



**MEMBERSHIP
CONSULTANTS**

Investing in Membership

Making the Grade in Marketing Your Program



Introductions



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Membership Consultants



What's Next

- This presentation will be recorded and made available for on-demand viewing
 - Look for a link emailed in the next few days
 - Find it on our website
- Ask questions during this webinar via the webinar platform's chat box
- Q&A at the end of the webinar
- Send us other burning questions you may have – we'll try to include the topic in an upcoming webinar!



Investing in Membership



Membership Managers speak:

“Membership seems to be at a plateau. Are we doing all that is necessary to grow our membership program?”

“Membership is stuck. What should we do next?”

“Membership is at _____. Have we grown the program as much as it can be grown? Is our program at the ceiling?”

“I can’t get the leaders of our organization to listen to me. I want to do _____. How can I get them to give me the approval to try new ideas that I would like to put into place?”



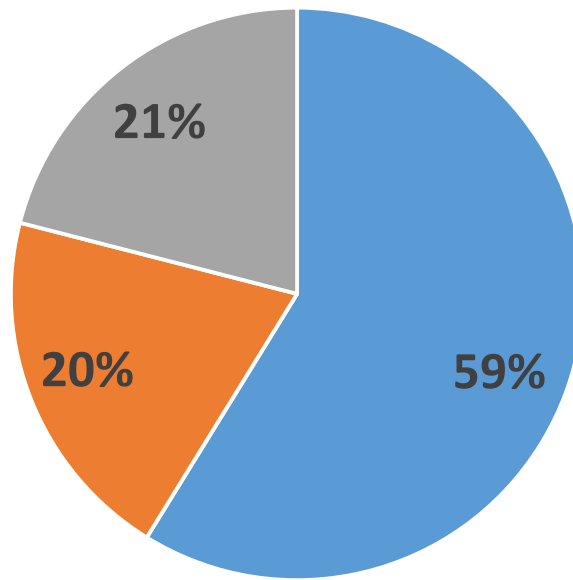
Today

- What you need to be investing in your membership program
- What actions you need to take to “Make the Grade”



Pulse of Membership Survey Highlights

Comparing end-of-year membership totals of 2015 to end-of-year membership totals from 2014, did your membership...

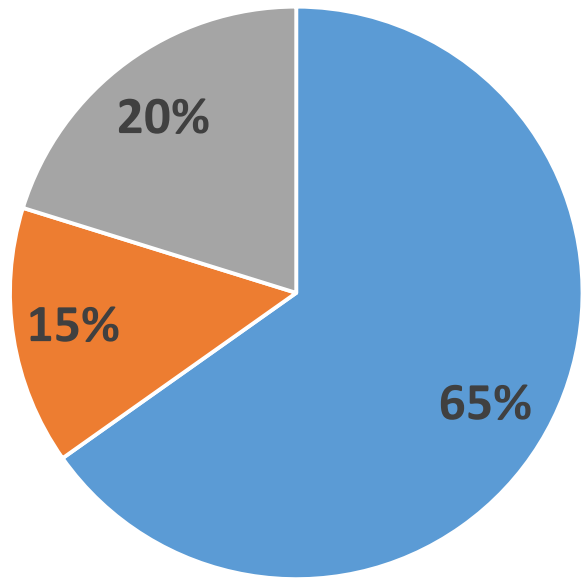


- Increase from the previous year.
- Decrease from the previous year.
- Membership totals were about the same in 2015 as in 2014.



Pulse of Membership Survey Highlights

In comparing membership revenues at year-end 2015 to membership revenues at year-end 2014, have your membership revenues...

