

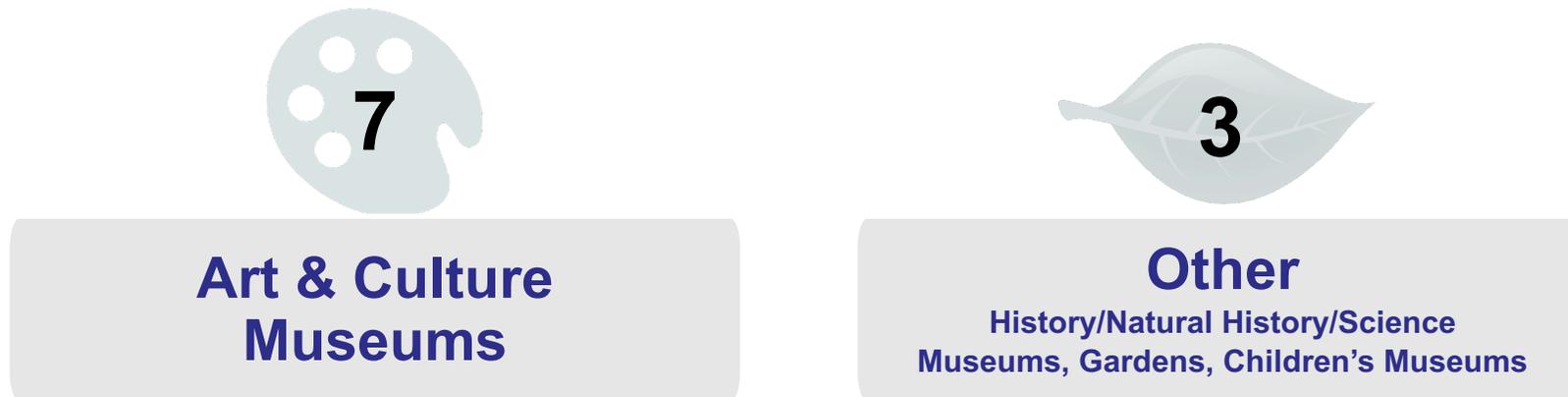
# Daniller + Company COVID-19 Renewal Project: Third Report

**Meredith McPhail**  
**Director of Analytics + Business Development**  
**[MMcPhail@Daniller.com](mailto:MMcPhail@Daniller.com)**

**September 18, 2020**

# Daniller + Company COVID-19 Renewal Project

A total of **10** visitor-based organizations participated in Daniller + Company's **third** round of the renewal performance assessment



None of the participants this round indicated that they suspended their renewals.

This report only includes data submitted in the third round. This round does not include any new participants, however, not all participated in both prior rounds.

# Daniller + Company COVID-19 Renewal Project

## Overall trends across participating visitor-based organizations

	Jan – Aug 2019	Jan – Aug 2020
Total gifts received:	57,543	50,426
Total income received:	\$5,554,876	\$4,544,572
Average gift:	\$97	\$90

For the first **eight months** of the calendar year:

- Gifts are down **12%**
- Income is down **18%**
- Average gift is down **6.6%**

# Daniller + Company COVID-19 Renewal Project

## How COVID-19 Reversed Trends:

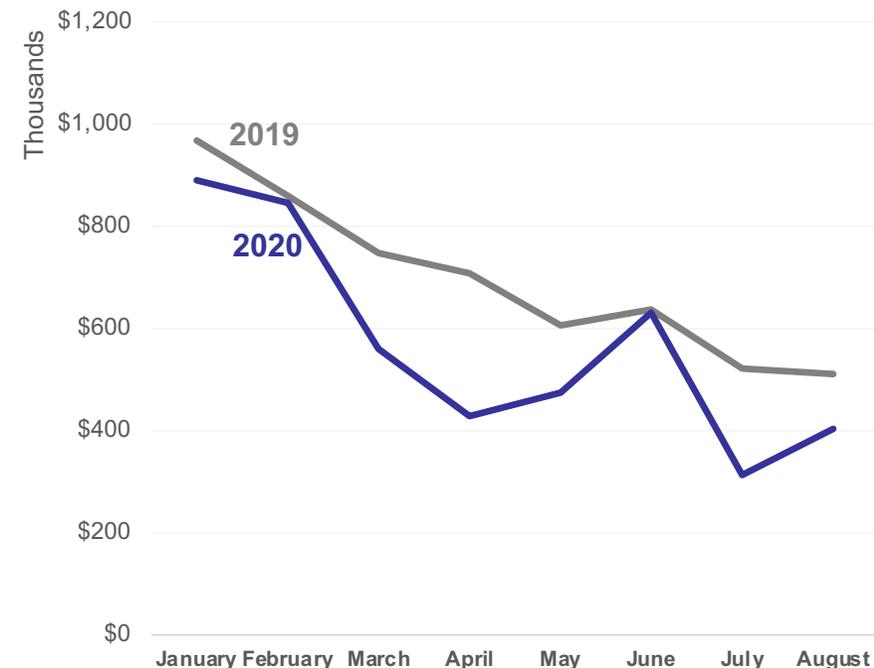
**Most organizations performed similarly** in 2020 as in 2019 until COVID. **Renewal income appears to recover more recently**, though results are mixed as some organizations automatically extended memberships to account for closure, leading to fewer members in the renewal cycle.

