



**MEMBERSHIP
CONSULTANTS**

Membership Reporting and Strategic Planning

Key Metrics to Analyze and Benchmark Your
Membership 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
- We will be doing a couple of polls during this webinar and here is the first one!.....



What We'll Cover Today

- Membership Reporting
- Membership Goals
- Membership Planning
- Membership Report Card



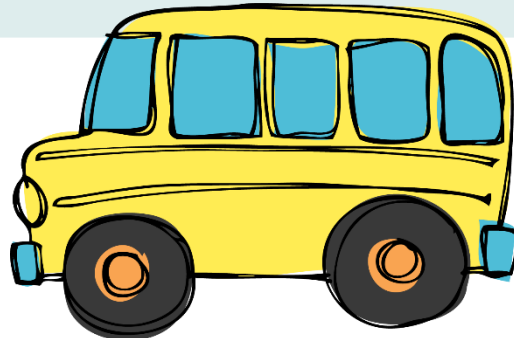
Membership Planning

You can do it yourself

OR

You can have someone else do it

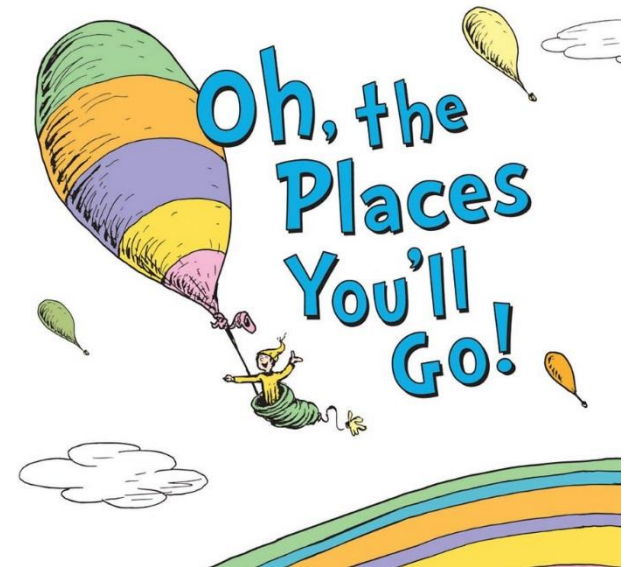
Given the choice, drive your own bus!



Membership Reporting & Planning

Before you start your planning....

- Know where you are
- Know your history
- Know where you want to go



Membership Reporting

- Should be ongoing
- Should be monthly
- Give yourself and others some historical perspective
- Should quantify your progress towards your goal
- This time of year is key – end of calendar year, end of fiscal year
- Preserve your history for future people who take your seat!



What to Report?

- Membership totals
- Number of new members by month
- Number of renewing members by month
- Membership revenue by month
- Sources of new members by month
- Renewal rates by month and historical
- Progress of current campaigns
- Online stats and measurements
- Progress towards your annual goal



Sample Report

Membership Totals by Category (Poll)



Membership Report
Members Processed - Last Month versus This Month

Membership Level	Last Month	This Month	Variance	Percent Change	Percent of Total Membership
Senior	185	235	50	27.03%	39.30%
Individual	210	263	53	25.24%	43.98%
Dual	-	33	33	#DIV/0!	5.52%
Family	34	36	2	5.88%	6.02%
Contributing	10	10	-	0.00%	1.67%
Sponsoring	2	2	-	0.00%	0.33%
Director's Society	17	19	2	11.76%	3.18%
<i>Total</i>	<i>458</i>	<i>598</i>	<i>140</i>	<i>30.57%</i>	<i>100.00%</i>



Membership Report
Membership Totals - Last Year versus This Year

Membership Level	Last Year	This Year	Variance	Percent Change	Percent of Total Membership
Senior	2,215	2,822	607	27.40%	39.32%
Individual	2,522	3,154	632	25.06%	43.95%
Dual	-	399	399	#DIV/0!	5.56%
Family	413	434	21	5.08%	6.05%
Contributing	116	124	8	6.90%	1.73%
Sponsoring	28	26	(2)	-7.14%	0.36%
Director's Society	204	218	14	6.86%	3.04%
<i>Total</i>	<i>5,498</i>	<i>7,177</i>	<i>1,679</i>	<i>30.54%</i>	<i>100.00%</i>



Sample Report

New and Renewing Members



New Memberships

Membership Level	Number	Revenue	Percent of Total
Senior	3	\$165.00	8.57%
Regular	29	\$540.00	82.86%
Family Plus	3	\$0.00	8.57%
Contributing	0	\$0.00	0.00%
Sustaining	0	\$0.00	0.00%
Sponsoring	0	\$0.00	0.00%
<i>Total</i>	<i>35</i>	<i>\$705.00</i>	<i>100%</i>

Renewed at the Same Level

Membership Level	Number	Revenue	Percent of Total
Senior	241	\$13,239.50	47.07%
Regular	159	\$9,206.00	31.05%
Family Plus	61	\$5,130.00	11.91%
Contributing	34	\$4,685.00	6.64%
Sustaining	15	\$3,475.00	2.93%
Sponsoring	2	\$1,000.00	0.39%
<i>Total</i>	<i>512</i>	<i>\$36,735.50</i>	<i>100%</i>



Upgraded Memberships

Membership Level	Number	Revenue	Percent of Total
Senior	0	\$0.00	0.00%
Regular	7	\$300.00	11.29%
Family Plus	39	\$3,265.00	62.90%
Contributing	10	\$1,500.00	16.13%
Sustaining	4	\$835.00	6.45%
Sponsoring	2	\$750.00	3.23%
<i>Total</i>	<i>62</i>	<i>\$6,650.00</i>	<i>100%</i>