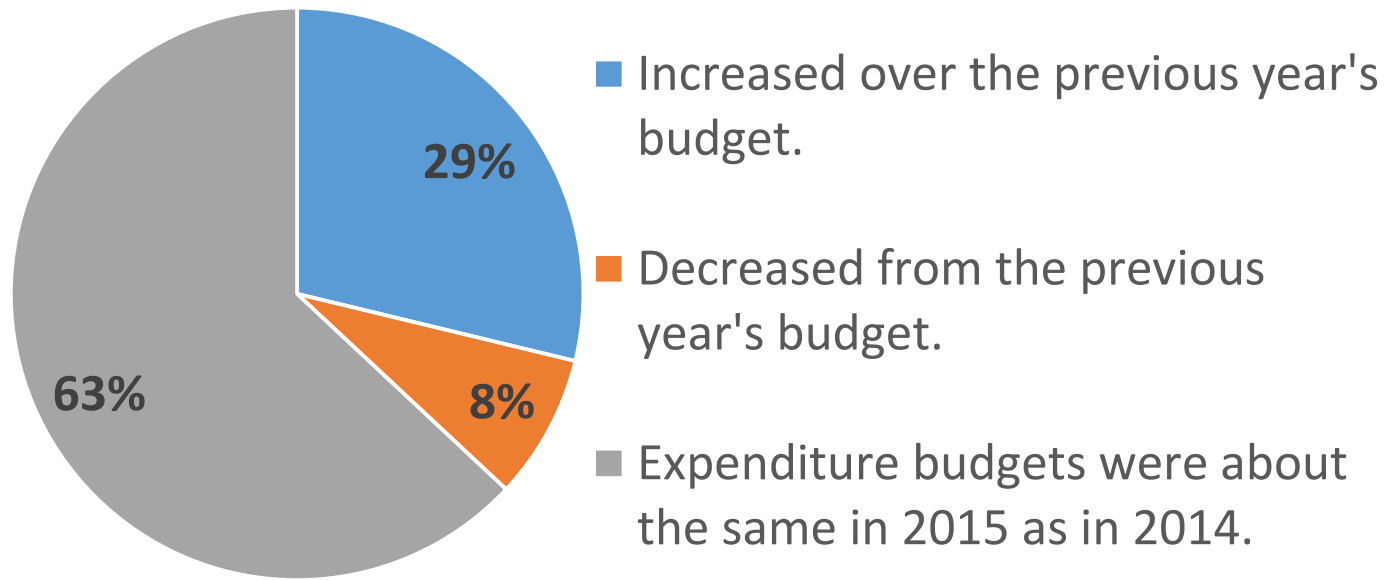


- Increased over previous year's revenues.
- Decreased from previous year's revenues.
- Revenues were about the same in 2015 as in 2014.



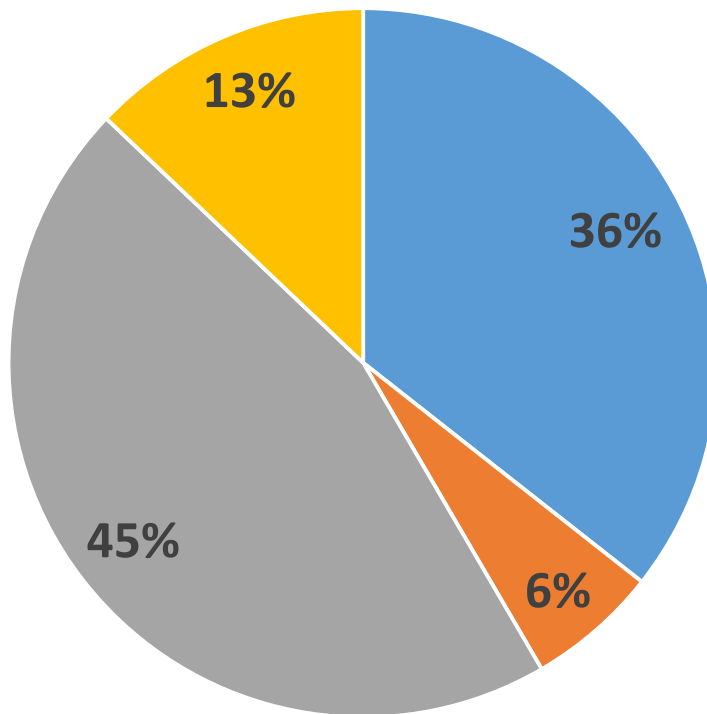
Pulse of Membership Survey Highlights

Comparing your membership expenditure budget for 2015 to your membership expenditure budget from 2014, has your membership budget...



Pulse of Membership Survey Highlights

Is your 2016 expenditure budget...

