Savvy Ways to Maximize Member Retention and Income

Tuesday, October 24, 2023

REBUILDING COMMUNITIES
American Museum Membership Conference • Houston, TX • Oct 23–26, 2023

Introductions

- **Sara Jane Fogarty**
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- **Maggie Lee**
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- **Tyler Begneaud**
  Guest and Member Relations Manager
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THE BARNES FOUNDATION



Session Overview

- Importance of Renewals
- Elements for a Successful Renewal Program
- Understanding Your Results
- Case Study: The Barnes Foundation
- Case Study: Scott Family Amazeum
- Questions

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Importance of Renewals

Renewals are Key to Program Success

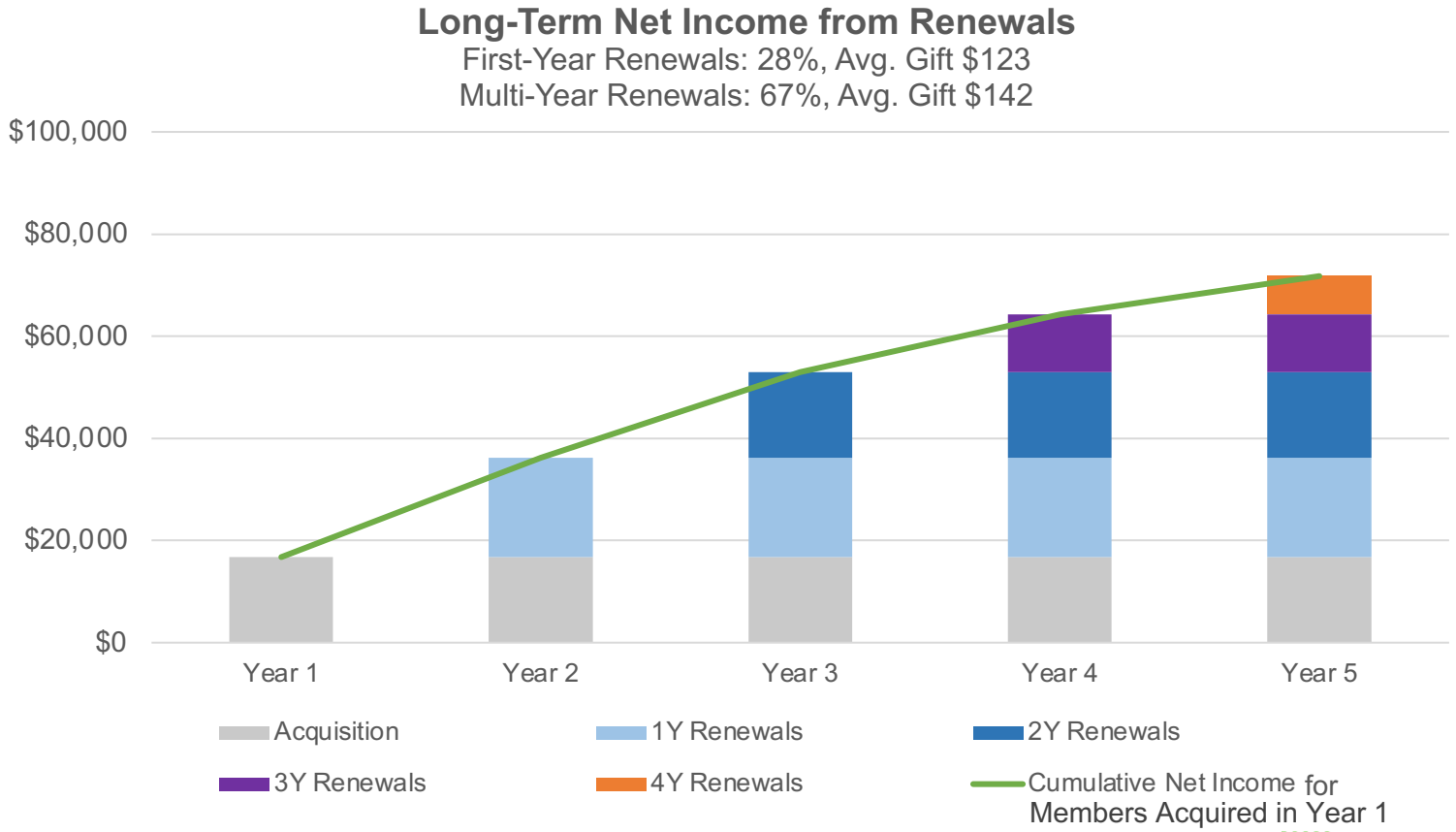
Renewals are the backbone of membership programs and a critical source of revenue.

Renewals provide:

- Unrestricted operating funds
- Consistent income throughout fiscal year
- High return on investment
- Grassroots support
- Upgrades + indicator of higher-level potential

Taking the time to analyze your renewal results and adjust your strategy is one of the most important things you can do to **engage and retain your members** and **maximize revenue.**

Renewals Have Long-Term Financial Impact

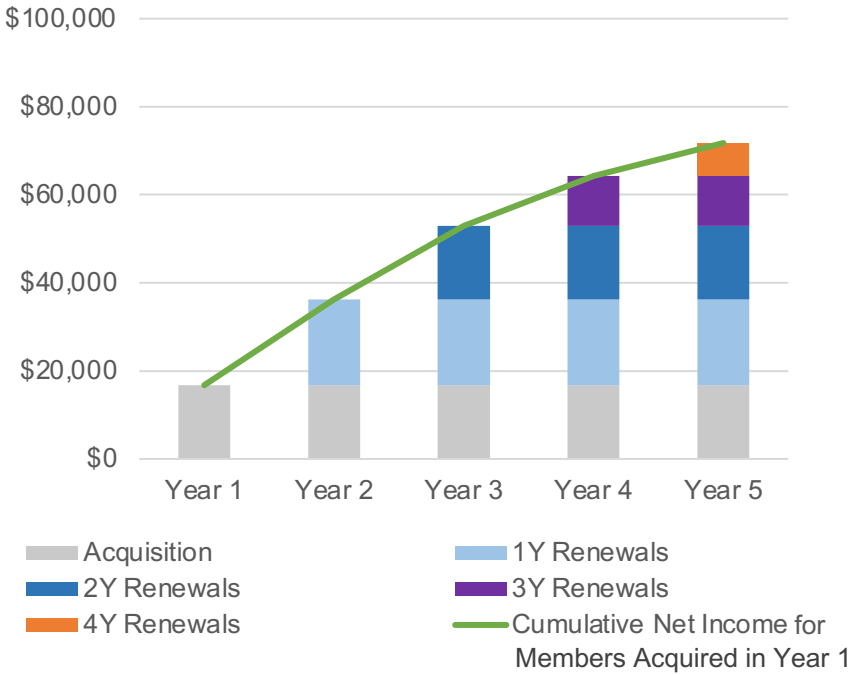


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Strong Retention Drives Long-Term Value

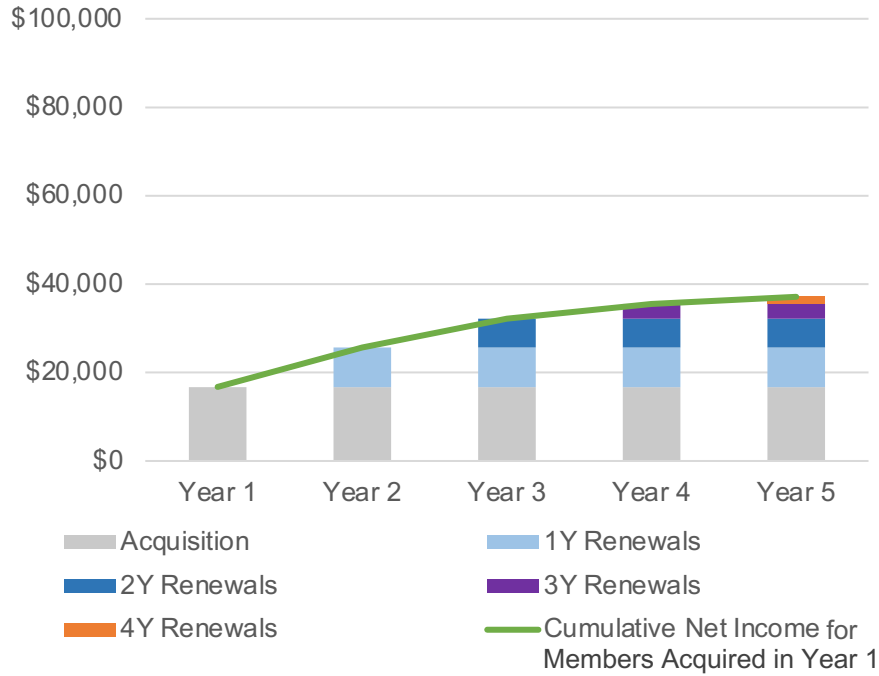
Long-Term Net Income from Renewals

First-Year Renewals: 28%, Avg. Gift $123
Multi-Year Renewals: 67%, Avg. Gift $142



Long-Term Net Income from Renewals

First-Year Renewals: 15%, Avg. Gift $123
Multi-Year Renewals: 50%, Avg. Gift $142



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Elements for Successful Renewals

Key Components for Renewal Success



Cadence & Schedule

Multichannel Approach





Offers & Timing

Creative & Copy





Analysis

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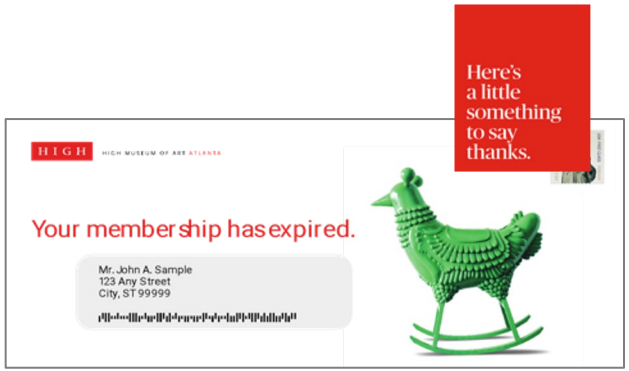
Cadence & Schedule: Consistency is Key!