Downgraded Memberships

Membership Level	Number	Revenue	Percent of Total
Senior	41	\$2,239.00	64.06%
Regular	15	\$910.00	23.44%
Family Plus	5	\$465.00	7.81%
Contributing	3	\$400.00	4.69%
Sustaining	0	\$0.00	0.00%
Sponsoring	0	\$0.00	0.00%
<i>Total</i>	<i>64</i>	<i>\$4,014.00</i>	<i>100%</i>



New Members by Source

Source	Number	Percent of Total
Mail	10	28.57%
Gift	5	14.29%
Front Gate	15	42.86%
Telemarketing	0	0.00%
Online	3	8.57%
Email	2	5.71%
<i>Total</i>	<i>35</i>	<i>100%</i>

Total Renewing Memberships

	Number	Revenue	Percent of Total
Renewed at same level	512	\$36,735.50	80.25%
Number of upgrades	62	\$6,650.00	9.72%
Number of downgrades	64	\$4,014.00	10.03%
<i>Total Renewals</i>	<i>638</i>	<i>\$47,399.50</i>	<i>100%</i>

Total Membership Activity

	Number	Revenue	Percent of Total
Number of Renewals	638	\$47,399.50	94.80%
Number of New Members	35	\$705.00	5.20%
<i>Total</i>	<i>673</i>	<i>\$48,104.50</i>	<i>100%</i>



Sample Report

Membership Revenues

(Poll)



Membership Revenues

Month	FY17 (goal)	Cumulative FY17 (goal)	FY17 (actual)	Cumulative FY17 (actual)	FY16 (actual)	Cumulative FY16 (actual)
July	\$21,473	\$21,473	\$26,210	\$26,210	\$23,920	\$23,920
August	\$24,291	\$45,764	\$25,405	\$51,615	\$21,155	\$45,075
September	\$39,510	\$85,274	\$16,570	\$68,185	\$25,990	\$71,065
October	\$39,866	\$125,140	\$31,642	\$99,827	\$17,215	\$88,280
November	\$30,938	\$156,078	\$70,405	\$170,232	\$27,037	\$115,317
December	\$19,047	\$175,125	\$58,855	\$229,087	\$27,681	\$142,998
January	\$34,120	\$209,245		\$229,087	\$19,225	\$162,223
February	\$48,556	\$257,801		\$229,087	\$23,813	\$186,036
March	\$68,355	\$326,156		\$229,087	\$29,575	\$215,611
April	\$72,365	\$398,521		\$229,087	\$22,725	\$238,336
May	\$55,866	\$454,387		\$229,087	\$26,770	\$265,106
June	\$49,554	\$503,941		\$229,087	\$24,570	\$289,676
Total =	\$503,941		\$229,087		\$289,676	



Sample Report

Projections to date



New Membership Projections - FY2017

Source	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTALS
Direct Mail			300	200	100			300	200	100			1,200
On-site Sales	100	100	100	100	100	150	150	100	250	250	250	250	1,900
Events													0
Lapsed Mailings		100	100				100	100					400
Email Campaign	50	50	50	50	50	50	50	50	50	50	50	50	600
Social Media	25	25	25	25	25	25	25	25	25	25	50	50	350
Gift Memberships					75	100			10	10	25	25	245
Online	25	25	25	25	25	25	25	50	50	50	50	50	425
Phone	5	5	5	5	5	5	5	5	10	10	10	10	80
Miscellaneous													0
Total New	205	305	605	405	380	355	355	630	595	495	435	435	5,200

FY2017 Projected Membership Renewals by Month

Memberships by Month		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTALS
Due to Renew	% renew	364	365	311	317	379	480	507	709	743	626	533	528	5,861
1st Notice	20.0%	73	73	62	63	76	96	101	142	149	125	107	106	1,172
2nd Notice	25.0%	91	91	78	79	95	120	127	177	186	156	133	132	1,465
3rd Notice	12.0%	44	44	37	38	45	58	61	85	89	75	64	63	703
4th Notice	8.0%	29	29	25	25	30	38	41	57	59	50	43	42	469
Total Renewing	65.0%	237	237	202	206	246	312	329	461	483	407	347	343	3,809

FY2017 Projected Revenues Total Members

			Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTALS
Total Members	%	Dues	442	542	807	611	626	667	684	1,091	1,078	902	782	778	9,009
Individual	60.72%	\$69	\$18,502	\$22,719	\$33,803	\$25,587	\$26,234	\$27,938	\$28,670	\$45,707	\$45,152	\$37,782	\$32,753	\$32,616	\$377,464
Family	20.00%	\$79	\$6,977	\$8,568	\$12,748	\$9,649	\$9,893	\$10,536	\$10,812	\$17,237	\$17,028	\$14,248	\$12,352	\$12,300	\$142,348
Contributor	14.18%	\$160	\$10,019	\$12,303	\$18,305	\$13,856	\$14,206	\$15,129	\$15,525	\$24,752	\$24,451	\$20,460	\$17,737	\$17,662	\$204,405
Sustainer	3.00%	\$350	\$4,637	\$5,694	\$8,472	\$6,413	\$6,575	\$7,002	\$7,185	\$11,455	\$11,316	\$9,469	\$8,209	\$8,174	\$94,598
Associate	2.00%	\$550	\$4,858	\$5,965	\$8,875	\$6,718	\$6,888	\$7,335	\$7,527	\$12,000	\$11,855	\$9,920	\$8,599	\$8,563	\$99,103
President's Circle	0.10%	\$1,000	\$442	\$542	\$807	\$611	\$626	\$667	\$684	\$1,091	\$1,078	\$902	\$782	\$778	\$9,009
Total Revenue	100.00%		\$45,434	\$55,789	\$83,010	\$62,834	\$64,422	\$68,607	\$70,404	\$112,243	\$110,879	\$92,780	\$80,431	\$80,094	\$926,928