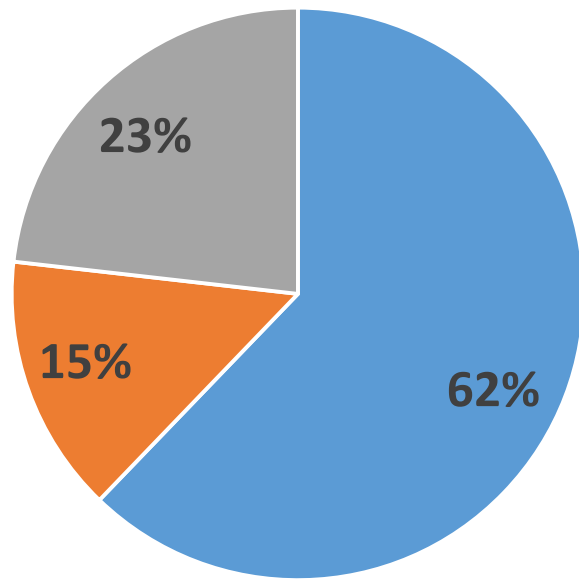


- Increasing over your 2015 budget.
- Decreasing from your 2015 budget.
- Staying the same as your 2015 budget.
- 2016 budget is not yet approved.



Pulse of Membership Survey Highlights

Comparing new members acquired 2015 to new members acquired in 2014, have your membership acquisition efforts...

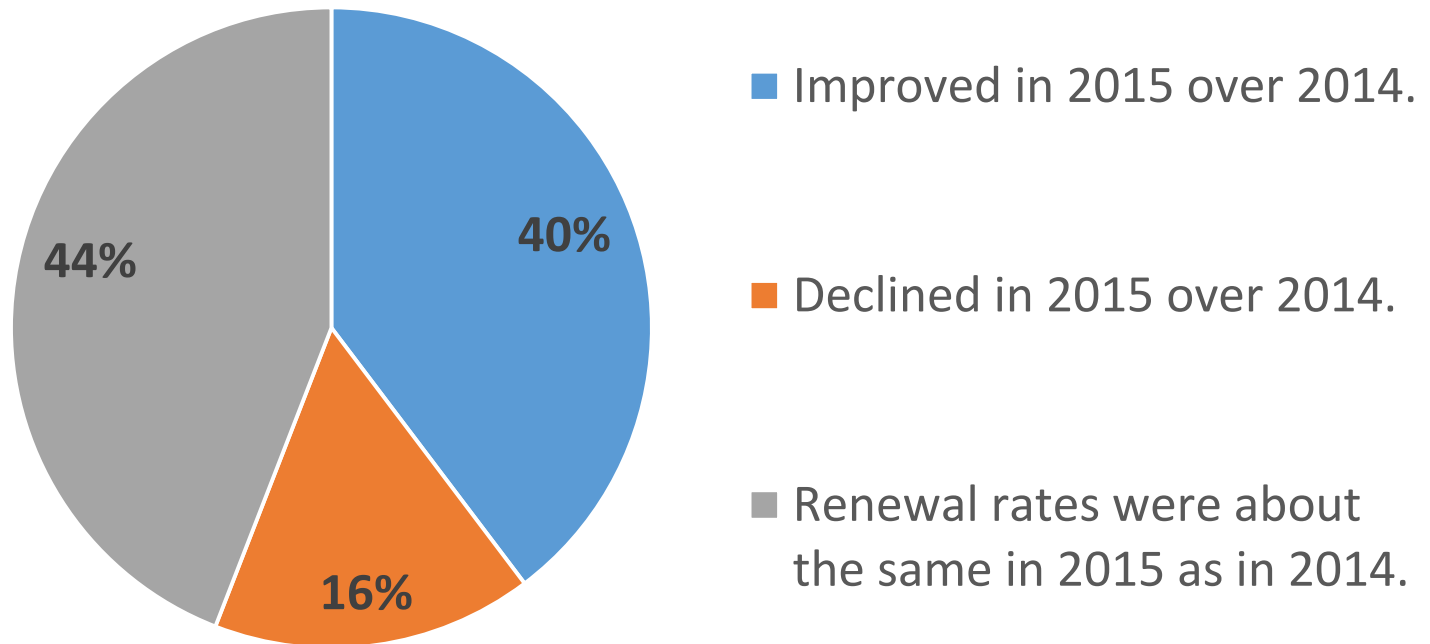


- Acquired more new members in 2015 than in 2014.
- Acquired fewer new members in 2015 than in 2014.
- Acquired about the same number of new members in 2015 and 2014.



Pulse of Membership Survey Highlights

Comparing membership renewal rates in 2015 to those in 2014, would you say that renewal rates...



Membership & Visitation Issues

Blog – *Know Your Bone* by Colleen Dilenschneider



KNOW YOUR OWN BONE

a resource for creative engagement in museums and cultural centers.