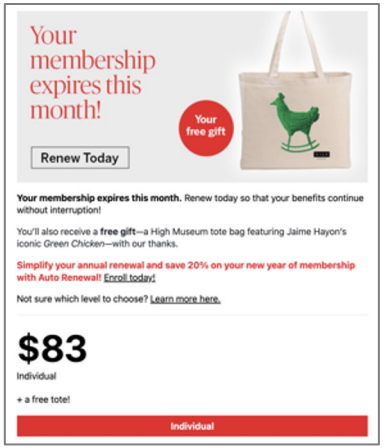
- **A major part of renewal success stems from simply getting your renewal reminders out the door every month.**
- **Develop and hone your renewal schedule.**
  - Renewals are typically sent monthly with timing based on expiration date.
  - The first touchpoint is often sent 2–3 months before expiration, with 2–3 notices sent after expiration.
- **How many notices should you send?**
  - Determine the ROI of each reminder and continue it as long as it is profitable.
  - It's easier and more cost effective to retain a current or recently lapsed member, than it is to acquire a new member.
- **Stick to your schedule!**

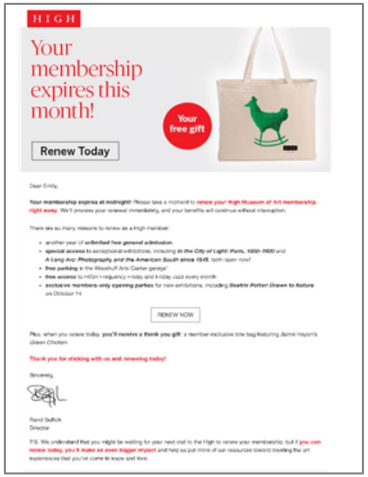
		Content Updated	*Files Prepared*	*Renewal Drop Date*	*Mid-Month Email*	*End of Month Email*
Drop 1 - July 2023						
eRenewal 0 (email only)	*Nov 23 Expires*	6/01/23	6/09/23	**7/06/23**		7/31/23
Renewal 1	*Sep 23 Expires*				7/13/23	
Renewal 2	*Aug 23 Expires*					
Renewal 3	*July 23 Expires*				7/13/23	7/31/23
Renewal 4	*May 23 Expires*				7/13/23	

Multichannel Approach: Make it Easy to Renew

- **Reach your members in multiple ways!**
- **Provide easy ways to respond: mail, phone, online, and onsite.**
- **Make it easy for your members to renew online:** limit the number of pages and fields required, acknowledge the member's place in the renewal cycle, use engaging copy and graphics, and highlight any special offers.
- **Consider auto renewal.**





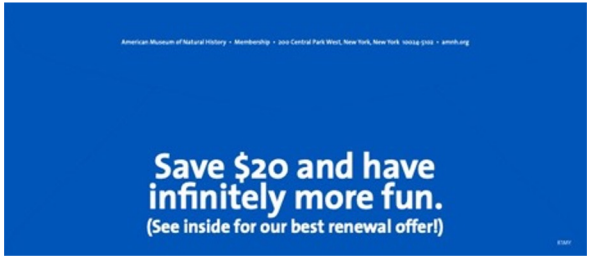


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Offers and Timing

- **Consider offers that incentivize members to renew, upgrade, and visit.**
  - Think about what your members value most.
- **Strategically time offers based on your goals.**
  - On-time renewals? Include your best offers in months prior to expiration.
  - Upgrades? Add special offers to encourage members to advance to higher levels.
  - Interested in growing your auto renewal program? Consider a one-time special offer for members who enroll.
- **Use segmentation** to make the best offers for at-risk groups.
- **Feature special offers prominently** in direct mail notices and across channels.





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Creative and Copy

When developing your renewal series:

- Lean on your institution's brand and personality. If you have a membership brand, use it!
- Design to attract attention and drive response.
- Vary messaging to ensure recipients know they're receiving something new with each notice.
- Use direct response best practices like repetition and bolding to highlight key messages and generate excitement.
- Focus on the member experience and remind them of their strong and happy relationship with your organization.

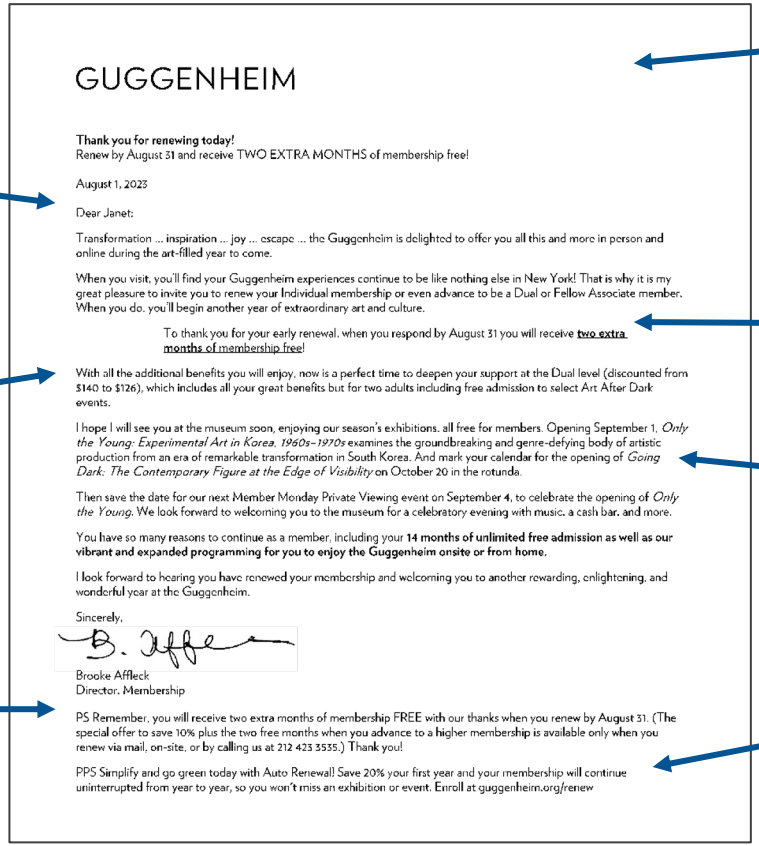






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Renewal Creative and Copy: Letters



GUGGENHEIM

Thank you for renewing today!
Renew by August 31 and receive TWO EXTRA MONTHS of membership free!

August 1, 2023

Dear Janet:

Transformation ... inspiration ... joy ... escape ... the Guggenheim is delighted to offer you all this and more in person and online during the art-filled year to come.

When you visit, you'll find your Guggenheim experiences continue to be like nothing else in New York! That is why it is my great pleasure to invite you to renew your Individual membership or even advance to be a Dual or Fellow Associate member. When you do, you'll begin another year of extraordinary art and culture.

To thank you for your early renewal, when you respond by August 31 you will receive **two extra months of membership free!**

With all the additional benefits you will enjoy, now is a perfect time to deepen your support at the Dual level (discounted from $140 to $126), which includes all your great benefits but for two adults including free admission to select Art After Dark events.

I hope I will see you at the museum soon, enjoying our season's exhibitions, all free for members. Opening September 1, *Only the Young: Experimental Art in Korea, 1960s–1970s* examines the groundbreaking and genre-defying body of artistic production from an era of remarkable transformation in South Korea. And mark your calendar for the opening of *Going Dark: The Contemporary Figure at the Edge of Visibility* on October 20 in the rotunda.

Then save the date for our next Member Monday Private Viewing event on September 4, to celebrate the opening of *Only the Young*. We look forward to welcoming you to the museum for a celebratory evening with music, a cash bar, and more.

You have so many reasons to continue as a member, including your **14 months of unlimited free admission as well as our vibrant and expanded programming for you to enjoy the Guggenheim onsite or from home.**

I look forward to hearing you have renewed your membership and welcoming you to another rewarding, enlightening, and wonderful year at the Guggenheim.

Sincerely,

Brooke Affleck
Director, Membership

PS Remember, you will receive two extra months of membership FREE with our thanks when you renew by August 31. (The special offer to save 10% plus the two free months when you advance to a higher membership is available only when you renew via mail, on-site, or by calling us at 212 423 3535.) Thank you!

PPS Simplify and go green today with Auto Renewal! Save 20% your first year and your membership will continue uninterrupted from year to year, so you won't miss an exhibition or event. Enroll at guggenheim.org/renew

Personalize!

Variable ask based on current level

Repeat offer and deadline

Messaging is warm and friendly, with thanks for members' support

Motivating offer

Timely content focused on what the member will experience when they renew

Highlight **auto renewal** and online giving

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Renewal Creative and Copy: Reply Form

Special offer and deadline featured prominently

Variable ask amounts based on member level

Yes line changes with every notice



Highlight **auto renewal**

Include Member ID and appeal code for **tracking**

Highlight **online giving**

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Renewal Creative and Copy: Emails

- Use **similar messaging, design, and tone** as direct mail package.
- **Reinforce key messages and offers** from the mailed series.
- **Personalize** to the recipient.
- Link only to the renewal landing page, and do so multiple times!
- Include a prominent **call-to-action** button.
- **Optimize for mobile.**
- Create a sense of **urgency**—last chance and deadline driven emails are great performers.
- **Test!**



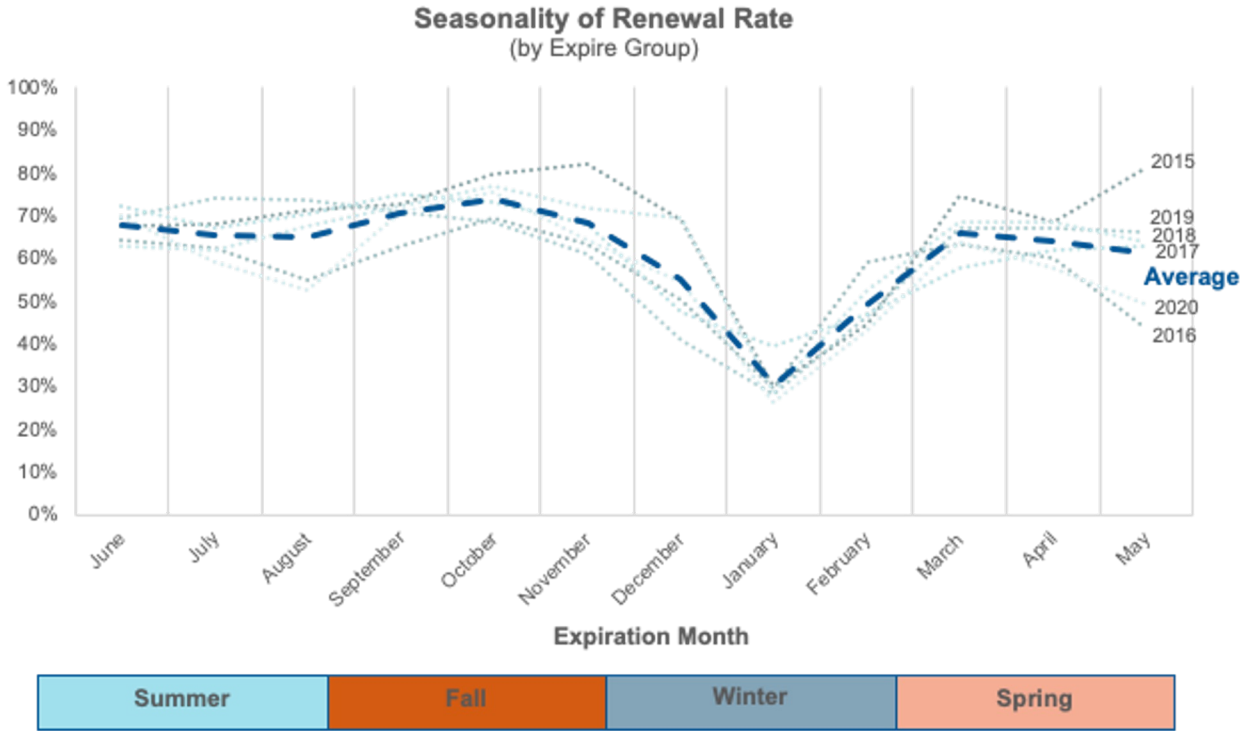
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Understanding Your Results

