



**MEMBERSHIP
CONSULTANTS**
AN OSG COMPANY

Covid-19 Membership Impact Survey Results for Year-End 2020

February 11, 2021



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Q1: What type of organization does your membership serve? Check all that apply.

ANSWER CHOICES	RESPONSES	
Aquarium	7.19%	12
Art Museum	21.56%	36
Association	1.20%	2
Botanical Garden/Arboretum	16.77%	28
Children's Museum	5.99%	10
Conservation/Nature Organization	4.19%	7
History Museum	23.35%	39
Library	1.80%	3
Performing Arts/Cultural Arts	4.79%	8
Science Museum/Center	12.57%	21
Zoo	20.36%	34
Other (please specify)	7.19%	12
Total Respondents: 167		

Q2: Did your organization experience a closure as a result of the Covid-19 pandemic?

ANSWER CHOICES	RESPONSES	
Yes	93.94%	155
No	2.42%	4
Only a partial closure	3.64%	6
TOTAL		165

Q3: What is your institution's current status?

ANSWER CHOICES	RESPONSES	
Closed	33.94%	56
Open	55.15%	91
Partially closed	10.91%	18
TOTAL		165

Q4: How many closures did your institution have during the Covid-19 pandemic?

ANSWER CHOICES	RESPONSES	
0	1.83%	3
1	62.20%	102
2	31.71%	52
3	1.22%	2
4+	3.05%	5
TOTAL		164

Q5: What months did you experience a closure of 1 or more weeks due to the Covid-19 pandemic? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
January	1.83%	3
February	1.83%	3
March	91.46%	150
April	96.95%	159
May	92.68%	152
June	69.51%	114
July	44.51%	73
August	29.88%	49
September	21.34%	35
October	15.24%	25
November	28.05%	46
December	37.20%	61
N/A - we didn't close for more than 1 week	1.22%	2
Total Respondents: 164		

Q6: If you are open or have reopened, what is the attendance capacity that you are currently allowed?

ANSWER CHOICES	RESPONSES	
up to 25%	44.70%	59
26% to 50%	39.39%	52
51% to 75%	9.09%	12
76% to 100%	6.82%	9
TOTAL		132

Q7: Have your attendance numbers been meeting your allowed capacity?

ANSWER CHOICES	RESPONSES	
Yes, most of the time	19.42%	27
Only on weekends	25.90%	36
No	45.32%	63
Not sure	9.35%	13
TOTAL		139

Q8: Comparing membership totals NOW vs same time last year, your membership totals have ...

ANSWER CHOICES	RESPONSES	
Increased from the previous year.	9.38%	15
Decreased from the previous year.	78.13%	125
Stayed the same as the previous year.	5.63%	9
Unsure at this time.	6.88%	11
TOTAL		160

Q9: In comparing membership revenues this year vs last year at this same time, your membership revenues have ...

ANSWER CHOICES	RESPONSES	
Increased over the previous year's revenues.	13.75%	22
Decreased from the previous year's revenues.	71.88%	115
Revenues are about the same as the previous year.	10.00%	16
Unsure at this time.	4.38%	7
TOTAL		160

Q10: Since the arrival of the Covid-19 pandemic, my membership expenditure budget has ...

ANSWER CHOICES	RESPONSES	
Increased.	0.63%	1
Decreased.	51.57%	82
Stayed about the same.	36.48%	58
Unknown at this time.	11.32%	18
TOTAL		159

Q11: How have your membership and development staffs been affected during the Covid 19 pandemic? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
No change in staffing levels.	49.69%	81
Staffing levels have increased.	3.07%	5
Staffing levels have decreased.	31.90%	52
Staff members have been furloughed or laid off.	32.52%	53
Salary cuts have been taken.	17.18%	28
Total Respondents: 163		