New Membership Projections - FY2017

Source	<u>Jul</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTALS</u>
Direct Mail			300	200	100			300	200	100			1,200
On-site Sales	100	100	100	100	100	150	150	100	250	250	250	250	1,900
Events													0
Lapsed Mailings		100	100				100	100					400
Email Campaign	50	50	50	50	50	50	50	50	50	50	50	50	600
Social Media	25	25	25	25	25	25	25	25	25	25	50	50	350
Gift Memberships					75	100			10	10	25	25	245
Online	25	25	25	25	25	25	25	50	50	50	50	50	425
Phone	5	5	5	5	5	5	5	5	10	10	10	10	80
Miscellaneous													0
Total New	205	305	605	405	380	355	355	630	595	495	435	435	5,200



FY2017 Projected Membership Renewals by Month

Memberships by Month		<u>Jul</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTALS</u>
Due to Renew	% renew	364	365	311	317	379	480	507	709	743	626	533	528	5,861
1st Notice	20.0%	73	73	62	63	76	96	101	142	149	125	107	106	1,172
2nd Notice	25.0%	91	91	78	79	95	120	127	177	186	156	133	132	1,465
3rd Notice	12.0%	44	44	37	38	45	58	61	85	89	75	64	63	703
4th Notice	8.0%	29	29	25	25	30	38	41	57	59	50	43	42	469
Total Renewing	65.0%	237	237	202	206	246	312	329	461	483	407	347	343	3,809



FY2017 Projected Revenues Total Members

			<u>Jul</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>
Total Members	%	Dues	442	542	807	611	626
Individual	60.72%	\$69	\$18,502	\$22,719	\$33,803	\$25,587	\$26,234
Family	20.00%	\$79	\$6,977	\$8,568	\$12,748	\$9,649	\$9,893
Contributor	14.18%	\$160	\$10,019	\$12,303	\$18,305	\$13,856	\$14,206
Sustainer	3.00%	\$350	\$4,637	\$5,694	\$8,472	\$6,413	\$6,575
Associate	2.00%	\$550	\$4,858	\$5,965	\$8,875	\$6,718	\$6,888
President's Circle	0.10%	\$1,000	\$442	\$542	\$807	\$611	\$626
Total Revenue	100.00%		\$45,434	\$55,789	\$83,010	\$62,834	\$64,422

<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTALS</u>
667	684	1,091	1,078	902	782	778	9,009
\$27,938	\$28,670	\$45,707	\$45,152	\$37,782	\$32,753	\$32,616	\$377,464
\$10,536	\$10,812	\$17,237	\$17,028	\$14,248	\$12,352	\$12,300	\$142,348
\$15,129	\$15,525	\$24,752	\$24,451	\$20,460	\$17,737	\$17,662	\$204,405
\$7,002	\$7,185	\$11,455	\$11,316	\$9,469	\$8,209	\$8,174	\$94,598
\$7,335	\$7,527	\$12,000	\$11,855	\$9,920	\$8,599	\$8,563	\$99,103
\$667	\$684	\$1,091	\$1,078	\$902	\$782	\$778	\$9,009
\$68,607	\$70,404	\$112,243	\$110,879	\$92,780	\$80,431	\$80,094	\$926,928



Sample Report

Renewal Rate Report



Membership Renewal Rate Report 2016

Membership Expiration Dates	Number of First Renewals	First Renewal Rate	Number of Second Renewals	Second Renewal Rate	Number of Third Renewals	Third Renewal Rate	Number of Fourth Renewals	Fourth Renewal Rate "Lift"	Current Number of Non-renewals	Current Renewal Rate	Still Due to Renew	Matured Renewal Rate
January 2016	745	0.00%	745	14.63%	636	21.61%	584	21.61%	427	42.68%		
February	709	4.80%	675	4.80%	631	22.71%	548	22.71%	409	42.31%		
March	901	7.33%	835	15.65%	760	29.41%	636	29.41%	525	41.73%		
April	1,063	8.65%	971	25.40%	793	33.87%	703	33.87%	583	45.16%		
May	1,275	12.86%	1,111	28.71%	909	35.45%	823	35.45%	695	45.49%		
June	1,024	7.91%	943	17.87%	841	29.69%	720	29.69%	612	40.23%		
July	1,158	10.19%	1,040	19.95%	927	48.53%	596	48.53%	739	36.18%		
August	1,072	11.19%	952	15.95%	901	31.06%	739	31.06%	659	38.53%		
September	664	6.48%	621	17.47%	548	32.98%	454	31.63%	445	22.00%		
October	532	7.14%	494	24.44%	402	30.64%	363	31.77%	369	30.64%		
November	626	11.66%	553	22.36%	486	35.94%	401	35.94%	401	35.94%		
December	646	17.65%	532	13.93%	556	34.21%	435	32.66%	425	34.21%		
Total	10,415	9.05%	9,472	19.44%	8,390	100.00%	7,002	32.77%	6,289	39.62%		