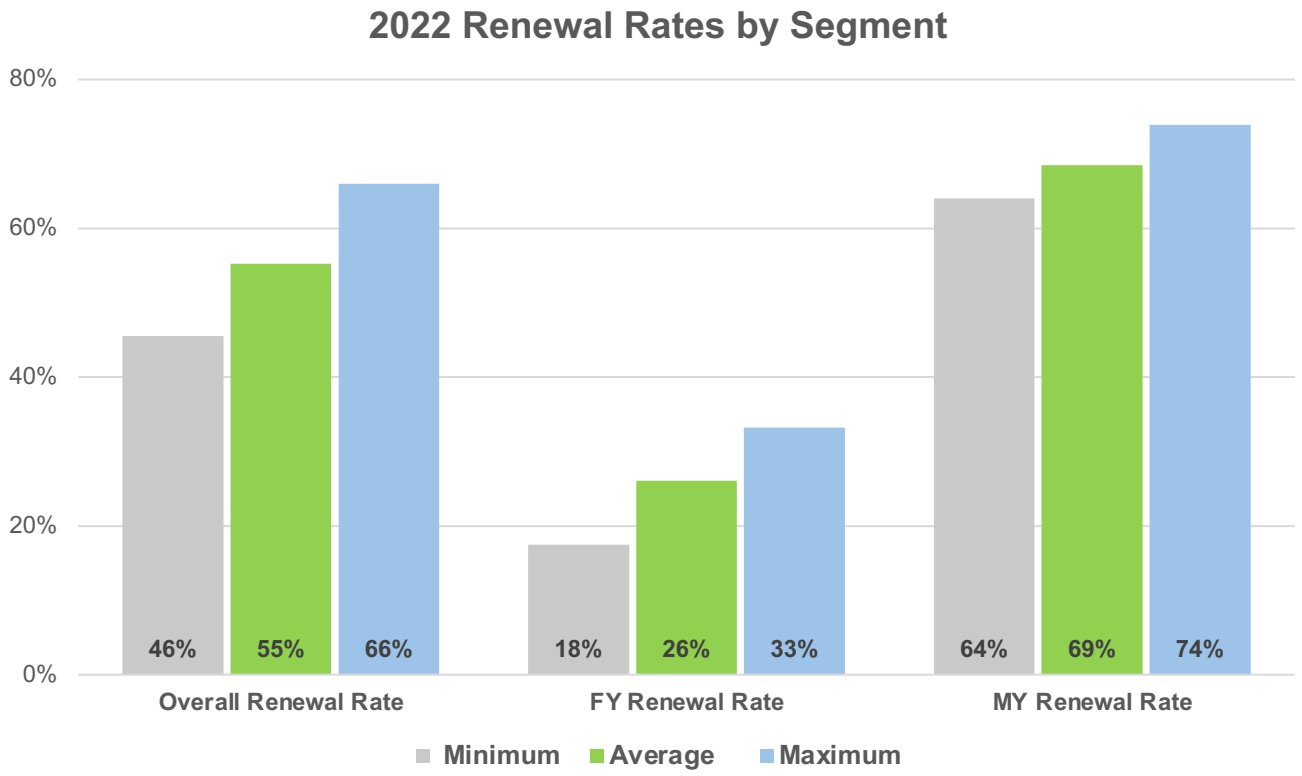
5 Renewal Numbers to Know

- What is my overall renewal rate?
- What is my first-year vs. multi-year member renewal rate?
- How does each renewal notice (mail and email) perform?
- What is my average renewal gift?
- How does each expire group perform? (Do you experience seasonality?)



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Renewal Rates by Segment



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The Barnes Foundation

- Founded by Albert C. Barnes in 1922; moved to the Benjamin Franklin Parkway in Philadelphia in 2012

- Home to one of the world's finest collections of impressionist, post-impressionist, and modern paintings—displayed alongside African, Asian, ancient, and medieval art as well as metalwork, furniture, and decorative art

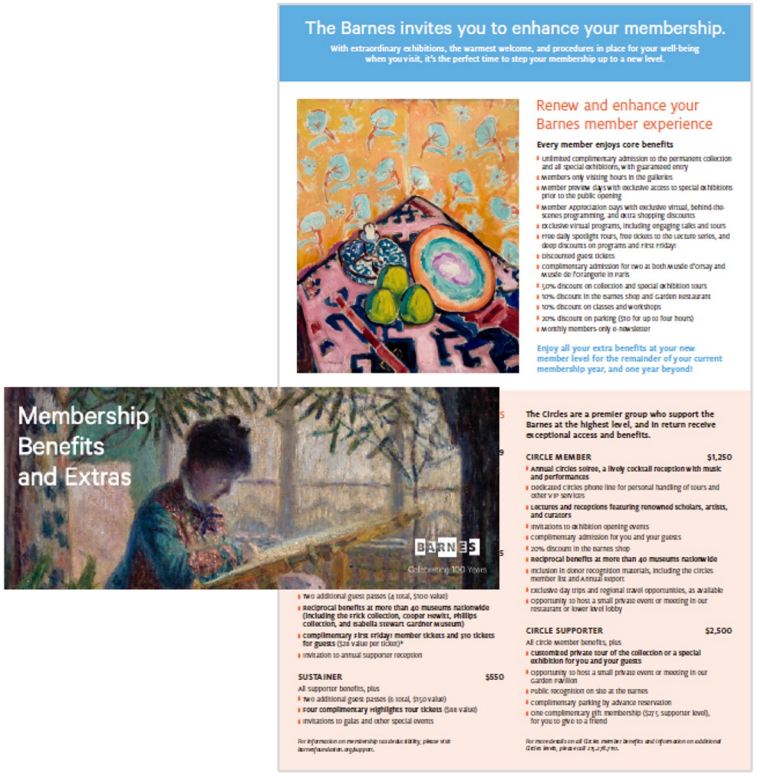


The Barnes Foundation

- 16,000 Member Households
  - Calculated as Active + 8 Months Lapsed
- 5 General Membership Categories ($75 - $550)
- Benefits Include:
  - Unlimited Admission ($25 Tickets)
  - Free and Discounted Tours
  - Exclusive Member Programs
  - Discounts on Events, Classes, Shop, and Dining
- Renewal Rate: 57%



Starting with an Upgrade Invite



- Upgrade notices are sent every month to kick off the renewal cycle
- Mailed 3 months before expiration
- We offer a 10% discount and to start the higher level right away
- **9% of renewals are upgrades**

Upgrade to Circles

- Our highest-level members ($550 annually) are sent an invitation to upgrade into our Circles Membership program, with annual dues starting at $1,250.
- This letter focuses on the way in which Circles member dues support critical work at the Barnes and highlights special event invitations.



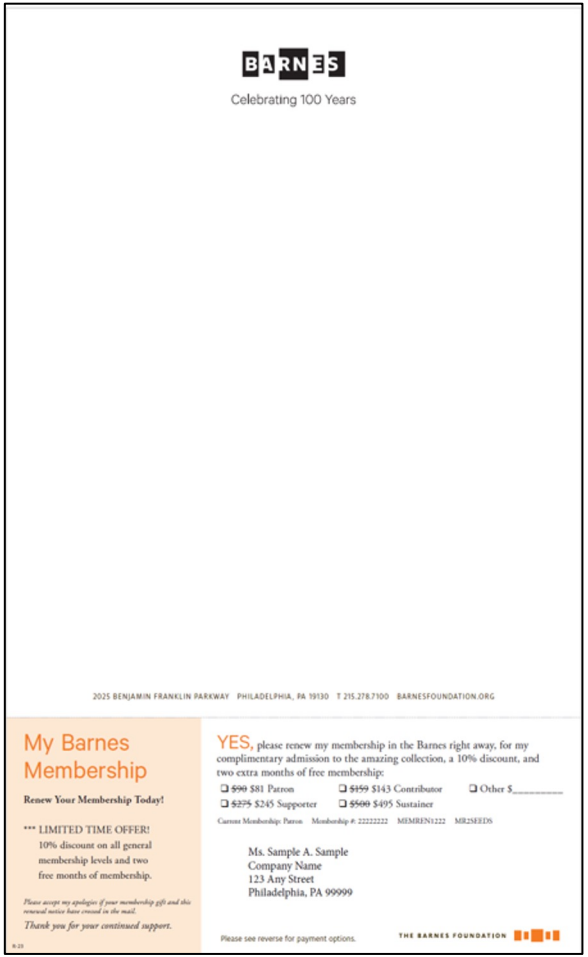
The Renewal Cycle



- Renewal notices begin 2 months before expiration through 2 months after expiration. Members receive 1 letter and 1-2 emails in that month mirroring the letter message
- **Total Notices:** 6 letters and 7 emails
- Renewal letters are a mix of support and benefit-driven motivations

Renewal Letters

- We use the same renewal letterhead for all notices with new letters and dynamic content on the reply device at the bottom, which allows us to print in bulk and save costs.
- Copy is updated every month to include upcoming exhibitions and member previews.



BARNES

Celebrating 100 Years

2025 BENJAMIN FRANKLIN PARKWAY PHILADELPHIA, PA 19130 T 215.278.7100 BARNESFOUNDATION.ORG

My Barnes Membership

Renew Your Membership Today!

*** LIMITED TIME OFFER!
10% discount on all general membership levels and two free months of membership.

Please accept my apologies if your membership gift and this renewal notice have crossed in the mail.

Thank you for your continued support.