Q12: What is the status of any new member acquisition efforts during the Covid-19 pandemic? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
Direct mail campaign continued as planned.	29.45%	43
Direct mail campaign was delayed.	21.23%	31
Direct mail campaign was canceled.	17.12%	25
We had no plans for a direct mail campaign.	26.03%	38
Email acquisition Campaign continued as planned.	48.63%	71
Email acquisition campaign was delayed.	18.49%	27
Email acquisition campaign was canceled.	8.22%	12
We had no plans for an email acquisition campaign.	19.18%	28
Digital acquisition ad campaign continued as planned.	33.56%	49
Digital acquisition ad campaign was delayed.	13.70%	20
Digital acquisition ad campaign was canceled.	6.16%	9
We had no plans for a digital acquisition ad campaign.	32.88%	48
Other (please specify)	10.96%	16
Total Respondents: 146		

Q13: What are your membership marketing plans for Q1 of 2021?

ANSWER CHOICES	RESPONSES	
Lapsed Member campaign	75.74%	103
New Member Acquisition Campaign	58.09%	79
Upgrade Campaign	22.79%	31
Special Appeal	22.06%	30
Year End Annual Fund Appeal	23.53%	32
Gift Membership Campaign	19.85%	27
Other (please specify)	0.00%	0
Total Respondents: 136		

Q14: If you are going to perform any of the campaigns just listed, what channel(s) will you be using?

ANSWER CHOICES	RESPONSES	
Direct Mail	68.38%	93
Email	93.38%	127
Digital or Social Media	74.26%	101
On-site sales	36.76%	50
Telemarketing	8.09%	11
In Person asks	14.71%	20
Other (please specify)	4.41%	6
Total Respondents: 136		

Q15: With respect to renewal notices during the Covid-19, what were/are you able to do during this time? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
Continued renewal notices as usual.	63.83%	90
Continued renewals, but on a limited basis.	13.48%	19
Continued renewals, but only email, not mailed notices.	14.18%	20
Continued renewals, but only mailed notices, no emails.	2.13%	3
Was not able to continue sending renewal notices at all.	5.67%	8
Now that we have reopened, we are back on track with our pre-Covid 19 renewal schedule and renewal touches	17.02%	24
We have reopened, but we are still not up to full speed on renewal notices	5.67%	8
Total Respondents: 141		

Q16: If you have reopened, have you been able to return to previous renewal timing and strategy?

ANSWER CHOICES	RESPONSES	
Yes	65.22%	90
No	10.87%	15
N/A (not opened)	23.91%	33
TOTAL		138

Q17: With respect to renewal revenues during this time, what results are you experiencing so far?

ANSWER CHOICES	RESPONSES	
Increased renewal revenues.	14.79%	21
Decreased renewal revenues.	62.68%	89
No change in renewal revenues.	12.68%	18
Not sure at this time.	9.86%	14
TOTAL		142

Q18: If you have had to close due to the Covid-19 pandemic, or have had to close again, what is your anticipated reopening date?

ANSWER CHOICES	RESPONSES	
We already reopened.	59.86%	85
January 1 - 15	7.04%	10
January 16 - 31	1.41%	2
February 1 - 15	2.82%	4
February 16 - 28	2.11%	3
March 1 - 15	3.52%	5
March 16 - 31	0.70%	1
April or later	7.75%	11
Unsure at this time.	14.79%	21
TOTAL		142

Q19: Have you asked your members, donors or prospects to give in a special appeal during this time? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
Yes, via direct mail.	59.03%	85
Yes, via email.	75.69%	109
Yes, via a digital, social media campaign.	54.86%	79
Yes via Giving Tuesday.	45.83%	66
Not yet, but we will.	0.69%	1
Not yet, but not sure we will.	9.03%	13
Total Respondents: 144		

Q20: Has the Membership Department been involved in planning for a reopening?

ANSWER CHOICES	RESPONSES	
Yes	72.03%	103
No	16.78%	24
I don't know	4.90%	7
Other (please specify)	9.09%	13
Total Respondents: 143		

Q21: If you have been involved in that planning, what steps will your organization be taking? (Check all that apply.)