Sample Report

Direct Mail Campaign Report



Direct Mail Campaign Report

List Type	List	Mailed	Responses	Revenue	Response Rate	Average Gift
In-house lists	Misc. Mail	NA	10	\$625.00	NA	\$62.50
	Website	NA	311	\$24,785.00	NA	\$79.69
	Lapsed 2008	3,805	106	\$7,595.00	2.79%	\$71.65
	Lapsed 2007	3,494	63	\$4,155.00	1.80%	\$65.95
	Lapsed 2006	4,764	57	\$4,190.00	1.20%	\$73.51
	Lapsed 2005	2,627	27	\$1,960.00	1.03%	\$72.59
	Concert 2008	771	26	\$1,970.00	3.37%	\$75.77
	Concert 2007	1,606	18	\$1,455.00	1.12%	\$80.83
	Education List	176	3	\$135.00	1.70%	\$45.00
Rental lists	Historic Landmarks	232	4	\$540.00	1.72%	\$135.00
	Horticulture Magazine	1,497	15	\$825.00	1.00%	\$55.00
	Smith & Hawken	2,626	14	\$925.00	0.53%	\$66.07
	Garden Design	2,478	13	\$990.00	0.52%	\$76.15
	Dwell	4,469	13	\$800.00	0.29%	\$61.54
	New Yorker	6,110	17	\$1,330.00	0.28%	\$78.24
	Cookie	5,117	2	\$240.00	0.04%	\$120.00
Trade Lists	Natl Trust for Hist Pre	584	3	\$145.00	0.51%	\$48.33
	Natl Audubon	3,374	16	\$875.00	0.47%	\$54.69
	Art Museum	6,478	64	\$3,770.00	0.99%	\$58.91
	Public Lib	865	8	\$470.00	0.92%	\$58.75
	Nature and Science Museum	4,500	27	\$2,230.00	0.60%	\$82.59
	Museum of Cont. Art	1,079	6	\$450.00	0.56%	\$75.00
	Public Radio	7,541	34	\$2,150.00	0.45%	\$63.24
	Zoo	8,104	33	\$2,245.00	0.41%	\$68.03
	KRMA	3,271	13	\$815.00	0.40%	\$62.69
	Art Center	2,302	9	\$680.00	0.39%	\$75.56
	Shakespeare Festival	3,952	13	\$745.00	0.33%	\$57.31
	Historical Soc	1,256	4	\$235.00	0.32%	\$58.75
	DCPA	4,307	9	\$510.00	0.21%	\$56.67
	Children's Museum	2,427	1	\$45.00	0.04%	\$45.00
	Museo de las Americas	188	-	\$0.00	0.00%	\$0.00
TOTAL		90,000	939	\$67,885.00	1.04%	\$72.29



Sample Report

Goal Progress



Projected Total Revenue

		<u>Old</u>	<u>New</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>TOTALS</u>
Total Members	%	dues	dues	308	348	367	372	644	530	544	696	978	858	1,641	811	8,097
Subscriber	5.25%	\$30	\$40	\$485	\$549	\$577	\$586	\$1,014	\$835	\$1,143	\$1,462	\$2,054	\$1,802	\$3,447	\$1,702	\$15,656
Individual	41.25%	\$50	\$65	\$6,352	\$7,185	\$7,562	\$7,668	\$13,276	\$10,935	\$14,596	\$18,672	\$26,229	\$23,001	\$44,005	\$21,737	\$201,218
Senior Individual				-\$2,406	-\$2,969	-\$3,125	-\$3,168	-\$5,486	-\$2,485	-\$3,302	-\$4,224	-\$5,934	-\$5,204	-\$9,956	-\$4,918	-\$53,178
Family	47.00%	\$65	\$80	\$9,408	\$10,643	\$11,201	\$11,357	\$19,665	\$16,197	\$20,468	\$26,184	\$36,781	\$32,255	\$61,710	\$30,483	\$286,353
Senior Family				-\$3,360	-\$3,801	-\$4,000	-\$4,056	-\$4,916	-\$6,230	-\$6,092	-\$7,793	-\$10,947	-\$9,600	-\$18,366	-\$9,072	-\$88,233
Explorer	5.00%	\$125	\$150	\$1,925	\$2,177	\$2,292	\$2,324	\$4,023	\$3,314	\$4,083	\$5,223	\$7,337	\$6,434	\$12,309	\$6,080	\$57,520
Centennial	1.00%	\$250	\$300	\$770	\$871	\$917	\$929	\$1,609	\$1,325	\$1,633	\$2,089	\$2,935	\$2,574	\$4,924	\$2,432	\$23,008
Historian	0.50%	\$500	\$500	\$770	\$871	\$917	\$929	\$1,609	\$1,325	\$1,361	\$1,741	\$2,145	\$2,145	\$4,103	\$2,027	\$19,943
Total Revenue	100.0%			\$13,943	\$15,526	\$16,340	\$16,568	\$30,795	\$25,216	\$33,889	\$43,355	\$60,599	\$53,407	\$102,176	\$50,471	\$539,345
MUSEUM ADJUSTED REVENUES				\$21,473	\$24,291	\$39,510	\$39,866	\$30,938	\$19,047	\$34,120	\$48,556	\$68,355	\$72,365	\$55,866	\$49,554	\$503,941
Actual				\$26,210	\$25,405	\$16,570	\$31,642	\$70,405	\$58,855	\$54,035	\$56,630	\$77,050	\$72,085	\$49,770	\$51,360	\$590,017
Variance				\$4,737	\$1,114	-\$22,940	-\$8,224	\$39,467	\$39,808	\$19,915	\$8,074	\$8,695	-\$280	-\$6,096	\$1,806	\$86,076
YTD Variance				\$4,737	\$5,851	-\$17,089	-\$25,313	\$14,154	\$53,962	\$73,877	\$81,951	\$90,646	\$90,366	\$84,270	\$86,076	



Digital Marketing Metrics



What to Report?

- Ecommerce and Engagement
- Conversions
- Email benchmarking
- Google Analytics
- Social Media
- Testing and Conversion Optimization



Ecommerce and Engagement

- Average Online Sale
- Abandon Cart Rate (69.23% average online cart abandonment rate)
- 360° Member View
 - Lifetime Member Value
 - Time on website
 - Social media participation
 - Frequency and recency of visits
 - Exhibit interactions
 - Preferences and interests



Conversion Reporting

- Conversions
 - Clicks
 - Viewthrough conversions
 - Add to cart/Join button
 - Purchase completion
 - Events (Facebook ads)
- Pixels
- Promo Codes
- Matchback Reporting
- Attribution Modeling



Email Benchmarks

- Email Metrics
 - Open rate 20% to 30%
 - Click-through rate 1.5% to 7%
 - Bounce rate 1% to 10%
 - Unsubscribe rate 0.2% to 0.5%
 - Churn 20% to 30%
- Percentage of email addresses for members