YES, please renew my membership in the Barnes right away, for my complimentary admission to the amazing collection, a 10% discount, and two extra months of free membership:

❑ ~~$90~~ $81 Patron ❑ ~~$159~~ $143 Contributor ❑ Other $_____

❑ ~~$275~~ $245 Supporter ❑ ~~$500~~ $495 Sustainer

Current Membership: Patron Membership #: 22222222 MEMREN1222 MR2SEEDS

Ms. Sample A. Sample
Company Name
123 Any Street
Philadelphia, PA 99999

Please see reverse for payment options.

THE BARNES FOUNDATION



Renew, Enhance, and Enjoy Your Barnes Membership

Benefits for Every Member

- **Unlimited complimentary admission to the permanent collection and all special exhibitions, with guaranteed entry**
- **Members-only visiting hours in the galleries**
- **Member preview days with access to special exhibitions prior to the public opening**
- **Exclusive virtual programs, including engaging talks and tours**
- **Special discounts and early sign-ups for innovative, new art history courses**
- **Free daily Spotlight Tours, free tickets to the Lecture series, and deep discounts on programs and First Friday!**
- **Discounted guest tickets**
- **Member Appreciation Days with behind-the-scenes programming and extra shopping discounts**
- **Complimentary admission for two at both Musée d'Orsay and Musée de l'Orangerie in Paris**
- **50% discount on collection and special exhibition tours**
- **10% discount in the Barnes Shop and Garden Restaurant**
- **10% discount on classes and workshops**
- **20% discount on parking ($10 for up to four hours)**
- **Monthly members-only e-newsletter**

PATRON $90

All general membership benefits for one adult, plus

- Two complimentary guest passes to share the Barnes with family and friends ($50 value)
- **$15 guest tickets to the collection and special exhibitions** (maximum 8 per visit, $25 value per ticket)
- **$10 First Friday! member tickets for you and your guests** (maximum 8 per event, $28 value per ticket)

CONTRIBUTOR $159

All general membership benefits for two adults and all children under 18 in your household, plus

- Two complimentary guest passes to share the Barnes with family and friends ($50 value)
- **$10 guest tickets to the collection and special exhibitions** (maximum 8 per visit, $25 value per ticket)
- **$10 First Friday! member tickets for you and your guests** (maximum 8 per event, $28 value per ticket)

SUPPORTER $275

All Contributor benefits, plus

- Two additional guest passes (4 total, $100 value)
- **Reciprocal benefits at more than 40 museums nationwide (including the Frick Collection, Isabella Stewart Gardner Museum, and Norton Museum of Art)**
- **Complimentary First Friday! member tickets and $10 tickets for guests** ($28 value per ticket)
- Invitation to annual Supporter reception

SUSTAINER $550

All Supporter benefits, plus

- Two additional guest passes (6 total, $150 value)
- **Four complimentary Highlights Tour tickets** (up to a $180 value)
- Invitations to galas and other special events

The Circles are a premier group who support the Barnes at the highest level, and in return receive exceptional access and benefits.

CIRCLE MEMBER $1,250

- **Annual Circles Soirée, a lively cocktail reception with music and performances**
- Dedicated Circles phone line for personal handling of tours and other VIP services
- **Lectures and receptions featuring renowned scholars, artists, and curators**
- Invitations to exhibition opening events
- Complimentary admission for you and your guests
- 20% discount in the Barnes Shop
- **Reciprocal benefits at more than 400 museums nationwide (including the Frick Collection, Isabella Stewart Gardner Museum, and Norton Museum of Art)**
- Inclusion in donor recognition materials, including the Circles member list and Annual Report
- Exclusive day trips and regional travel opportunities, as available
- Opportunity to host a small private event or meeting in our restaurant or lower level lobby

CIRCLE SUPPORTER $2,500

All Circle Member benefits, plus

- **Customized private tour of the collection or a special exhibition for you and your guests**
- Opportunity to host a small private event or meeting in our Garden Pavilion
- Public recognition on site at the Barnes
- Complimentary parking by advance reservation
- One complimentary gift membership ($275 Supporter level), for you to give to a friend

For more details on all Circles member benefits and information on additional Circles levels, please call 215.278.7100.

For information on membership tax deductibility, please visit barnesfoundation.org/support.

Reply Today

1 ONLINE barnesfoundation.org/renew 2 MAIL in the enclosed envelope 3 CALL US 215.278.7100 4 ONSITE with Barnes Staff

Method of Payment

❑ Check, made payable to **The Barnes Foundation**

❑ Please charge $_____ to my:*

❑ Mastercard ❑ VISA ❑ American Express ❑ Discover

Credit Card Number

Exp. Date

Name on Card (Please print)

Signature

* ❑ To honor the 100th anniversary of the Barnes's founding, I'd like to make an additional gift of:

❑ $100 or ❑ My choice $_____

Stay Connected

Keep up with Barnes news, programs, and special offers. Sign up for our monthly e-newsletter!

(By providing your email, you are allowing us to communicate with you in this way. Our email lists are never shared or sold.)

Email

Cell Phone

Home Phone

❑ My company, _____, matches my contributions and I have included a matching gift form.

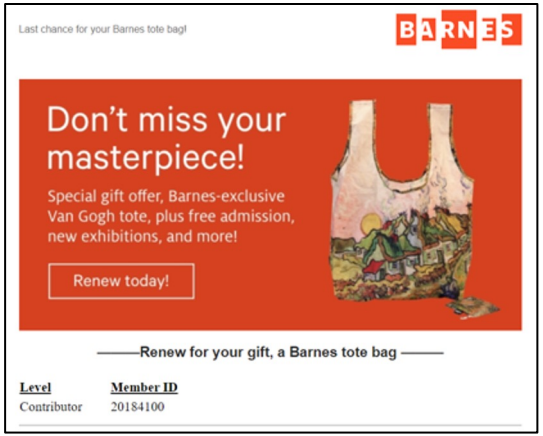
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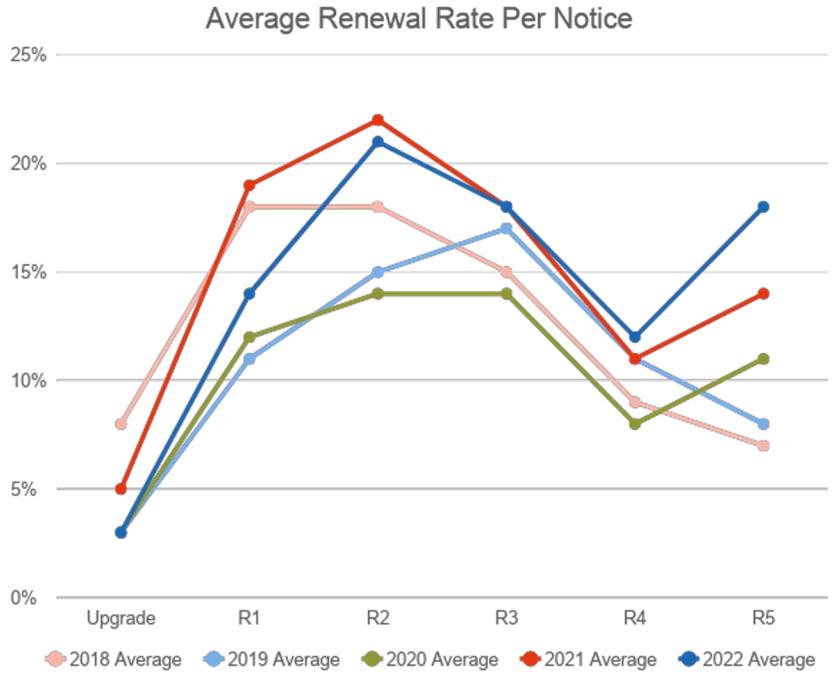
Thank you for your support!

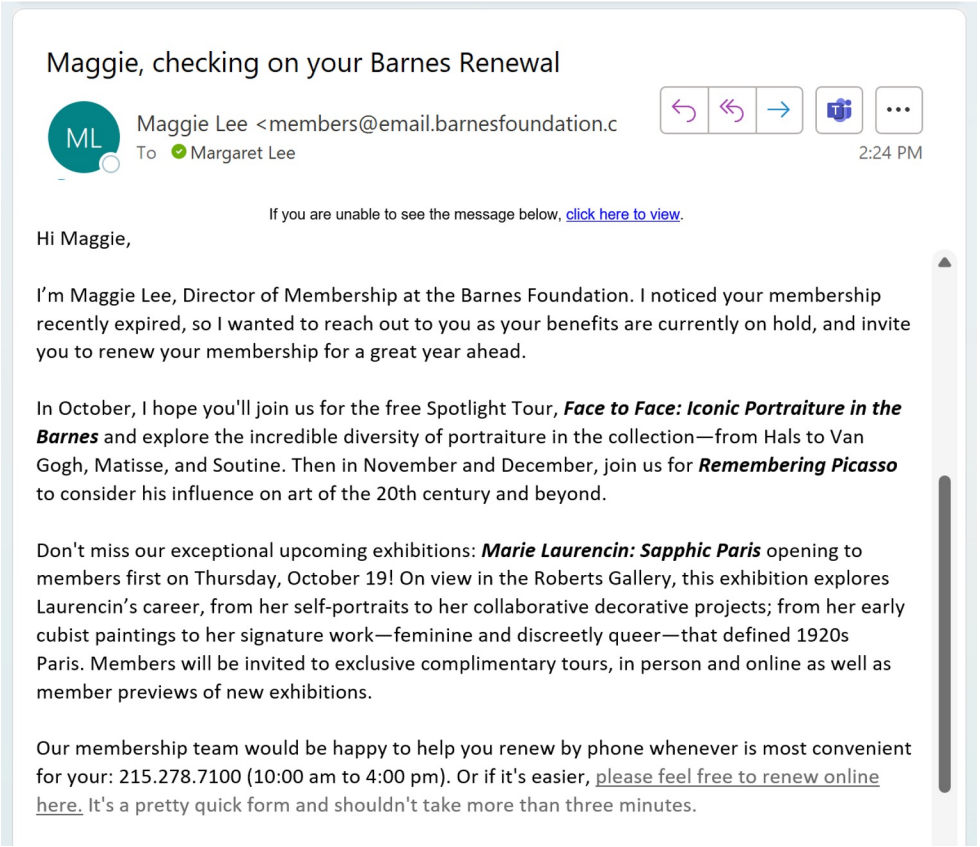
❑ I would like more information on including the Barnes Foundation in my estate plan.

Incentivizing Renewals

- **R1 & R2:** 10% discount + 2 extra months
- **R3:** Gift (currently a tote bag)
- **R4:** 2 extra guest passes
- **R5:** 10% off







Maggie, checking on your Barnes Renewal

ML

Maggie Lee <members@email.barnesfoundation.c

To Margaret Lee

2:24 PM

If you are unable to see the message below, click here to view.