How Much Money Should Your Cultural Nonprofit Invest in Getting People in The Door? (DATA)

[Source: www.colleendilen.com](http://www.colleendilen.com)



Investing in Membership

12% of membership revenues should be utilized annually to generate Membership revenues!

The same is true for attracting visitors, but we're just talking membership here!

BUT! If you depend on visitation for On-Site sales – we should be concerned about spending there, too!

Source: IMPACTS



Investing in Membership

What does this investment include?

Renewals

- Printing, mailing, postage, incentives
- Outsourced telemarketing campaigns
- Email marketing and software
- CRM retargeting for online and Facebook ads
- Mobile text campaigns



Investing in Membership

Acquisition

- Printing, mailing, postage, incentives
- On-site sales incentives – for staff or members
- Outsourced email campaigns, software
- Digital advertising for membership
 - PPC (Google Grants), Display, Retargeting
- Outsourced Facebook campaigns, or cost of boosting membership posts PLUS paid advertising



Investing in Membership

Upgrade or Lapsed Recapture

- Printing, mailing, postage, incentives
- Outsourced telemarketing campaigns
- Email marketing and software
- CRM retargeting for online and Facebook ads
- Mobile text campaigns



Investing in Membership

What is **not** counted:

- Staff time
- Volunteer time
- Benefit costs
- Events costs



Investing in Membership

What is your **NUMBER**?

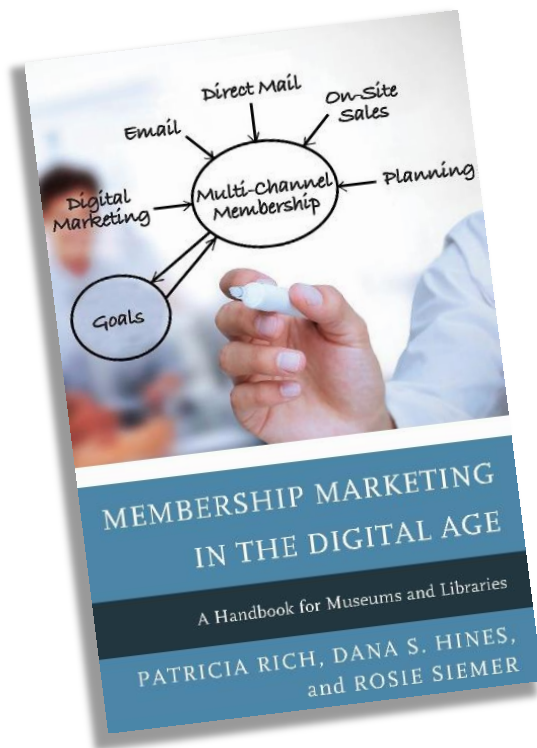
What you are spending / Total Membership
Revenues = _____%



Making the Grade

Evaluate your program by the actions you take to acquire new member or renew existing members

Membership Marketing in the Digital Age:
A Handbook for Museums and Libraries



Making the Grade™

Grade Membership Acquisition

F

- Not doing anything to attract new members
- Waiting for members to join on their own

D

- Relying on only one source of new members
- Not attracting enough new members to replace non-renewing members

C

- Have multiple sources of new members
- Have a budget for new member acquisition
- Sometimes attracting enough new members to replace non-renewing members

B

- Tracking new members by source
- Have at least 2 well developed sources of new members
- Consistently attracting enough new members to replace non-renewing members

A

- Have at least 3 well developed sources of new members
- Using direct mail as an acquisition tool multiple times a year
- Using online and social media resources to attract and convert new members
- Projecting the number of new members expected by month
- Attracting enough new members to grow the program



Making the Grade™

Grade	On-Site Sales
F	<ul style="list-style-type: none">• No on-site sales efforts
D	<ul style="list-style-type: none">• Only a passing interest in getting people to join while visiting
C	<ul style="list-style-type: none">• Encourage on-site sales by admission or museum shop staff• Have signage that says “Join Now!”
B	<ul style="list-style-type: none">• Offer incentives to on-site sales people or admission staff• Have signage that says “Join Now!”
A	<ul style="list-style-type: none">• Have trained staff working the gate with clip board in hand• Offer regularly scheduled training and rewards for staff• On-site sales staff reports to Membership• Have signage that says “Join Now!”



