

ACM JEOPARODY ACM JEOPARODY ACM JEOPARODY

EFFECTIVE PRACTICES

JEOPARODY

OPARODY ACM JEOPARODY ACM JEOPARODY ACM JEOPARODY



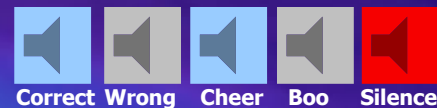
**WHO IS IN
OUR STUDIO
AUDIENCE
TODAY?**

**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**

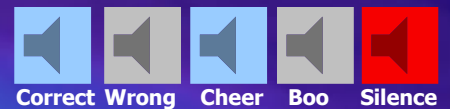
HERE ARE TODAY'S CATEGORIES

JEPARODY



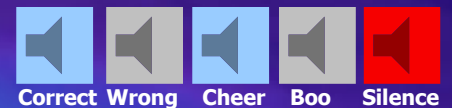
DEAI+

JEDPARODY



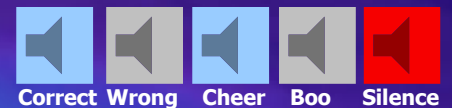
EXHIBITS

JEDPARODY



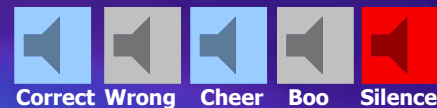
MUSEUM MEMBERSHIP

JEDPARODY



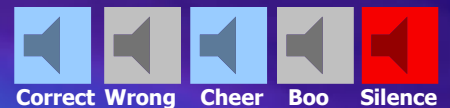
CAPITAL CAMPAIGNS

JEOPARDY



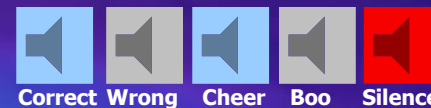
MUSEUM STORES

JEDPARODY



BOARD MIXED BAG

JEOPARDY



DEAI+

EXHIBITS

MUSEUM
MEMBERSHIPS

CAPITAL
CAMPAIGNS

MUSEUM
STORES

BOARD
MIXED BAG

\$100

\$100

\$100

\$100

\$100

\$100

\$200

\$200

\$200

\$200

\$200

\$200

\$300

\$300

\$300

\$300

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\$400

\$400

\$400

\$400

\$400

\$400

\$500

\$500

\$500

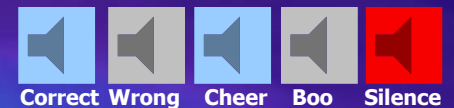
\$500

\$500

\$500

FINAL JEOPARDY

JEOPARDY

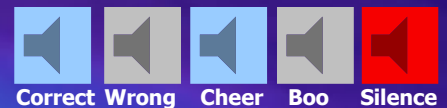


**THE _____
OF THE
ORGANIZATION
MUST REFLECT THE
GOALS/ASPIRATIONS
OF DEAI+**



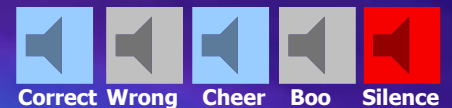
**GO TO
RESPONSE**

JEDPARODY



WHAT ARE MISSION, VISION, AND VALUES?

JEOPARDY!

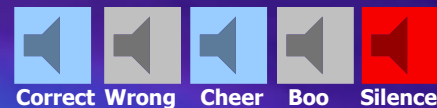


**YOUR _____ IS A
STATEMENT OF
VALUE AND
REFLECTS WHAT IS
IMPORTANT TO THE
ORGANIZATION**



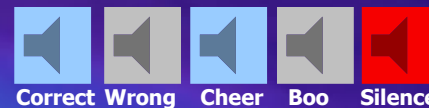
**GO TO
RESPONSE**

JEDPARODY



**WHAT IS YOUR
BUDGET?**

JEOPARDY

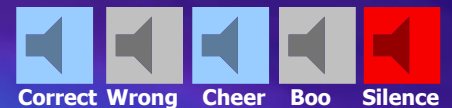


**IN FOCUSING ON A DEAL+
DEVELOPMENT/GROWTH/
LEARNING EXPERIENCE
FOR INDIVIDUALS IN AN
ORGANIZATION, CHANGE
STARTS WITH AN
EXAMINATION OF WHAT?**



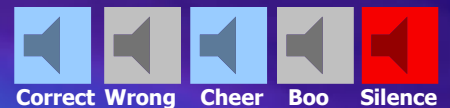
**GO TO
RESPONSE**

JEPARODY



WHAT ARE BIASES, PREJUDICES, AND ASSUMPTIONS?