Hi Maggie,

I'm Maggie Lee, Director of Membership at the Barnes Foundation. I noticed your membership recently expired, so I wanted to reach out to you as your benefits are currently on hold, and invite you to renew your membership for a great year ahead.

In October, I hope you'll join us for the free Spotlight Tour, ***Face to Face: Iconic Portraiture in the Barnes*** and explore the incredible diversity of portraiture in the collection—from Hals to Van Gogh, Matisse, and Soutine. Then in November and December, join us for ***Remembering Picasso*** to consider his influence on art of the 20th century and beyond.

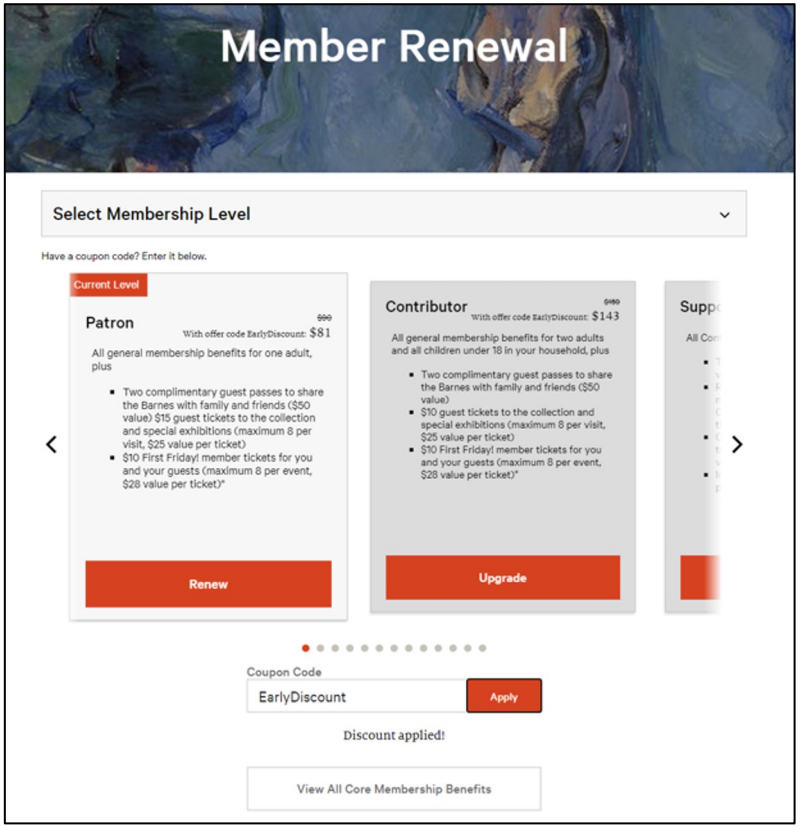
Don't miss our exceptional upcoming exhibitions: ***Marie Laurencin: Sapphic Paris*** opening to members first on Thursday, October 19! On view in the Roberts Gallery, this exhibition explores Laurencin's career, from her self-portraits to her collaborative decorative projects; from her early cubist paintings to her signature work—feminine and discreetly queer—that defined 1920s Paris. Members will be invited to exclusive complimentary tours, in person and online as well as member previews of new exhibitions.

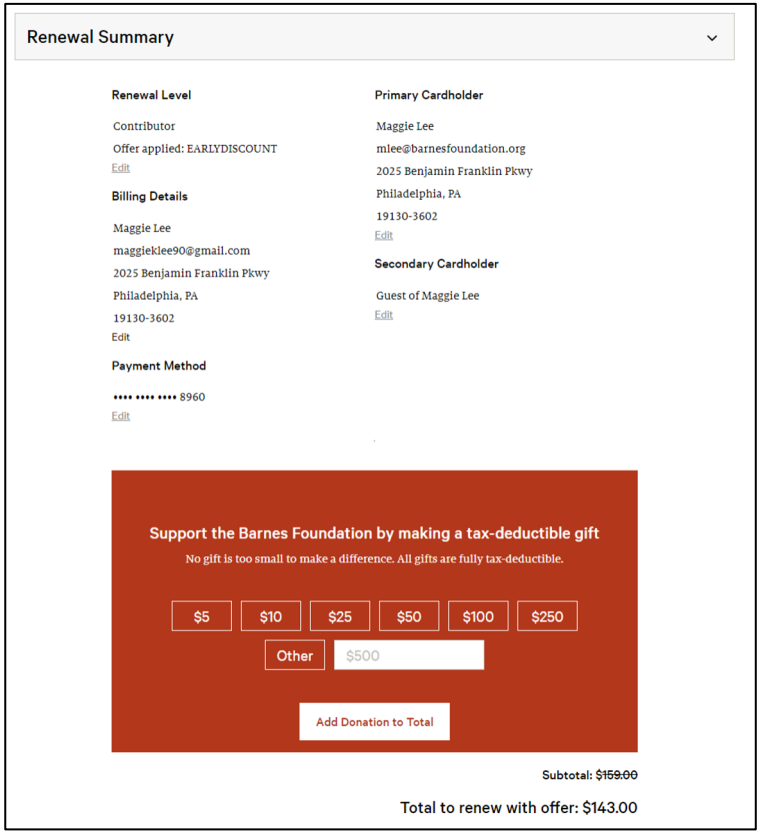
Our membership team would be happy to help you renew by phone whenever is most convenient for your: 215.278.7100 (10:00 am to 4:00 pm). Or if it's easier, please feel free to renew online here. It's a pretty quick form and shouldn't take more than three minutes.

Renewal Email 4

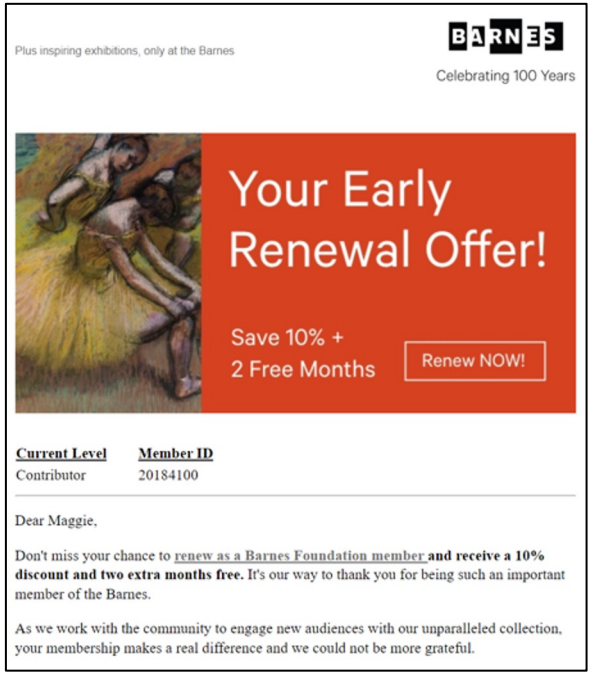
- The emailed R4 has our lowest revenue response rate of all notices.
- The format is a personalized note checking in with the member.

Customized Renewal Pages





Renewal Cadence:
December 2023 Expiration Group



Plus inspiring exhibitions, only at the Barnes

BARNES

Celebrating 100 Years

Your Early Renewal Offer!

Save 10% + 2 Free Months

Renew NOW!

Current Level	Member ID
Contributor	20184100

Dear Maggie,

Don't miss your chance to renew as a Barnes Foundation member **and receive a 10% discount and two extra months free.** It's our way to thank you for being such an important member of the Barnes.

As we work with the community to engage new audiences with our unparalleled collection, your membership makes a real difference and we could not be more grateful.

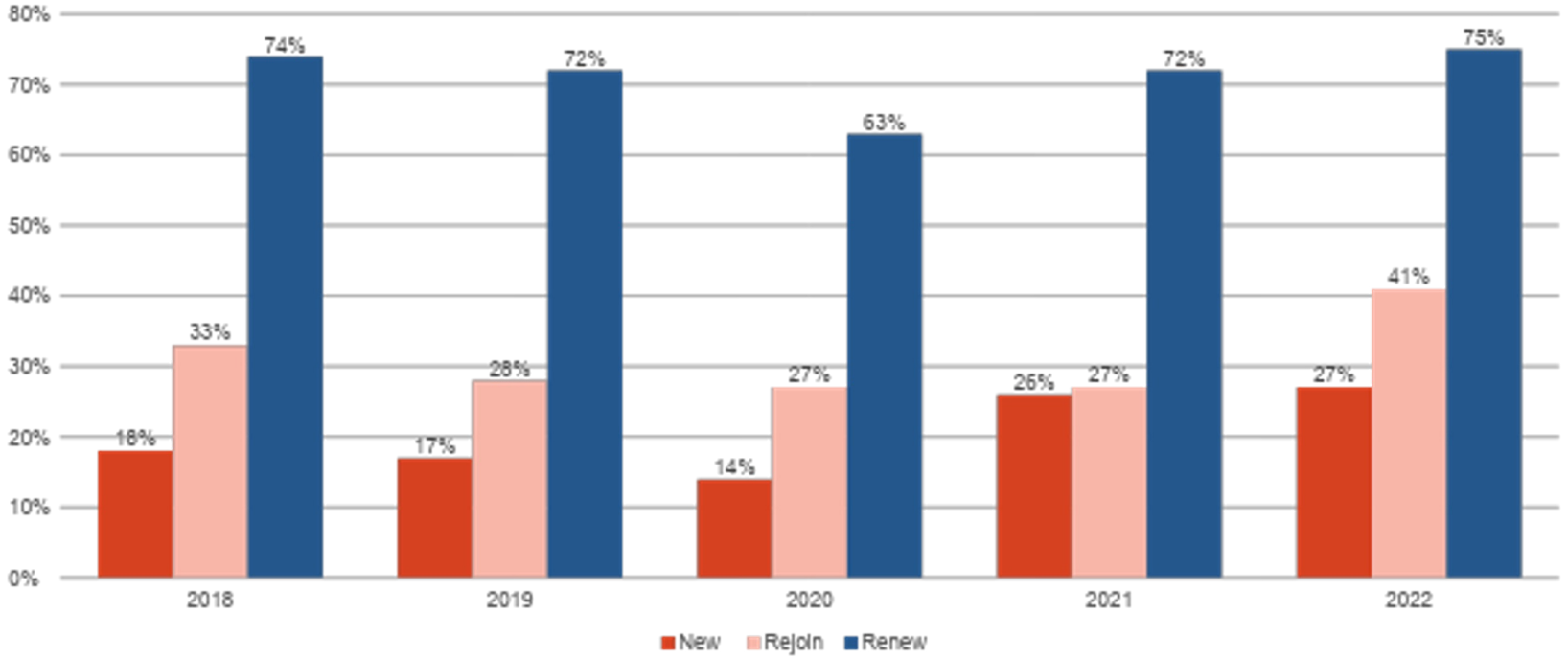
- September:
  - Upgrade Letter
- October
  - 1st Renewal Letter
  - Email 1
- November
  - 2nd Renewal Letter
  - Emails 2 and 2.5
- December
  - 3rd Renewal Letter
  - Email 3 and 3.5
- January
  - 4th Renewal Letter
  - Email 4
- February
  - 5th Renewal Letter
  - Email 5