Email Benchmarks

	Silverpop	Blackbaud	Blackbaud	Constant Contact	Constant Contact	Constant Contact	Constant Contact	Mail Chimp	Mail Chimp	M+R Benchmarks	M+R Benchmarks	
	<i>Nonprofits</i>	<i>Association & Membership</i>	<i>Visitation</i>	<i>Art Galleries/ Museums</i>	<i>Nonprofit – Arts Organization</i>	<i>Nonprofit – Association</i>	<i>Nonprofit – Membership Organization</i>	<i>Arts and Artists</i>	<i>Nonprofit</i>	<i>Nonprofit (All)</i>	<i>Cultural</i>	
TYPE												AVERAGE
Gross Open Rate	35.60%	19.99%	20.94%	32.06%	31.97%	29.96%	11.66%	28.05%	25.76%	14.00%	20%	24.54%
Unique Open Rate	23.10%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	23.10%
Click-Through Rate	2.30%	1.77%	1.13%	7.06%	6.91%	8.47%	7.05%	3.00%	2.97%	1.60%	N/A	4.23%
Click-To-Open Rate	10.80%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10.80%
Bounce Rate	N/A	N/A	N/A	9.83%	8.08%	11.89%	3.22%	N/A	N/A	10.00%	N/A	8.60%
Hard Bounce Rate	0.064%	N/A	N/A	N/A	N/A	N/A	N/A	0.58%	0.49%	N/A	N/A	0.38%
Soft Bounce Rate	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.80%	0.58%	N/A	N/A	0.69%
Unsubscribe Rate	0.060%	N/A	N/A	0.56%	0.49%	0.30%	0.40%	0.27%	0.19%	0.19%	0.19%	0.29%



What Is Google Analytics?

- Traffic: Slice and dice traffic, including real time use
- Audience: The who, where, and how
- Acquisition: Sources, landing pages, and keywords
- Behavior: See what people actually do on your site
- Conversion: Goals, actions, and attribution

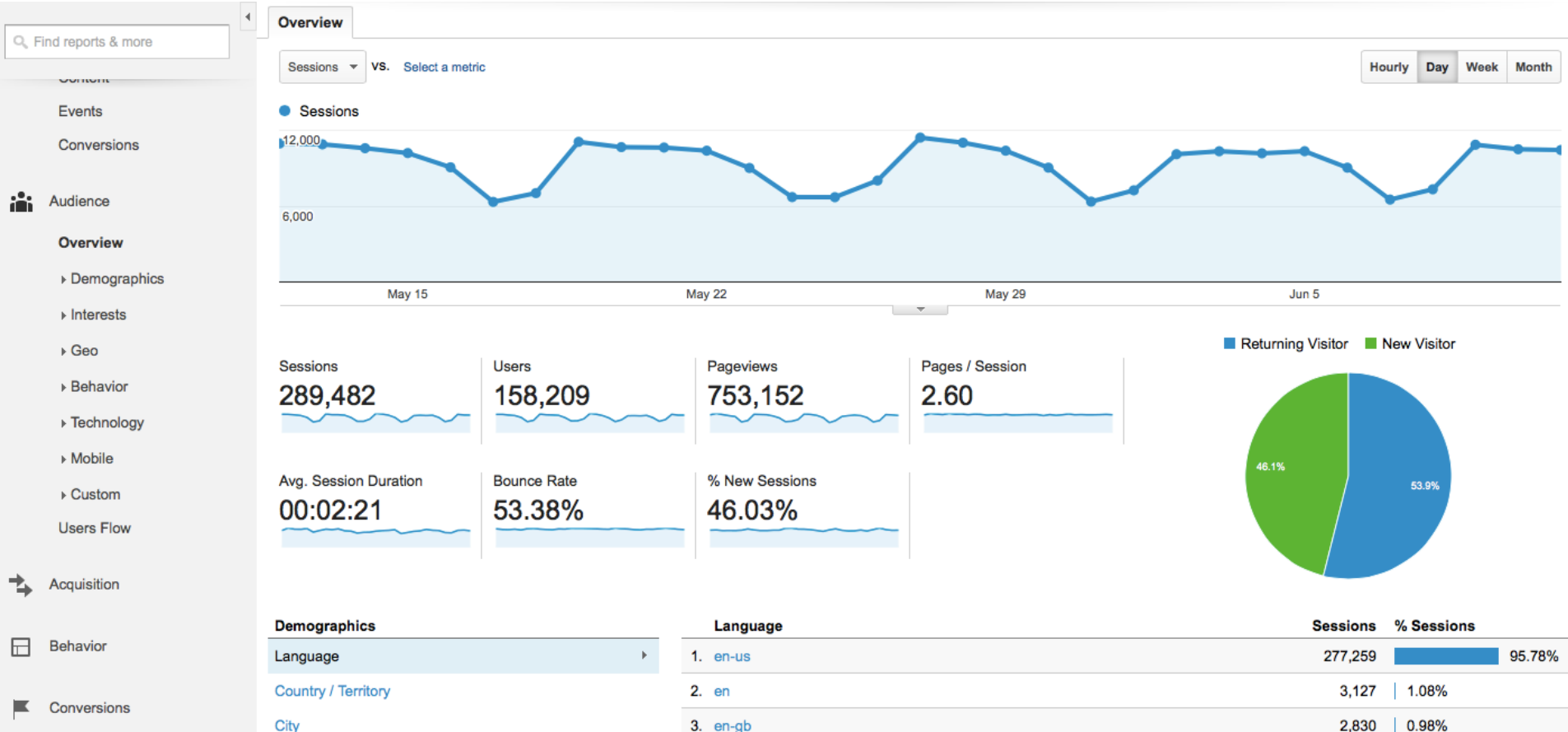


Access

- Who has access within your organization?
- Do you have access to member page data?
- Can you pull reports?
- Involved in strategy and goal setting?
- Who is your contact for Google Analytics?