JEOPARDY

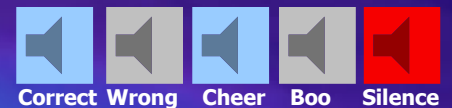


**PROGRESS IN DEAI+ IS
OFTEN DIFFICULT TO
MEASURE AND INCREASE
ACCOUNTABILITY BECAUSE
THERE IS A LACK OF FOCUS
ON COLLECTING AND USING
_____ TO INFORM
PRACTICE.**

Start Timer

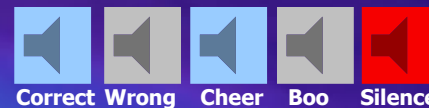
GO TO
RESPONSE

JEDPARODY



WHAT IS DATA/STATISTICS?

JEDPARODY

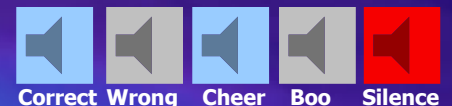


MOST MUSEUMS REPORT AN ORGANIZATIONAL PRIORITY TO DEAI+ BUT HAVE NOT CREATED AND IMPLEMENTED A _____ AT AN ORGANIZATIONAL LEVEL FOUNDATIONAL ENOUGH TO SUPPORT AND ATTAIN SUSTAINABLE RESULTS.

Start Timer

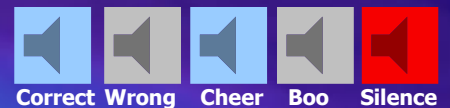
GO TO RESPONSE

JEDPARODY



WHAT IS A STRATEGY?

JEDPARODY

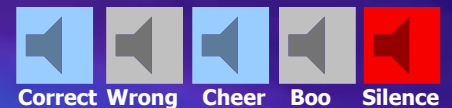


**NOT AVAILABLE
OFF-THE-SHELF**

Start Timer

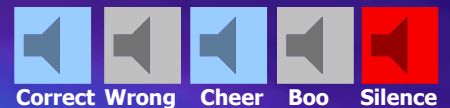
GO TO
RESPONSE

JEDPARODY



WHAT ARE EXCEPTIONAL EXHIBITS?

JEDPARODY

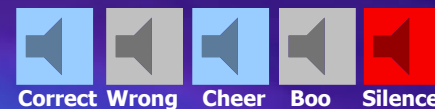


**YOU SHOULD
SEE THIS
REFLECTED IN
YOUR EXHIBITS**



**GO TO
RESPONSE**

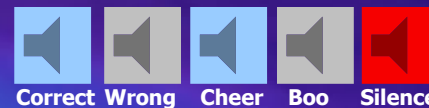
JEDPARODY



Correct Wrong Cheer Boo Silence

**WHAT IS YOUR
MISSION?**

JEDPARODY

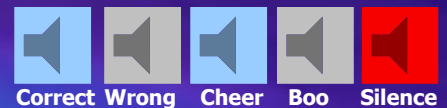


**DON'T FORGET
TO DESIGN FOR
THIS UP-SIDE
AUDIENCE**



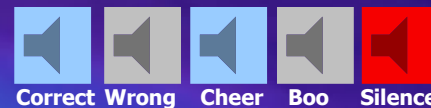
**GO TO
RESPONSE**

JEDPARODY



WHAT ARE ADULTS?

JEDPARODY





Start Timer

GO TO RESPONSE

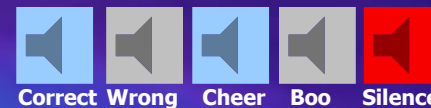
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Correct Wrong Cheer Boo Silence