Watching Unsubscribes

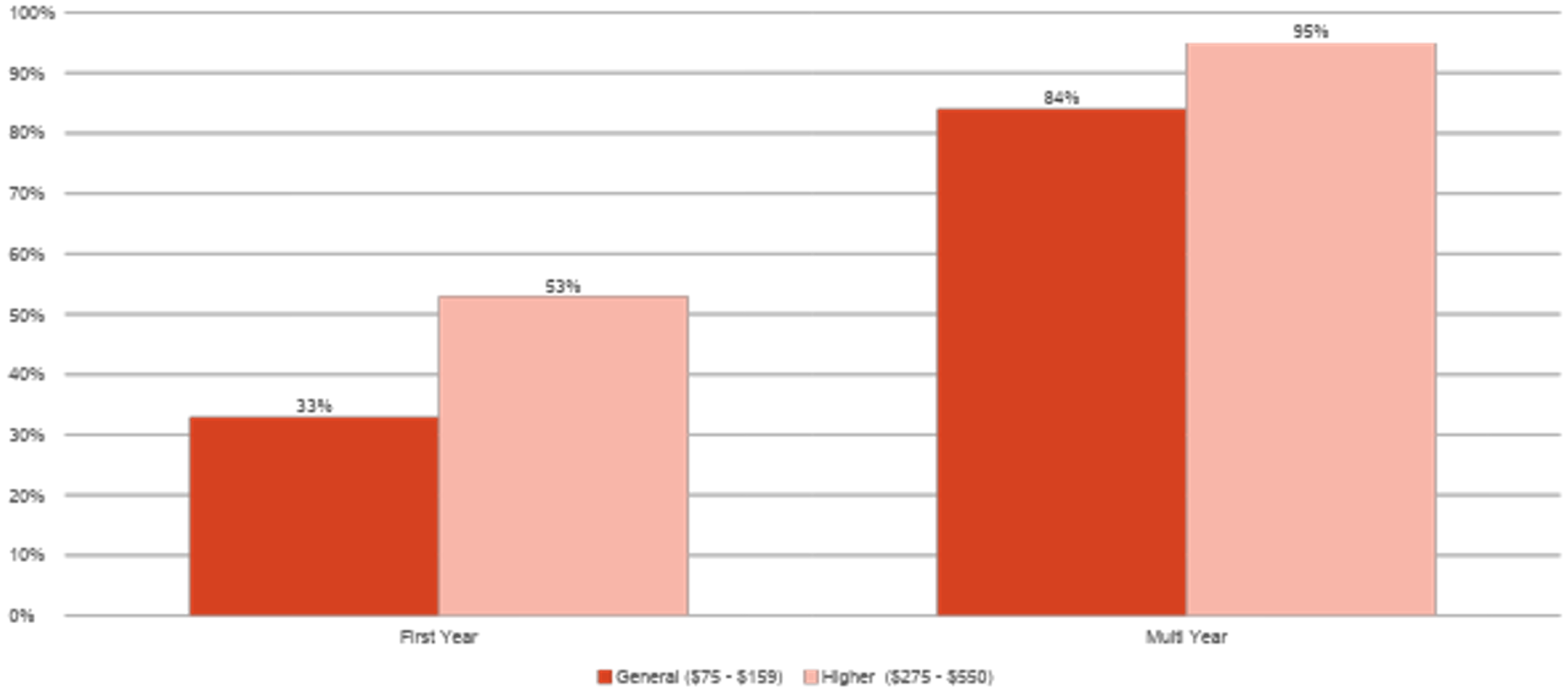
- Month by month and notice by notice, we look at email engagement rates
- Unsubscribes are right at or below industry average, which shows that members may not always renew but they aren't opting out of email communication

Barnes vs Benchmarks Email Metrics				
	Open Rate	Click Rate	Response Rate	Unsubscribe Rate
2021	35.52%	6.17%	2.62%	0.13%
2022	46.07%	4.53%	2.06%	0.13%
2022 Cultural Benchmark	28%	1.50%	0.17%	0.14%

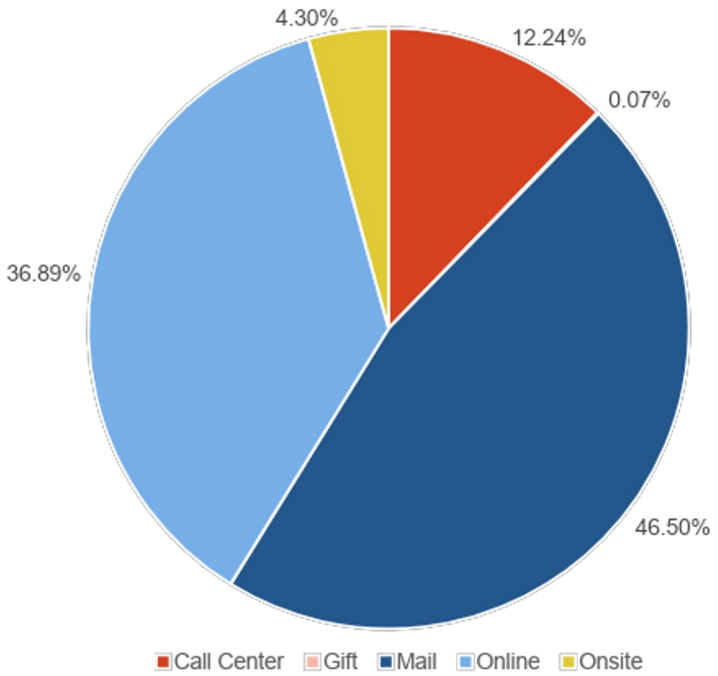
Tracking Renewal by Segment



Tracking Renewal by Member Level



Renewal Channels



- Most of our renewals are sent via mail, though the online segment has been steadily increasing.
- Our sales team process both onsite and call center membership sales and receive individual monthly incentives.

Return on Investment

- Cost per mailing: $1.50
- Cost per response: $11.11
- ROI for series: $15.35
- 2022 Acquisition ROI: $1.22

Cost includes strategy & design with Daniller + Co., bulk printing of materials, monthly printing at a mail house and co-mingled postage.



Additional Renewal Opportunities

- Renewal cycle calls: friendly call from our internal customer service team to encourage visit, event registration, renewals with an invitation to renew on the phone

- New Member Orientation: monthly orientations for new members




Thank you!



Scott Family Amazeum Membership Renewals

Bentonville, Arkansas

About the Amazeum

- Interactive museum for children and families
- ~ 225,000 guests each year
- ~ 5,300 member households
- ~ 54% renewal rate
- Admissions and Membership merged in 2022



Membership Levels

- Family $115
- Premier Family $165
- Wonder $300
- Discover $500
- Explore $1,000









Original Renewal Series



Original Renewal Series

- 2 months before expiration month: Email
- 1 months before expiration month: Letter
- Month of expiration: Letter and email





Original Renewal Series

- Approximately 15% of members renewed before expiration date
  - Small number of renewal touchpoints
  - There was not a consistent incentive for renewing on time
  - Creative design did not represent the bright Amazeum brand
  - Renewal letters did not encourage upgrades or feature personalized visitation data

New Renewal Series



New Renewal Series

Communications

- Renewal letter at the start of the month
- Emails
  - Middle of the month
  - 2 at the end of the month

Renewal Notice	Offer
R1 - Two months before expiration	$15 discount
R2 - One month before expiration	$10 discount
R3 - Month of expiration	Guest pass for two
R4 - One month after expiration	Free gift

Scott Family AMAZEUM MEMBERSHIP

Non Profit Org
US Postage PAID
Fayetteville, AR
Permit No 1

LOOK inside
for great reasons
to **RENEW!**



MEMBERSHIP RENEWAL

Scott Family Amazeum
1009 Museum Way • Bentonville, Arkansas 72712
amazeum.org

RENEW TODAY
and **save $15**
on another year
OF FREE ADMISSION.
(It's our best offer, ever!)

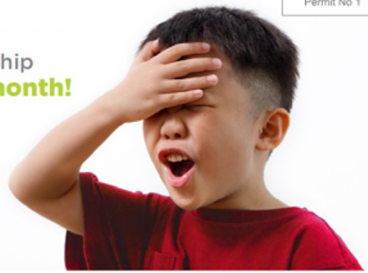


R1-O

Scott Family AMAZEUM MEMBERSHIP

Non Profit Org
US Postage PAID
Fayetteville, AR
Permit No 1

OH NO!
Your membership
expires **this month!**

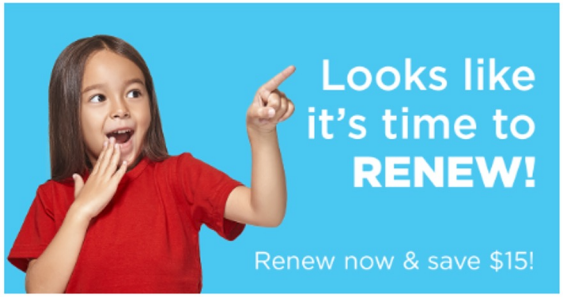


Scott Family Amazeum
1009 Museum Way • Bentonville, Arkansas 72712
amazeum.org



RENEW TODAY
AND BRING TWO GUESTS,
FREE!

R3-O



Dear Fabulous Members,

YOU are the reason the Amazeum is our region's best place for families to connect with creativity, curiosity, and community. Thank you!

It's my pleasure to invite you to renew your membership and keep creating and learning with us for another year of fun! To show our appreciation for your support, we're happy to offer you a **$15 discount** when you renew your membership by November 30.

Renew Now

With your $15 discount, the Premier Family level is ~~**$465**~~ **$150.** You will enjoy benefits for up to six members, and your FREE Guest Pass allows you to bring one guest for free every time you visit!

Thank you,

Tyler Begneaud
Guest and Member Relations Manager

P.S. Save $15 on the Family or Premier Family membership level when you renew today.

P.P.S. Your renewal date will be extended a year from 1/31/23 & you'll save money!

Amazeum Membership | 479-696-9280 x202 | www.amazeum.org | membership@amazeum.org

STAY CONNECTED



Dear Member Family,

As a member, you know there's something new to discover every time you visit the Scott Family Amazeum.