Audience

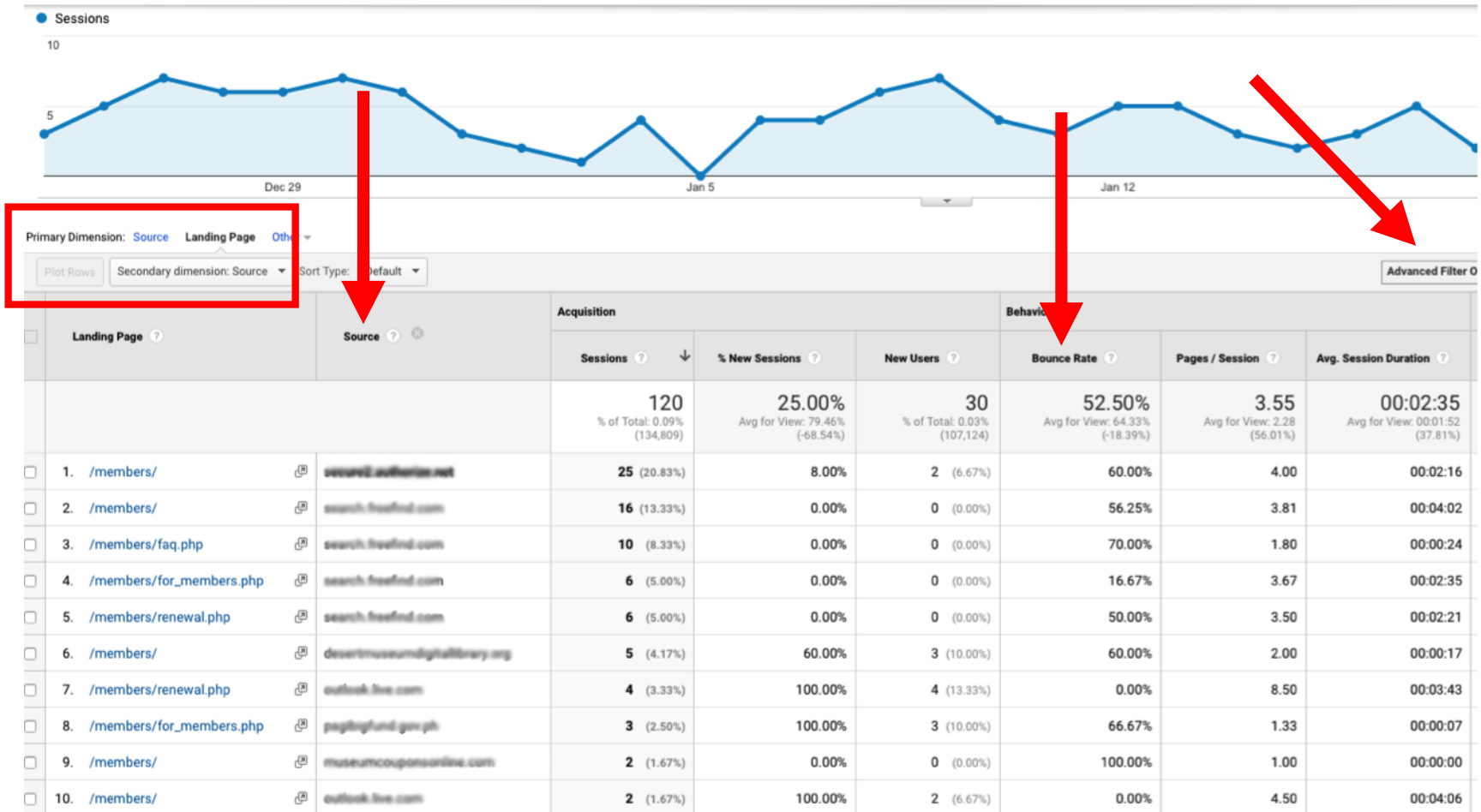


Google Analytics

- Membership Landing Pages
 - Referral sources
 - Bounce rate
- In-Page Analytics
- Google Conversion Goals
- UTM Parameters



Google Analytics



Google Analytics

ARIZONA-SONORA
DESERT MUSEUM

35% 0.5%
HOURS & RATES • DONATE • ADOPT

search

connect: f t i s o

AQUARIUM

11% 4.4% 0.4% 1.2% 0.1% 1.4%
VISIT ABOUT ARTS MEMBERSHIP CONSERVATION EDUCATION SUPPO

MUSE

Sandhill Cra
February 3, :
Coati Kids C
February 4, :

BIRTHDAYS

1.0%

- 8.8%
- 4.3% It's Time to Join!
- 3.5% Membership Renewal
- 0.4% Just for Members
- 1.1% ASDM Newsletters
- 4.1% Members' Calendar
- 0.3% Membership FAQ
- Ask a Curator
- Sonorensis

Desert Museum Membership - Join Today!

Become a member of the Arizona-Sonora Desert Museum today and help support the daily operations and innovative conservation work of this nationally recognized zoo, botanical garden, art gallery, and aquarium!

Purchase your membership online today to begin enjoying your benefits immediately.

All members enjoy **free, unlimited admission 365 days a year**, including Cool Summer Nights (May through August).

Choose your membership level of support:

Category	Annual Price	Member Cards	Guest Passes	Your Kids Free	
Student	\$35	1	-	-	Benefits
Individual	\$55	1	2	-	Benefits
Dual	\$80	2	3	-	Benefits
Family	\$105	2	3	Yes	Benefits
Turquoise	\$175	2	8	Yes	Benefits Best Value!
Copper	\$300	2	8	Yes	Benefits
Silver	\$600	2	8	Yes	Benefits
Gold	\$1200	2	8	Yes	Benefits
Kids' Coati Club	\$25-\$50 Membership				



Google Analytics

- Purchase
- Downloads
- Watching a video
- Email sign up
- Contact form completion
- Social account links
- Buttons
- Commenting
- Sharing
- Add to cart
- Product page interactions
- Abandonment

