Grow With Your Families:

Use Data to Cultivate Relationships and Create Lifelong Donors

Association of Children’s Museums: Interactivity 2023
Meet the Panel

Leigh Moring
Director of Agency Marketing
Speak Creative

Olivia Pekkala
Director of Operations & Guest Experience
Qubein Children’s Museum

Kailey Singleton
Director of Operations
Kidzu Children’s Museum

Lexi Trempe
Sr Customer Success Manager
Blackbaud
Meet Speak Creative!
We specialize in...

Web Design
Web Development
Mobile Apps
Branding
Video Production
Analytics (UA & GA4)

SEO
PPC (and programmatic)
Social Media
Content Maintenance
Print Media
PR + Communications
Unmatched Web Design for Children’s Museums.
Digital Pass Solution
Members can ditch the plastic card and go—and getting through the gate is just the beginning. Members can access a wayfinding map and a calendar of upcoming events. When it’s time to renew, PassPlay notifies them automatically and connects them to the renewal process.

Loyalty + Rewards Program
PassPlay is a flexible loyalty system created just for cultural attractions. It’s completely customizable and scalable, allowing organizations to decide how they want to incentivize guests to visit more often and engage more deeply—and how to reward them!
Ice Breaker Questions:

What made you want to work with children?

What museum left a lasting impression on you as a child?

If you were a museum, what type would you be and why?
Blackbaud Customer Success
Lexi Trempe, Sr Customer Success Manager
Hello! I’m Lexi

AT BLACKBAUD: 1.5 YEARS
BASED IN: CHARLESTON, SC

• Former nonprofit professional working with Arts & Cultural organizations including the Children’s Museum of Winston-Salem (now Kaleideum)

• Helps customers think strategically and use Blackbaud solutions to their full potential

alexandria.trempe@blackbaud.com
What to Expect from Customer Success

We are your partner and trusted advisor throughout the customer journey to help you drive increased value from our Blackbaud solutions and services towards your outcomes.

**Share**
- Solution expertise
- Usage insights
- Social good best practices
- Thought Leadership

**Engage**
- Executive engagement quarterly
- Success check-ins
- New solution onboarding
- Change management
- Voice of customer feedback

**Connect**
- Solution updates
- Adoption webinars
- Discussion forums
- Customer community
Nido & Mariana Qubein
Children’s Museum
Olivia Pekkala, Director of Operations and Guest Experience
Our Story

NIDO & MARIANA QUBEIN
CHILDREN’S MUSEUM

The Nido & Mariana Qubein Children’s Museum provides a space of wonder, discovery, and play for all children and their families. We do this with a commitment to learning, inspiration, and love of children as they explore our universe, earth, and community.
Friends & Family Practice Play Before the BIG Day!

We hosted our friends and family three days prior to our grand opening day to ensure our operations and team were ready to serve our guests. This helped our Discovery Guides prepare for checking in large crowds, prepping and resetting exhibits, and most of all decrease opening day jitters!
Exclusive Donor Evening
Unveiling of the Museum

The highly anticipated opening of the Nido and Mariana Qubein Children's Museum finally arrived Saturday, April 30, 2022 and while the public got its first look at the 75,000-square-foot facility, those who helped make the project possible were able to get a sneak peek the evening before.
“I'm focused on planting seeds of greatness in the minds, hearts, and souls of all those I'm blessed to encounter.” Dr. Qubein

High Point University President Nido Qubein and HPU first lady Mariana Qubein, leading donors for the project, were honored along with city leaders and others in the community who supported and helped fund the project and its more than a dozen exhibits.
Grand Opening Day
April 30, 2022

Powered by Altru

How we prepared for opening with our point of sale programs & reporting

1. Ticket availability
2. Event attendance
3. Sale by payment method
4. Program revenue
5. Sales by program & Total revenue & payments

- 795 visitors during our Grand Opening Day - built with its own program for reporting purposes & tracking
- 30% of opening day tickets sales occurred over the counter in Daily Sales. 70% were online sales through the usage of Altru's Web Forms.
- Importance of capacity control using the ticket availability & event attendance reports
In our first year we have served over 200,000 visitors with field trips, parties, events and daily admission! How did we do this? With a robust point of sale, the generosity of donors that support our mission and vision, and an amazing team of skilled individuals that thrive in their environment working with children.
Who are our families and where are they traveling from?

- North Carolina: 76% of Visitors
- Virginia: 30% of Visitors
- South Carolina: 19% of Visitors
- 77% - US Visitors
- 23% - Non-US Visitors
- 821 US Cities
- Visitors from 48 different states
Museum Membership

What does the membership journey look like for members of an emerging museum?

- 1,600 memberships sold within our first 12 months
- Membership presale with gift cards
- First visit incentive - applied ticket cost
- Member perks & events
Guest Experience: **Digital Membership Cards**

**Powered by Cuseum**

- Promote your membership **benefits**, discounts, and reciprocal programs to the fullest.
- **Send push notifications** to remind members when their membership is about to lapse.
- **Streamline your team’s administrative efforts** in updating records, and automating outreach.
- **Go green** with an environmentally friendly option.
Donors & Members Only Events

- Donor Exclusive Events
- Grown Up Night
- Cookies & Milk with Santa
- Noon Years Eve Party
- Steve Spangler the Science Guy (Unveiling of a new exhibit)
Donors & Members Only Events 2022-2023
Exhibit Expansions - Steve Spangler Energy Stick

With our exclusive Energy Stick, you can turn your body into a human conductor of electricity!
What have we learned in our first year?