Members like you are the reason why the museum is a vital part of our community, and we want to give you the chance to share the Amazeum with friends!

Your membership expires at the end of this month, and we want to make it as easy as possible for you to renew and keep your benefits active and ready to use on your next visit.

That's why we recently mailed you **a one-time guest pass. Renew your membership today and bring TWO friends to enjoy the Amazeum for free.**

I hope you'll respond quickly because your Scott Family Amazeum membership expires this month!

Renew Now

We look forward to seeing you soon!

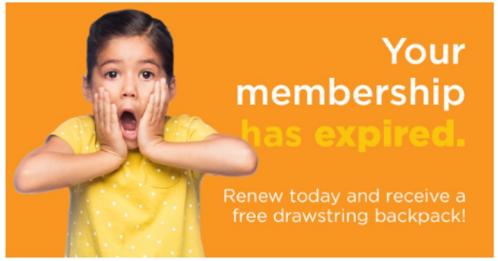
Thank you,

Tyler

Tyler Begneaud
Membership Manager

Amazeum Membership | 479-696-9280 x202 | www.amazeum.org | membership@amazeum.org

STAY CONNECTED



Dear Fabulous Members,

Your Scott Family Amazeum membership expired on September 30, and we miss you already!

And you're missing out on a year of FREE ADMISSION and benefits at our region's best place for families to connect with creativity, curiosity, and community!

There are so many reasons to renew as an Amazeum member today, including:

- Free admission at over 350 museums across the country
- **Member programming** such as members-only hours and exhibit previews
- Early registration and discounts for camps and workshops

Please log on to your account & renew today, and we'll say "thank you, and welcome back" with a special gift, an Amazeum string backpack.

Renew Now

Your membership support means the world to us. I hope you'll renew today and enjoy another zingtastic year of fun and learning at Amazeum.

Thanks for your membership,

Thank you,

Tyler Begneaud
Guest and Member Relations Manager

P.S. Your support means so much to everyone here. I hope you'll renew and visit soon!

P.P.S. Show your active membership card at Curiosity Corner, our museum store, on your next visit to pick up your free gift.

Amazeum Membership | 479-696-9280 x202 | www.amazeum.org | membership@amazeum.org

STAY CONNECTED

Admissions + Membership

- 2 hours of Membership “classroom training”
- Large focus of training is on renewals
- Actively reminds members of renewal offers during check-in





Upgrades

- Encourage upgrades to the next level in renewal letters
- Added a $300 level in 2022 to help make the jump to donor level memberships

When you upgrade to the Premier Family level, you'll receive free admission for six family members and one guest per visit as well as 50% off admission at more than 200 children's museums around the country!

I would also like to invite you to make a greater impact on our community by becoming a Wonder level Contributing Member for $300 ($135 tax-deductible).

As a Contributing Member, you receive early access to Adult Night ticket sales, summer camp priority early member registration, donor recognition, and more! Your extra support helps us build a community where everyone has access to learning experiences infused with science and the arts.



Visitation Data

Congratulations!
You used your membership
7 times this year.
That's $135.00 in savings!

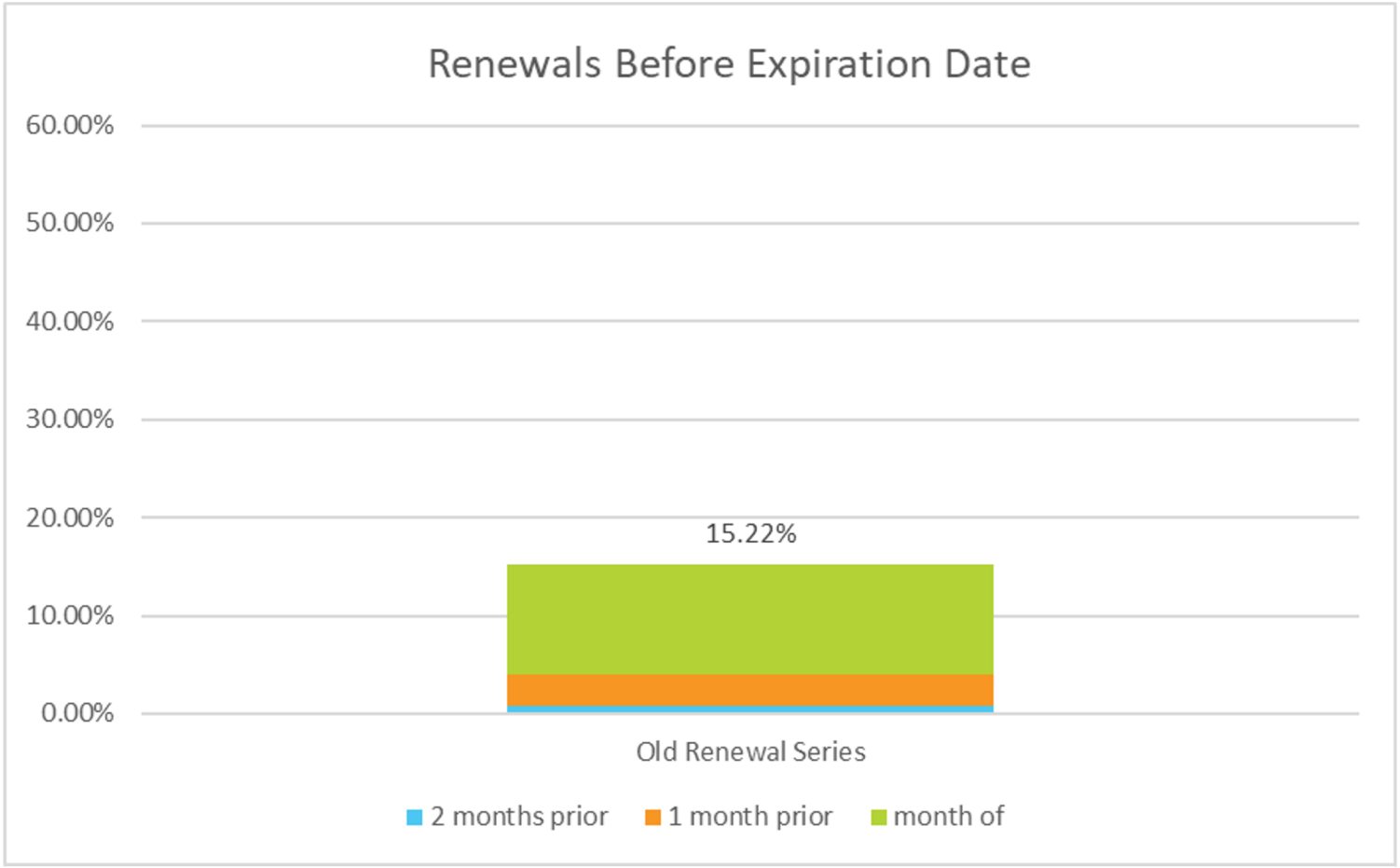
R1: With variable visitation data

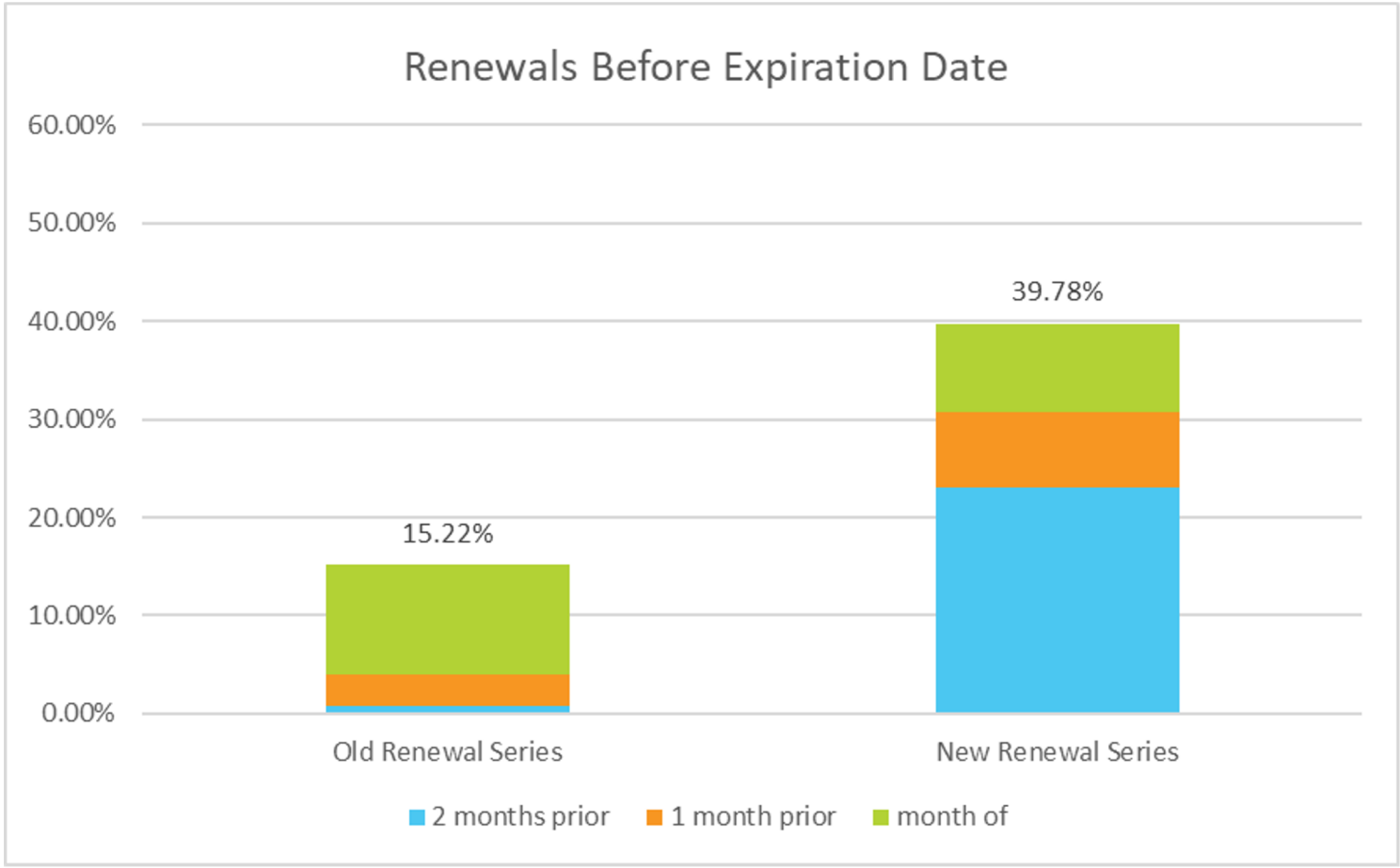
Renew today and save $15!