Making the Grade™

Grade Direct Mail Acquisition

- | | |
|---|---|
| F | <ul style="list-style-type: none">• No use of direct mail |
| D | <ul style="list-style-type: none">• Infrequent use of direct mail• Will not allow list trades |
| C | <ul style="list-style-type: none">• Mailing only at times of major exhibitions• Will allow for trade of names with like organizations |
| B | <ul style="list-style-type: none">• Mailing at least 1 time per year |
| A | <ul style="list-style-type: none">• Mailing 2 or 3 campaigns per year• Evaluating each campaign fully• Testing in every mailing |



Making the Grade™

Grade	Renewals
F	<ul style="list-style-type: none">• Renewal rate less than 50% OR Renewal rate unknown• Sending only 1 renewal reminder• Not sending renewals on regular basis
D	<ul style="list-style-type: none">• Renewal rate of 50-60% OR• Sending less than 3 renewal reminder letters or emails
C	<ul style="list-style-type: none">• Renewal rate of 60-70% OR• Sending 3 renewal reminders (via mail)
B	<ul style="list-style-type: none">• Renewal rate of 70-75% OR• Sending more than 3 renewal reminder letters or emails
A	<ul style="list-style-type: none">• Renewal rate of 75% OR• Sending renewal reminders via mail and email – at least 4 touches each• Asking for renewals on-site if renewal is within 60 days• Know program's first year renewal rate
A+	<ul style="list-style-type: none">• Tailored email and marketing automation to support renewals• Using mobile text campaigns for renewals



Making the Grade™

Grade Lapsed Member Recapture

- | | |
|----|---|
| F | <ul style="list-style-type: none">• Doing nothing to recapture lapsed members |
| D | <ul style="list-style-type: none">• Performing lapsed member appeal only in acquisition direct mail program or on-site renewals |
| C | <ul style="list-style-type: none">• Performing lapsed member appeal by mail (special appeal) or phone |
| B | <ul style="list-style-type: none">• Performing lapsed member appeals by 2 of the 3 methods listed above |
| A | <ul style="list-style-type: none">• Performing lapsed member appeals by mail, email, and phone, multiple times a year |
| A+ | <ul style="list-style-type: none">• Tailored email and marketing automation for lapsed recapture• CRM retargeting for online and Facebook ads• Mobile text campaigns for lapsed recapture |



Making the Grade™

Grade Membership Upgrades

- | | |
|----|--|
| F | <ul style="list-style-type: none">• Never asking for an upgrade• Not listing upper levels on brochures and renewal forms |
| D | <ul style="list-style-type: none">• Listing all levels of membership on all brochures |
| C | <ul style="list-style-type: none">• Suggesting upgrade in the P.S. of a renewal letter |
| B | <ul style="list-style-type: none">• Offering a premium or special offer to encourage upgrade• Performing upgrade campaign via mail, phone, or email |
| A | <ul style="list-style-type: none">• Designing benefits and dues structure to encourage upgrade• Performing upgrade specific campaigns via mail and phone or email annually |
| A+ | <ul style="list-style-type: none">• Tailored email and marketing automation to encourage upgrade• CRM retargeting for online and Facebook ads• Mobile text campaigns for upgrade |



Making the Grade™

Grade Membership Dues

F

- Have not increased dues in last 10 years
- Offering memberships at \$40 or less

D

- Offering membership at levels less than \$50

C

- Have increased dues in the past 5 years
- Offering membership at various levels

B

- Have increased dues in past 3 years

A

- Evaluating cost of membership at every level annually
- Pricing membership accordingly
- Have a strategy for regular dues increases
- Have performed membership surveys/research on benefits, usage, desirability



Making the Grade™

Grade Membership Benefits

- | | |
|---|--|
| F | <ul style="list-style-type: none">• No benefits listed |
| D | <ul style="list-style-type: none">• Only one benefit at some levels |
| C | <ul style="list-style-type: none">• Tiered benefits |
| B | <ul style="list-style-type: none">• More than one benefit at all levels• Offer some experiential benefits |
| A | <ul style="list-style-type: none">• Surveying membership to determine favorite or most used benefits• Benefits offered at key upgrade levels• Tracking usage of benefits |