	Jan – Feb 2019	Jan – Feb 2020
Total income received:	\$1,826,711	\$1,735,567
		5% <i>lower</i> in 2020 than in 2019

	Mar – Apr 2019	Mar – Apr 2020
Total income received:	\$1,454,683	\$987,985
		32% <i>lower</i> in 2020 than in 2019

	May – Jun 2019	May – Jun 2020
Total income received:	\$1,241,926	\$1,104,795
		11% <i>lower</i> in 2020 than in 2019

	Jul – Aug 2019	Jul – Aug 2020
Total income received:	\$1,031,557	\$716,224
		31% <i>lower</i> in 2020 than in 2019

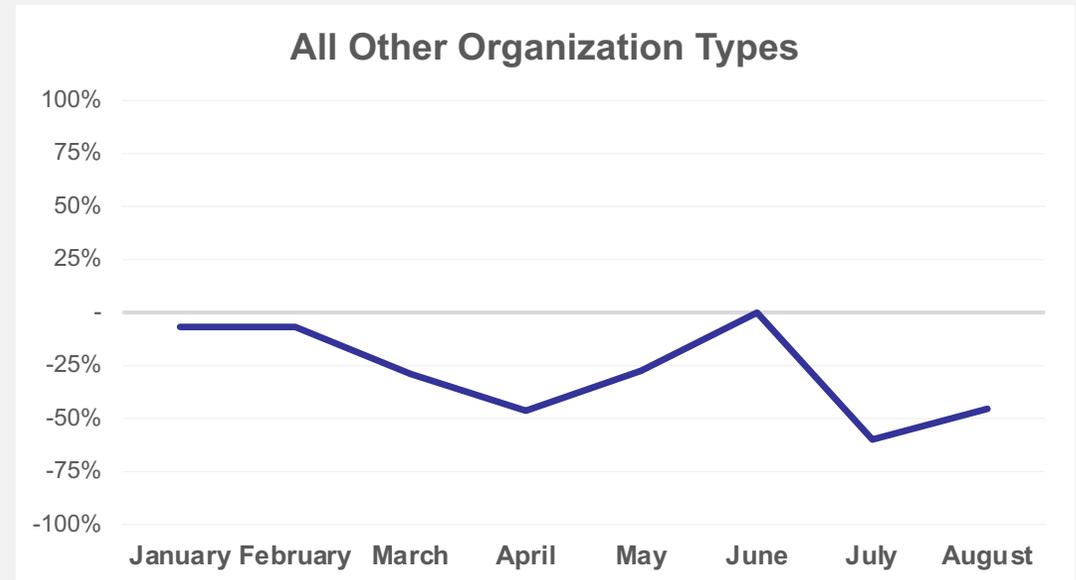
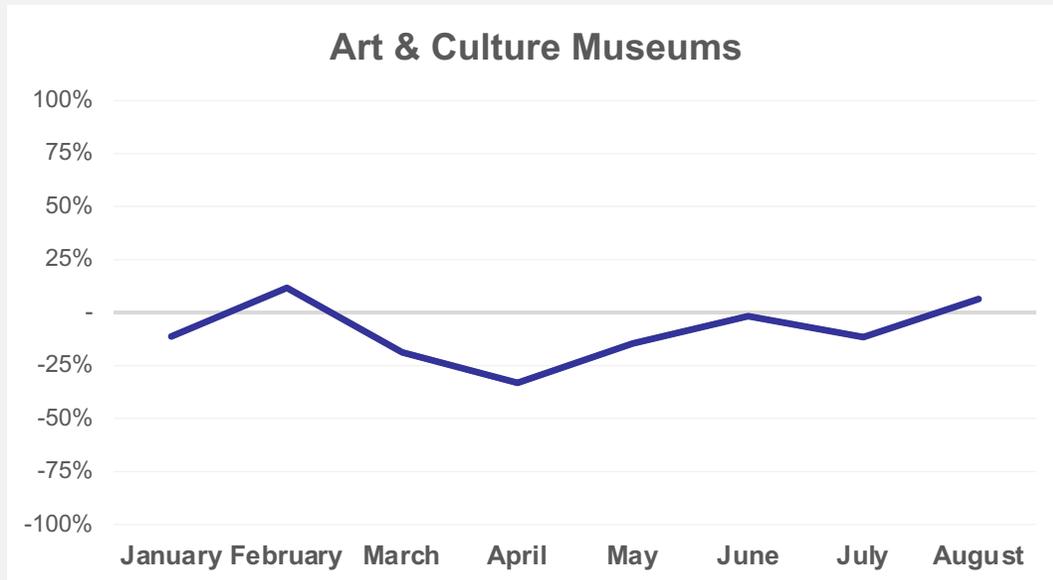


# Daniller + Company COVID-19 Renewal Project

## How COVID-19 Impacted Different Organization Types:

**COVID initially impacted organization types similarly**; more recently, many **Art & Culture museums performed similarly to 2019**. As organizations reopen, other factors impact renewal performance, including membership extensions to account for closure and changes to membership programs planned prior to COVID.

### Year-over-year Percent Change in Income (2020 to 2019)



# Daniller + Company COVID-19 Renewal Project

## Key Takeaways:

- The initial impact of the COVID-19 outbreak depressed renewal income. As members adjust to new social-distance best practices in public, renewal income results are still reflecting volatility.
- Some organizations have reopened with limited capacity and timed entry, which appears to coincide with a “return to normal” renewal income for some.
- Other organizations have additional factors influencing recent renewal performance, including automatic membership extensions to account for closure months; such extensions will necessarily decrease renewal income as fewer members are expiring.
- Caution should be exercised in interpreting these results as we saw a wide variation in impact across organizations, and 2019 renewal performance may not be representative of some organizations’ typical renewal performance.
- It is encouraging to see improvements for many organizations; we hope that as members adjust to the new social distance practices, and slowly return to visiting, that renewal income will stabilize.