Assets **Goals** Users Filters Profile Settings

Goals >

Goals (set 2): Goal 6

General Information

Goal Name

Active Inactive

Goal Type URL Destination
 Time On Site
 Page/Visit
 Event

Goal Details

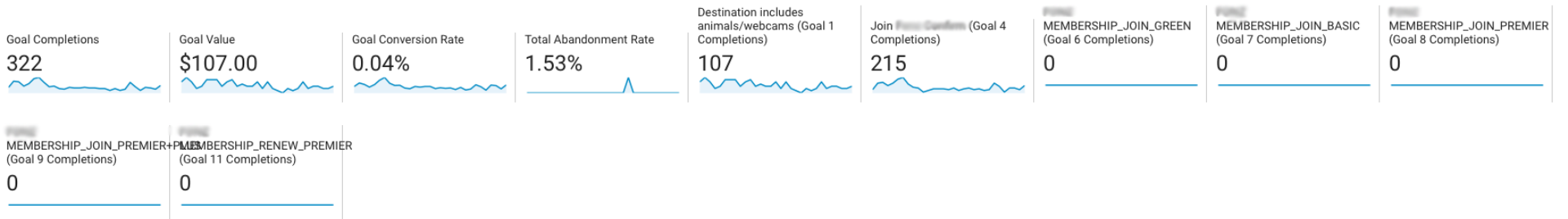
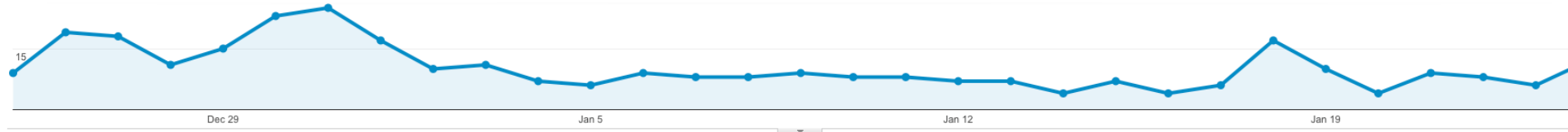
Please set at least one condition

Event Category <input checked="" type="checkbox"/> Match Type	Regular Expression Match	<input type="text" value="email social page-actions "/>
AND		
Event Action <input checked="" type="checkbox"/> Match Type	Regular Expression Match	<input type="text" value=" click-pdf click-mp3 popup "/>
AND		
Event Label <input type="checkbox"/> Match Type	Head Match	<input type="text"/>

2



Google Analytics



Goals

Goal Completion Location ▶

Source / Medium

Goal Completion Location	Goal Completions	% Goal Completions
1. /membership/premier/join/confirm	117	36.34%
2. /animals/webcams/ join/confirm	63	19.57%
3. /membership/premier-plus/join/confirm	47	14.60%
4. /animals/webcams/ join/confirm	26	8.07%
5. /animals/webcams/default.cfm	17	5.28%
6. /membership/patron-circle/join/confirm	17	5.28%
7. /membership/basic/join/confirm	11	3.42%
8. /membership/green/join/confirm	11	3.42%



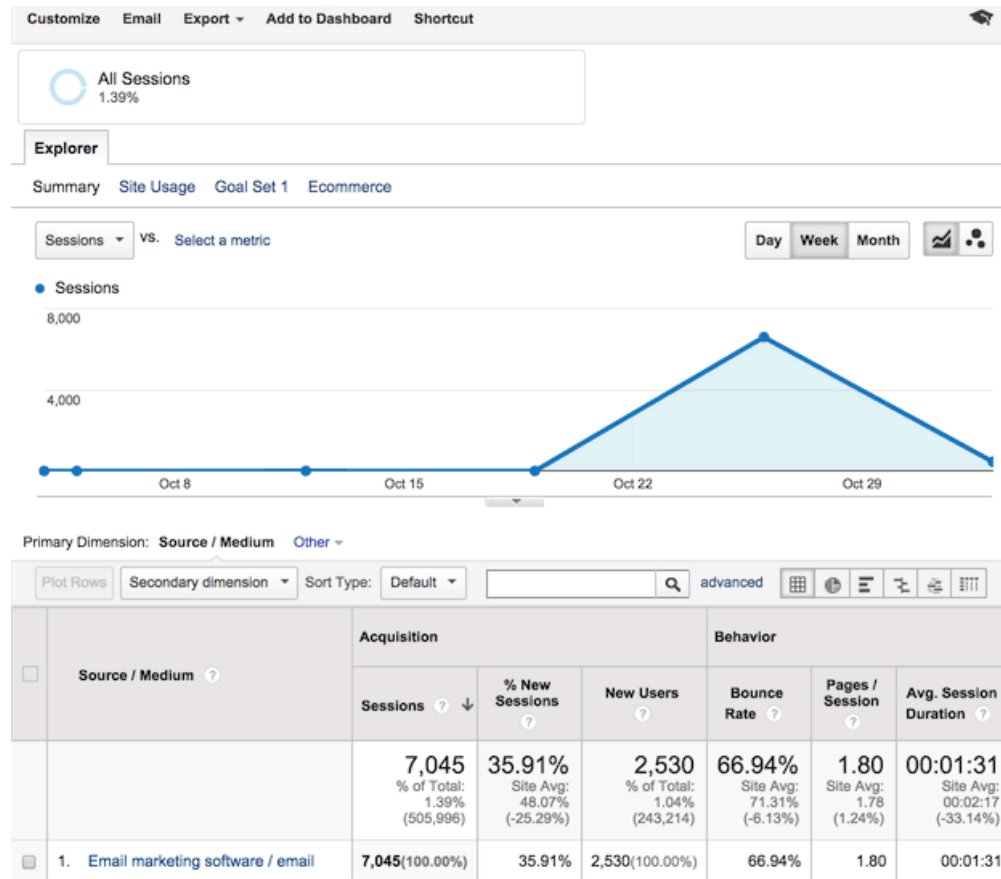
Google Analytics

http://www.example.com/?utm_campaign=spring&utm_medium=email&utm_source=newsletter1

