREASINGLY HAZARDOUS FOR BOARD MEETINGS
WHAT IS ZOOM?
IT IS RECOMMENDED THAT BOARDS CONDUCT A FORMAL SELF-ASSESSMENT EVERY ___ YEARS, WHICH MAY INCLUDE AN EVALUATION OF EACH INDIVIDUAL BOARD MEMBER’S PERFORMANCE OR THE PERFORMANCE OF SPECIFIC COMMITTEES OR ROLES.
WHAT IS 2 YEARS?
WITH OVER 22,000 DAYS OF EXISTANCE, THIS ORGANIZATION SHOULD ENROLL IN AARP
WHAT IS THE ASSOCIATION OF CHILDREN’S MUSEUMS?