**WHAT IS A.P.E.,
ACTIVE
PROLONGED
ENGAGEMENT**

JEDPARODY

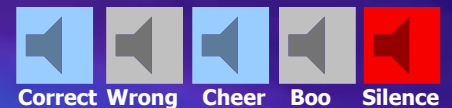


**SOMETHING YOU ASK
ABOUT YOUR
VACUUM CLEANER
AND SELDOM
MENTIONED EXHIBIT**



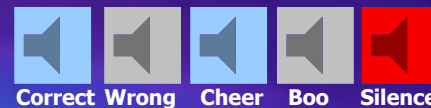
**GO TO
RESPONSE**

JEDPARODY



**HOW DO I KNOW
IF THIS REALLY
SUCKS?**

JEDPARODY

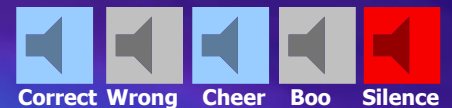


**OF INDIVIDUALS
@ ADMISSIONS
COST X4 VISITS**



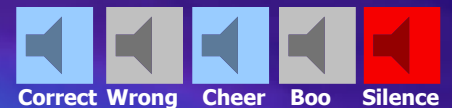
**GO TO
RESPONSE**

JEDPARODY



**WHAT IS THE
AVERAGE COST
OF A FAMILY
MEMBERSHIP?**

JEOPARDY!

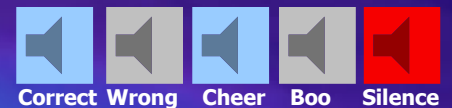


GOODS AND SERVICES ARE RECEIVED



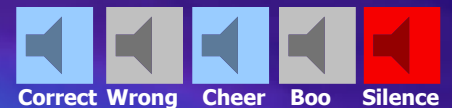
GO TO RESPONSE

JEDPARODY



**WHY IS MY
MEMBERSHIP
NOT TAX
DEDUCTABLE?**

JEDPARODY

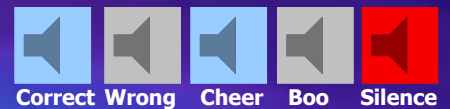


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Start Timer

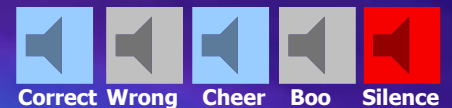
GO TO
RESPONSE

JEDPARODY



**WHAT IS THE BEST
RATIO FOR
SUSTAINABILITY:
MEMBER VS NON-
MEMBER?**

JEDPARODY

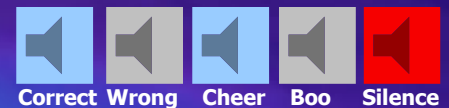


CREATIVE CAMPAIGNS LIKE BUY ONE GET ONE FREE



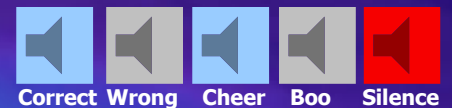
GO TO
RESPONSE

JEDPARODY



**WHAT IS A
CREATIVE WAY
TO ATTRACT
NEW MEMBERS?**

JEDPARODY

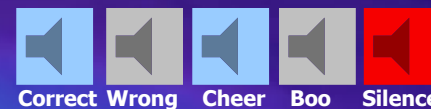


**THERE ARE NO
MISTAKES, ONLY**



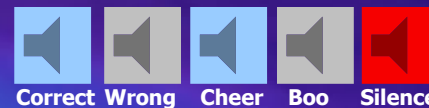
**GO TO
RESPONSE**

JEDPARODY



WHAT ARE LESSONS?

JEDPARODY

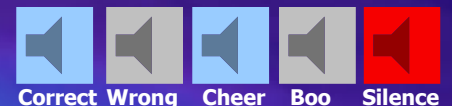


**THIS CRITICAL RESEARCH
IS THE FIRST BIG STEP IN
YOUR CAPITAL CAMPAIGN
AND AN EFFECTIVE ONE
ANSWERS A RANGE OF
IMPORTANT QUESTIONS
THROUGH INTERVIEWS &
SURVEYS**

Start Timer

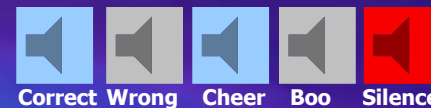
GO TO
RESPONSE

JEDPARODY



WHAT IS A FEASIBILITY STUDY?

JEDPARODY

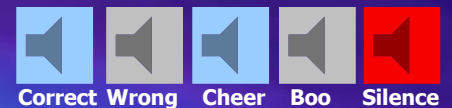


#1 COST PEOPLE FORGET IN CAPITAL CAMPAIGN PLANNING

Start Timer

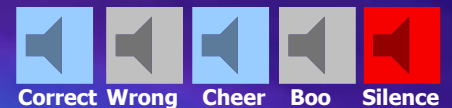
GO TO
RESPONSE

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WHAT ARE FINANCING COSTS?