Campaign Source <code>utm_source</code>	Required. Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example:</i> <code>google</code>
Campaign Medium <code>utm_medium</code>	Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. <i>Example:</i> <code>cpc</code>
Campaign Name <code>utm_campaign</code>	Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign. <i>Example:</i> <code>utm_campaign=spring_sale</code>
Campaign Term <code>utm_term</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad. <i>Example:</i> <code>running+shoes</code>
Campaign Content <code>utm_content</code>	Used for A/B testing and content-targeted ads. Use <code>utm_content</code> to differentiate ads or links that point to the same URL. <i>Examples:</i> <code>logolink</code> or <code>textlink</code>



Google Analytics



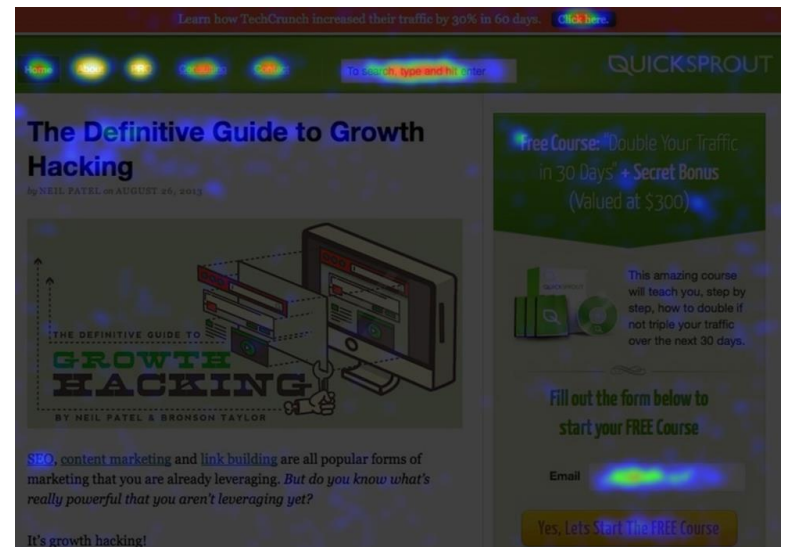
Social Media

- Reach
- Interactions
- Influence
- Referrals
- Conversions



Testing And Conversion Optimization

- A/B and Multivariate Testing
 - Call-to-Action
 - Offer
 - Button Color/Placement
 - Imagery
 - Layout
 - Visual Cues
- Heat Maps
- Usability Study



Armed with Data, Start Planning!

- What is YOUR goal?
- Grow membership by 5%
 - Grow number of new members
 - Increase renewal rates
 - Increase revenues
 - Or a combination of all three!



Armed with Data, Start Planning!

- Example
 - 10,000 members, \$900,000 revenue
 - 3,000 New members a year
 - 70% renewal rate
- To grow by 5%
 - Get 500 extra new members
 - Or increase renewal rates by 3%
 - Or grow revenues by \$45,000



Armed with Data, Start Planning!

NEW MEMBERS

- What will you do to enlist enough new members to grow by the desired rate?
 - An added direct mail campaign?
 - A digital campaign?
 - A new lapsed recapture campaign?
 - A gift membership campaign?



Armed with Data, Start Planning!

NEW MEMBERS

New Members by Source

Source	Number	Percent of Total
Mail	840	26.32%
Gift	185	5.80%
Front Gate	1,260	39.47%
Lapsed Recapture	432	13.53%
Online	150	4.70%
Email	325	10.18%
<i>Total</i>	<i>3,192</i>	<i>100%</i>



Armed with Data, Start Planning!

NEW MEMBERS

New Membership Projections - FY2017

Source	<u>Jul</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTALS</u>
Direct Mail			300	200	100			300	200	100			1,200
On-site Sales	100	100	100	100	100	150	150	100	250	250	250	250	1,900
Events													0
Lapsed Mailings		100	100				100	100					400
Email Campaign	50	50	50	50	50	50	50	50	50	50	50	50	600
Social Media	25	25	25	25	25	25	25	25	25	25	50	50	350
Gift Memberships					75	100			10	10	25	25	245
Online	25	25	25	25	25	25	25	50	50	50	50	50	425
Phone	5	5	5	5	5	5	5	5	10	10	10	10	80
Miscellaneous													0
Total New	205	305	605	405	380	355	355	630	595	495	435	435	5,200



Armed with Data, Start Planning!

RENEW

- Is there anything you can do to increase your current renewal rates?
 - Another mailed renewal reminder to your current mix?
 - Adding more email touches?
 - Develop a first year renewal strategy?



Armed with Data, Start Planning!

RENEWAL RATE CHECKLIST to increase renewal rates

- Reminders sent out on consistent schedule?
- Mailing at least THREE mailed renewal packages?
- Emailing renewals in addition to mailing reminders?
- Targeted Facebook Ads?
- Lapsed member recapture campaigns at least TWICE a year?
 - Including Mailed packages and Emails



Armed with Data, Start Planning!

REVENUES

- To increase revenue, you can increase membership size, increase dues, or both. What is your plan?
- Time for a dues increase?
- Membership Upgrade Campaign
 - Mail
 - Email
 - Phone
 - Facebook ads



Armed with Data, Start Planning!

PLANNING

- Develop your membership projections spreadsheet and run the possible alternatives – THIS will be your membership goal – not a made up number handed to you by someone from above!
- Plan your year campaign by campaign, event by event, quantify what you plan to achieve, month by month



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



Summary

- Plan proactively
- Growth is based on specific activities
 - No magic wands!
- Knowing ALL your numbers is the key!



News and Upcoming Events

Membership Marketing: Strategic Planning for Success

March 9 & 10: Creative Discovery Museum in
Chattanooga, TN



February 15-17: APGA Development & Membership
Symposium 2017 Hosted by the Dallas Zoo

We are a Presenting Sponsor!



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MEMBERSHIP CONSULTANTS

Thank You!!!

You'll receive an email with a link to download the webinar recording and the Making the Grade document

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