Making the Grade™

Grade Digital Marketing

- | Grade | Digital Marketing |
|-------|---|
| F | <ul style="list-style-type: none">• No website, email, or digital marketing efforts for membership |
| D | <ul style="list-style-type: none">• Have website but no membership join functionality• Not using email for membership acquisition or member communications |
| C | <ul style="list-style-type: none">• Have a website with membership landing page and e-commerce capability• Sending an e-newsletter quarterly• Have less than 30% of members' email addresses |
| B | <ul style="list-style-type: none">• Encouraging joining and renewing online• Have a membership presence on Facebook with regular mentions• Sending e-newsletter monthly• Using email marketing for membership acquisition• Have 50% of members' email addresses |
| A | <ul style="list-style-type: none">• Tracking online sales of memberships• Have an online member portal and a mobile friendly website• Communication with members via email 2-3 times per month• Prioritizing email capture for both members and visitors• Have 70% of members' email addresses• Have a social media strategy for membership acquisition• Using online advertising and email marketing for membership acquisition• Using marketing automation software to personalize content |
| A+ | <ul style="list-style-type: none">• Capturing mobile opt-ins and/or using mobile text campaigns |



Making the Grade™

Grade Members as Donors

- | | |
|---|---|
| F | <ul style="list-style-type: none">• Do not accept or encourage non-member gifts |
| D | <ul style="list-style-type: none">• No formal campaign, but have an annual fund pool |
| C | <ul style="list-style-type: none">• Asking for non-membership gift once per year |
| B | <ul style="list-style-type: none">• Asking for non-membership gift more than 1 time per year via email• Supplement mail with online asks |
| A | <ul style="list-style-type: none">• Asking for non-membership gift more than 1 time per year via mail, phone, email• Using segmentation and personalization to suggest gift amounts and upgrades• Include email asks with video |



News and Upcoming Events

- AMMC 2016 – American Museum Membership Conference in Chicago, April 11-14th!

**Membership Consultants is pleased to be
a Premier Sponsor**



- AMM (American Alliance of Museums) 2016 Conference in Washington, DC May 26-29
- Membership Seminar at Great Explorations Children's Museum

Membership Marketing:

Strategic Planning for Success

in St. Petersburg, FL – October 20th and 21st

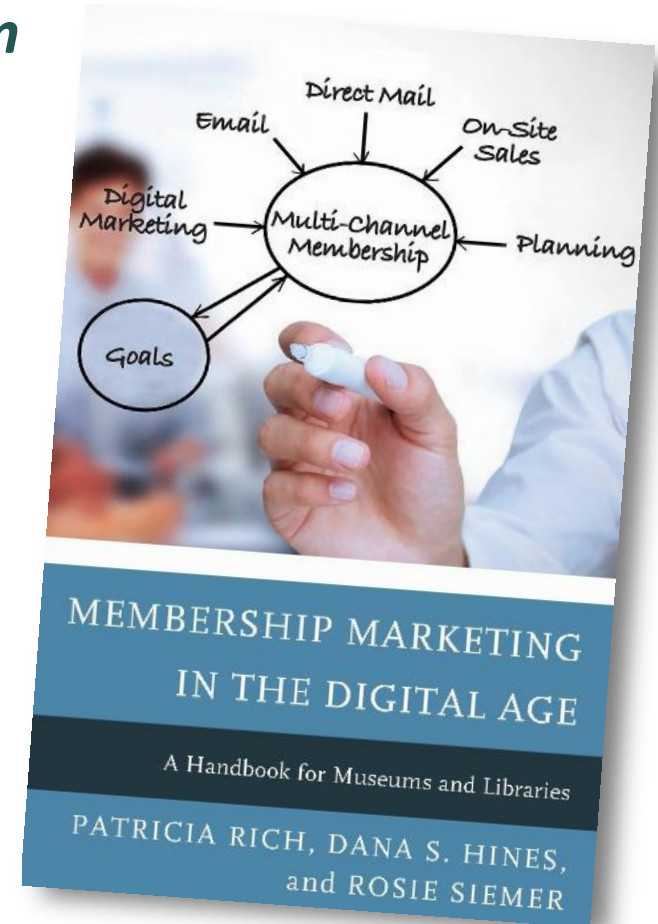


News and Upcoming Events

Get your copy of *Membership Marketing in the Digital Age: A Handbook for Museums and Libraries* bit.ly/themembershipbook

Use code **RLFANDF30** when purchasing through Rowman & Littlefield to receive **30% off** your new book!

Hardback	\$90 (<i>\$63 after discount</i>)
Paperback	\$45 (<i>\$31.50 after discount</i>)
eBook	\$45 (<i>\$31.50 after discount</i>)





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Thank You!!!

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