JEDPARODY

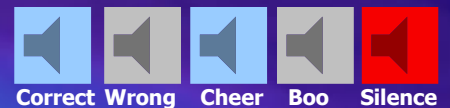


**WHEN ALL IS SAID
AND DONE, YOUR
CAPITAL CAMPAIGN
WILL COST
APPROXIMATELY
THIS PERCENTAGE**



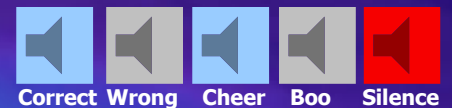
**GO TO
RESPONSE**

JEDPARODY



**WHAT IS 10% OF
YOUR GOAL?**

JEOPARDY

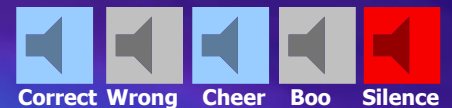


**A GOOD ONE OF THESE
HAS THREE KEY
COMPONENTS:
PROBLEM,
SOLUTION,
& IMPACT**

Start Timer

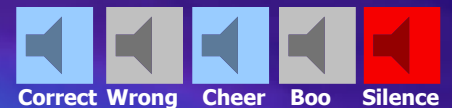
GO TO
RESPONSE

JEDPARODY



WHAT IS A CASE STATEMENT?

JEOPARDY!

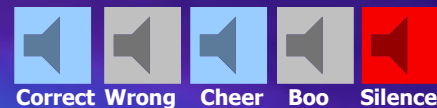


IDENTIFY THESE CRITICAL PARTNERS EARLY IN YOUR CAMPAIGN



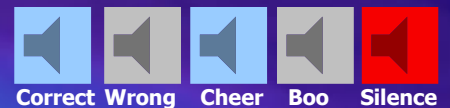
GO TO
RESPONSE

JEDPARODY



**WHAT IS A
CAPITAL
CAMPAIGN
CLOSER?**

JEDPARODY



I AM THE BEST PLACE TO SHOWCASE YOUR INVENTORY

Start Timer

GO TO
RESPONSE

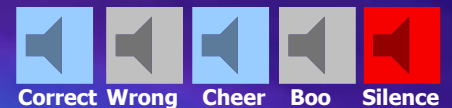
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Correct Wrong Cheer Boo Silence

WHAT IS IN YOUR EXHIBITS AND PROGRAMS?

JEDPARODY

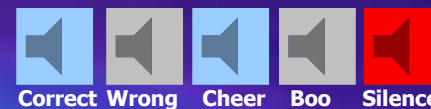


THE BEST % OF INVENTORY BELOW \$2

Start Timer

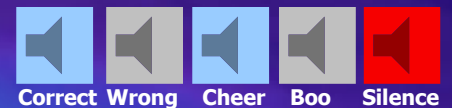
GO TO
RESPONSE

JEOPARDY



**WHAT IS
25 TO 30%?**

JEDPARODY

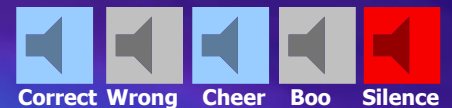


**THIS METHOD
MARKS UP ALL
MERCHANDISE BY
DOUBLE THE
WHOLESALE PRICE**

Start Timer

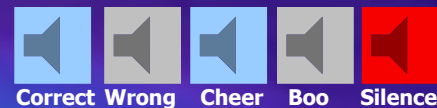
GO TO
RESPONSE

JEOPARDY



WHAT IS KEYSTONE PRICING?

JEDPARODY

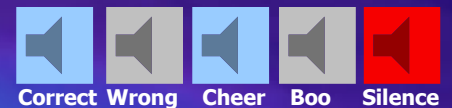


THIS IS THE OPTIMAL SIZE OF A MUSEUM SHOP

Start Timer

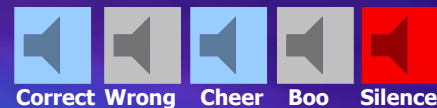
GO TO
RESPONSE

JEOPARDY



**WHAT IS SIZE
DOES NOT
MATTER?**

JEDPARODY

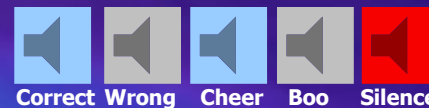


AVERAGE SALE AMOUNT FOR PRE-VISITORS

Start Timer

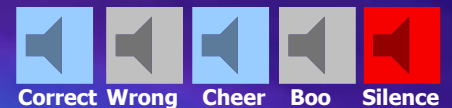
GO TO
RESPONSE

JEOPARDY!