The public can be crazy
Kids are really really strong and will break things you never thought possible
Nothing is better than watching kid run out of an exhibit saying “this place is awesome!”

Megan Ward
Executive Director

Having a museum that kids enjoy means more to me than I could have ever imagined. Their smiles and laughter are contagious...along with their germs. It is crucial to listen to every guest that enters the doors whether is is good or bad feedback, it is important for the growth and sustainability of the museum.

Olivia Pekkala
Director of Operations & Guest Experience
# Guest Experience: Peek at the Week

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**NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM**

**PEEK AT THE WEEK**

**APRIL 18-23**

- **WEEKLY THEMES**
  - STEAM LAB: BUILD A BIRD FEEDER
    - 11:30AM & 3:30PM
  - ART STUDIO: THE EARTH IS IN MY HANDS

**Saturdays**

- **EARTH DAY EVERY DAY ZINNIA GIVEAWAY**
  - 2-4 PM: STEAM LAB TAKEOVER
  - HP AMATEUR RADIO CLUB

**Closed on**

- **Mondays**
- **Tuesdays 1-5 P.M.**
- **Wednesdays-Fridays 9 A.M. - 5 P.M.**
- **Saturdays 10 A.M. - 6 P.M.**
- **Sundays 1-5 P.M.**

- **Expecting**
  - 50
  - 51-100
  - 100+
Guest Experience: The Qubein Children's Museum is an Autism Certified Destination, certified by IBCCCES

Staff
Each of our staff members go through an in person or virtual training session to obtain their certification

Sensory Guides
Each exhibit is scaled based off of the 5 senses. A Sensory Guide is located at the entrance of each exhibit
Sensory Guides

Water Play

These sensory guides, throughout our museum, help those with sensory needs as they explore our exhibits.

Touch: 7
Taste: 1
Sound: 8
Smell: 3
Sight: 4

IBCCES SENSORY GUIDE™
1-LOW SENSORY STIMULATION | 10- HIGH SENSORY STIMULATION
Museums For All

15% of Visitors
Museums4All reaches
- >15% of our visitors
  - Online reservations
  - Walk up sales

Sponsorship
Retained sponsorships cover the difference in the cost of admission for Museums4All tickets

Accessibility
A complimentary admission ticket will be issued to a licensed care provider for visitors requiring medical assistance to visit.
Macon’s Wish

A fund in the making that sponsors visits for children in foster care and their foster families too!

qubeinchildrensmuseum.org/macons-wish
Inspiring children and the adults in their lives to learn through creative and purposeful play
Founded in 2006

622 Active Memberships

40,200 Visitors in 2022

8,500 sq. ft. Public Spaces
Kidzu's new early learning environment for infants, toddlers, and their caregivers
Taking a collaborative approach to development

- Re-engage with lapsed members and past supporters
- Retain and nurture current relationships
- Find new donors
“Great things are done by a series of small things brought together.”

Vincent Van Gogh
Three (not-so-small) Things That Made a BIG Impact

1. Identified the Useful Data We Already Have
2. Used That Data to Nurture Existing Relationships
3. Expanded Our Volunteer Program, Creatively
Over 10 years of data right at our fingertips

- Membership Journey
- Donation History
- Relationships
- Children's Ages
- Program Participation
Grandparent Committee

- Personally invited to explore our environments, learn about our mission and ask questions
- Targeted outreach to senior and retirement communities
Expanding our Volunteer Program, Creatively

Junior Volunteer Program
Targeted outreach to households with teen children who have aged out, giving them a new opportunity to be involved

Museum Mentor Program
For those who wish to share special skills or interests with our visitors and staff
Meet DUFFY!

Duffy has been a Museum Mentor and dedicated volunteer since February 2022 and volunteers in our makerspace, garden programs, and fundraising events!

Duffy is invested in our mission and has become one of our biggest advocates!
Nest Advisory Committee

Long-time members, donors, and community members were invited to be a part of a multi-disciplinary Advisory Committee along with professionals from UNC School of Education, Frank Porter Graham Child Development Institute, Duke University Center for Child and Family Policy, Museum Board Members and other community thought leaders.
The Nest advisory committee meets quarterly and provides guidance and resources to enhance The Nest and associated programming.

We share data (both qualitative and quantitative) to show the impact of their work and investment in our mission.

Which language is used most often by the adults in your home?
Round 2 KPL Bilingual Survey; Jan-Feb 2023
- English // Ingles
- Spanish // Español
- Both English and Spanish
- Arabic
- Korean // Coreano

63.8%
21.3%
8.5%
4.3%

More than 20% report speaking Spanish at home.

By adding questions directly into our registration forms, we are able to learn more about those attending our programs. This information drives operational decision-making.
"Love that you offer this free program, it is the best part of the week and makes a difference in the community!"

"I am so glad this is available for us. [My child] absolutely loves the time at nest and I’m very grateful."

"Having a consistent group to interact with has been beneficial to my daughter’s social development."
By nurturing the connections with those who have supported in the past, we've established a refreshed and engaged community of advocates to further our mission.
Questions for the Panel
What sort of messaging do you use to communicate the value of membership and donors at your organization?
How can you identify new donors and members outside the traditional demographic of young families?
How does technology help you make data driven decisions to better serve your donors and members?
What strategies do you have in place to find new members when children start to age out?
What advice do you have for new development officers working to create a dedicated supporter base?
Live Q&A
Connect with us!

Kidzu Children’s Museum

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Thank you!