ANSWER CHOICES	RESPONSES	
Offering special member only hours or opening days.	56.80%	71
Requiring members to have reserved entry times.	65.60%	82
Timed tickets for visitors.	72.00%	90
Limiting number of visitors.	83.20%	104
Ensuring special safety measures like social distancing, staff with gloves and masks, special cleaning measures, etc.	94.40%	118
Requiring masks for all visitors.	85.60%	107
Other (please specify)	11.20%	14
Total Respondents: 125		

Q22: During this time of the Covid-19 closure, how have you handled communications with members and others?

ANSWER CHOICES	RESPONSES	
Communicated on our usual schedule	27.59%	40
Increased the frequency of communications	62.76%	91
Decreased the frequency of communications	9.66%	14
TOTAL		145

Q23: Have you or will you be offering members additional months of membership?

ANSWER CHOICES	RESPONSES	
Yes, one extra month	3.50%	5
Yes, two extra months	11.89%	17
Yes, three additional months	21.68%	31
Yes, four additional months	7.69%	11
Yes, five or more additional months	5.59%	8
Yes, but it varies	24.48%	35
No	18.18%	26
Not sure at this time	6.99%	10
TOTAL		143

Q24: Have you added any membership benefits or online offerings as a result of the Covid-19 closures and challenges?
(Check all that apply.)

ANSWER CHOICES	RESPONSES	
Virtual tours, behind the scenes experiences	50.78%	65
Daily or weekly collection highlights	25.00%	32
Online programs, lectures or content	67.19%	86
Members days or early entry once reopened	37.50%	48
Educational programs for children	46.88%	60
Entertaining and engaging social media posts	60.16%	77
Other (please specify)	9.38%	12
Total Respondents: 128		

Q25: If you have reopened, will you be continuing enhanced communications and virtual offerings you may have started during the closure?

ANSWER CHOICES	RESPONSES	
Yes	45.97%	57
No	1.61%	2
Some but not all	39.52%	49
Not sure at this time	12.10%	15
Other	0.81%	1
TOTAL		124

Q26: Have you resumed hosting any events at your institution?

ANSWER CHOICES	RESPONSES	
Yes, we've resumed in-person events (no virtual events)	0.00%	0
Yes, we've resumed some events in-person and some virtual events	34.72%	50
Yes, but all events are virtual	24.31%	35
No, all events are postponed or canceled	36.11%	52
N/A	4.86%	7
TOTAL		144

Q27: In 2021, I anticipate being able to ... (Check all that apply.)

ANSWER CHOICES	RESPONSES	
Attend membership/association conferences in other cities.	4.79%	7
Attend membership/association conferences within driving distance.	5.48%	8
Attend virtual membership/association conferences.	57.53%	84
Participate in webinars.	82.19%	120
I cannot attend conferences.	11.64%	17
Our travel and conference attendance budgets have been frozen.	26.03%	38
I am not sure at this time.	16.44%	24
Other (please specify)	4.11%	6
Total Respondents: 146		

Q28: How many members does your organization have?

ANSWER CHOICES	RESPONSES	
Under 5,000	54.42%	80
5,000 to 10,000	19.05%	28
10,001 to 25,000	13.61%	20
25,001 to 50,000	6.80%	10
over 50,000	6.12%	9
TOTAL		147

Q29: What is your geographic location?

ANSWER CHOICES	RESPONSES	
Northeastern US	12.41%	18
East Coast US	8.28%	12
Southeastern US	20.00%	29
Midwestern US	23.45%	34
Mountain States US	4.14%	6
Southwestern US	9.66%	14
West Coast US	19.31%	28
National	0.69%	1
International	2.07%	3
TOTAL		145

Recommendations

- Return to your previous renewal strategy; consider adding more touches or added touches
- Perform lapsed member recapture efforts – mail, email, phone, digital
- Resume acquisition efforts – direct mail for season or special exhibits, combine with email and digital campaigns
- Mail and email visitor registration contacts
- Resume on-site sales efforts (safely) that may have been abandoned during reopening months
- Continue with any efforts or intentions to increase dues
- Continue virtual offerings, include in membership benefits, if possible
- Maintain internal relationships built during Covid closures at your institutions

Questions?



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Please participate in the next
Pulse of Membership survey –
coming very soon!

We need your data to share with the Membership community!

Take care and be well!