WHAT IS \$.50?

JEDPARODY

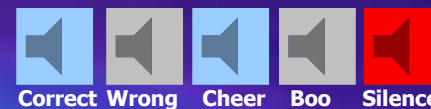


A BOARD LEADS BY STAYING OUT OF THESE



GO TO
RESPONSE

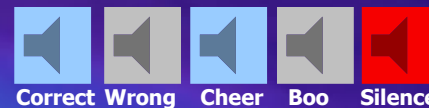
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Correct Wrong Cheer Boo Silence

**WHAT ARE THE
WEEDS?**

JEDPARODY





What Makes a GOOD BOARD MEMBER?

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.

1

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

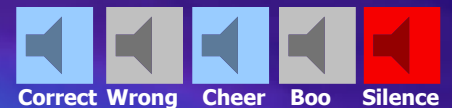
2

FOCUS ON
LISTENING, NOT
JUST PARTICIPATING.



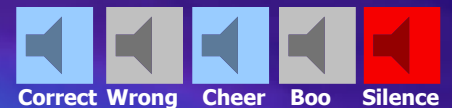
GO TO
RESPONSE

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WHAT IS
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RCE.ORG

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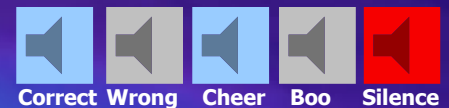


**WHEN THESE
EXPECTATIONS ARE
CLEARLY ARTICULATED
DURING RECRUITMENT,
52% OF NONPROFIT CEO'S
REPORT THEIR BOARDS
ARE ACTIVELY ENGAGED
IN _____.**



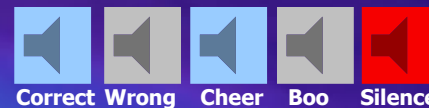
**GO TO
RESPONSE**

JEDPARODY



WHAT IS FUNDRAISING?

JEOPARDY

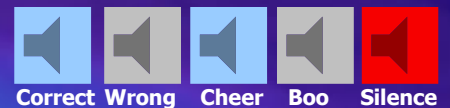


RHYMES WITH DOOM AND INCREASINGLY HAZARDOUS FOR BOARD MEETINGS



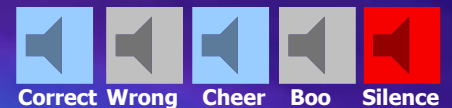
GO TO
RESPONSE

JEDPARODY



WHAT IS ZOOM?

JEOPARDY

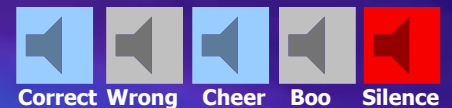


**IT IS RECOMMENDED THAT
BOARDS CONDUCT A FORMAL
SELF-ASSESSMENT EVERY ____
YEARS, WHICH MAY INCLUDE
AN EVALUATION OF EACH
INDIVIDUAL BOARD MEMBER'S
PERFORMANCE OR THE
PERFORMANCE OF SPECIFIC
COMMITTEES OR ROLES.**

Start Timer

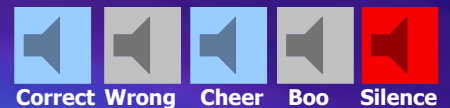
GO TO
RESPONSE

JEDPARODY



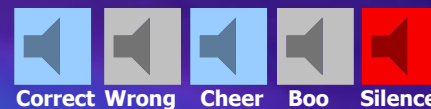
**WHAT IS 2
YEARS?**

JEOPARDY



FINAL JEOPARDOY

JEOPARDOY

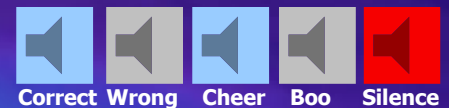


**WITH OVER 22,000
DAYS OF EXISTANCE,
THIS ORGANIZATION
SHOULD ENROLL IN
AARP**



**GO TO
PROMPT
(RESPONSE)**

JEDPARODY



**WHAT IS THE
ASSOCIATION OF
CHILDREN'S
MUSEUMS?**

JEDPARODY