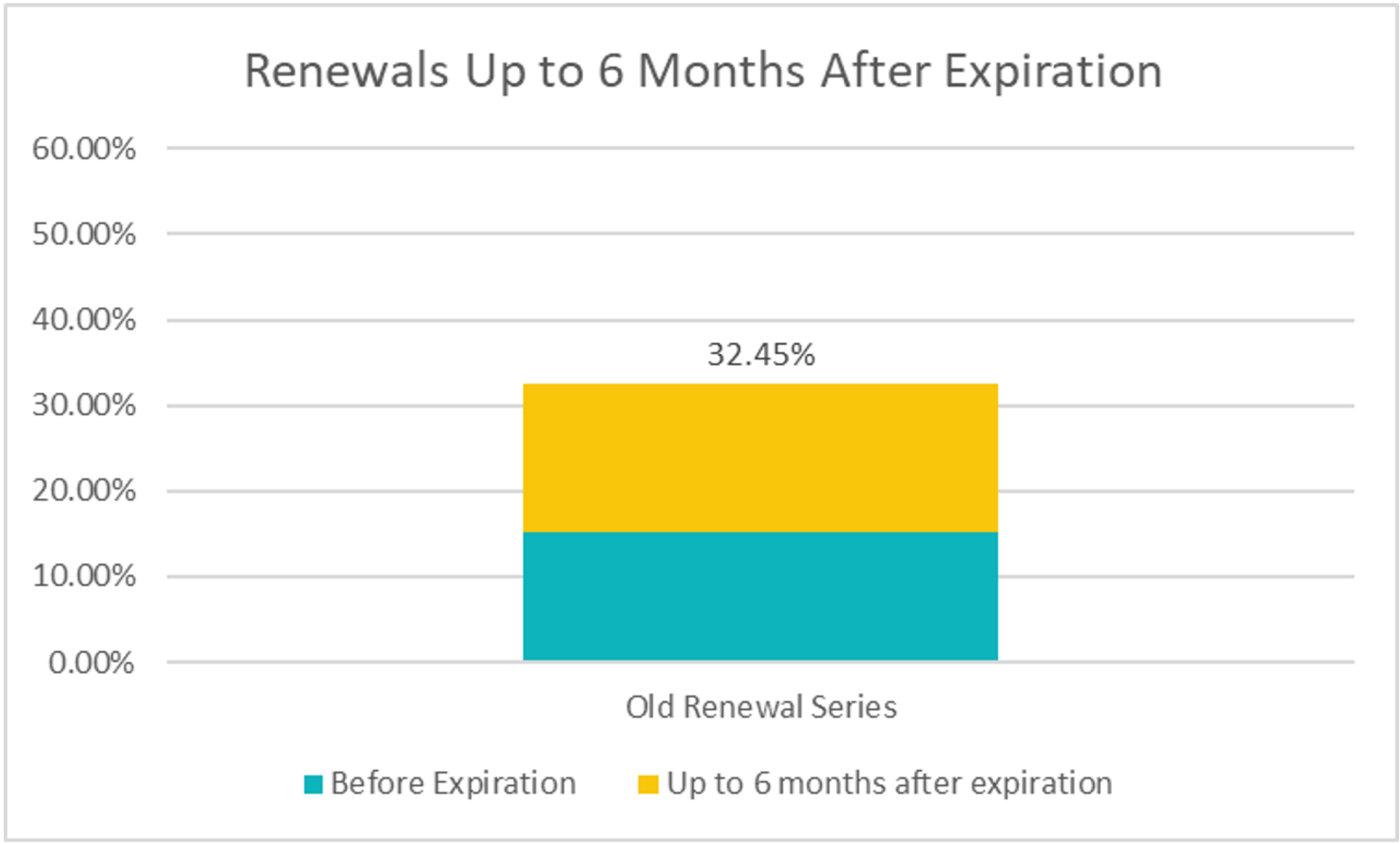
R1: Alternate Text

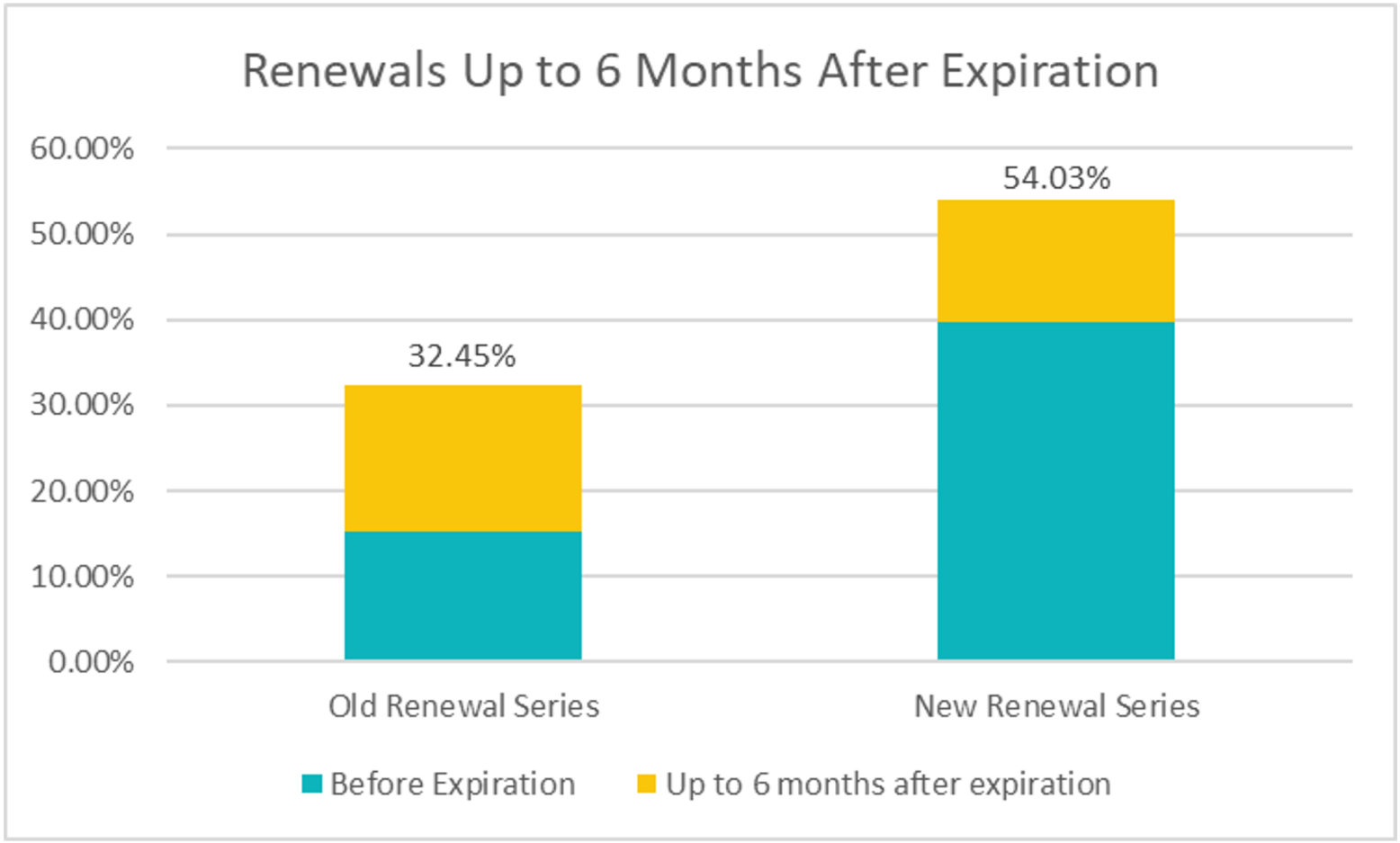
The Results




Renewals Before Expiration Date
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
15.22%
Old Renewal Series
2 months prior
1 month prior
month of


Renewals Before Expiration Date
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
15.22%
39.78%
Old Renewal Series
New Renewal Series
2 months prior
1 month prior
month of


Renewals Up to 6 Months After Expiration
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
32.45%
Old Renewal Series
Before Expiration
Up to 6 months after expiration

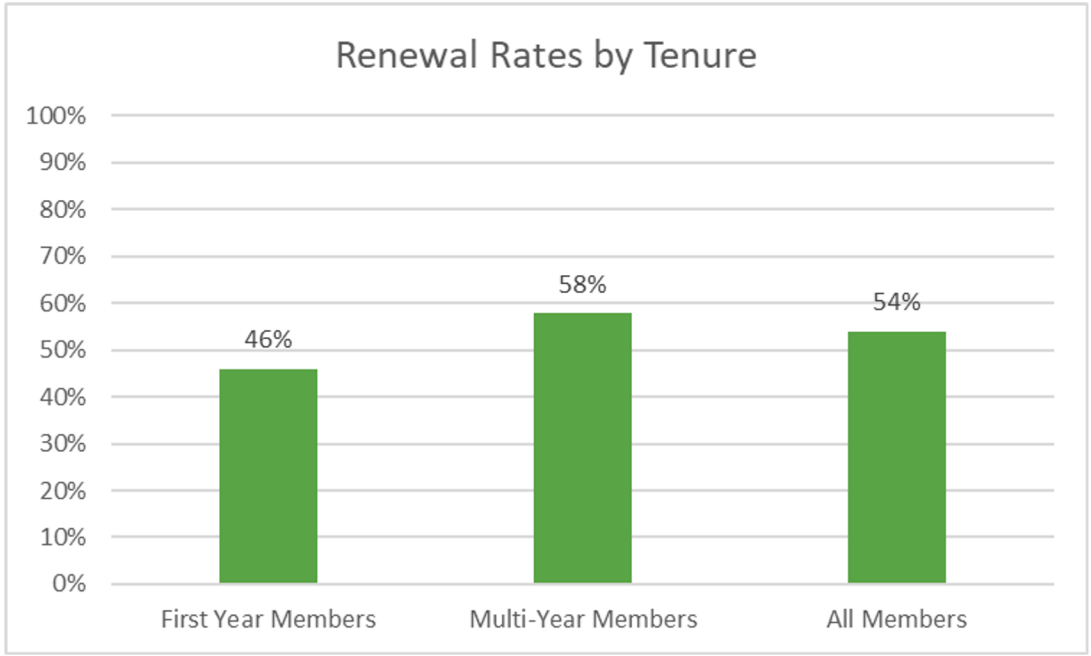

Renewals Up to 6 Months After Expiration
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
32.45%
54.03%
Old Renewal Series
New Renewal Series
Before Expiration
Up to 6 months after expiration

What's Next?



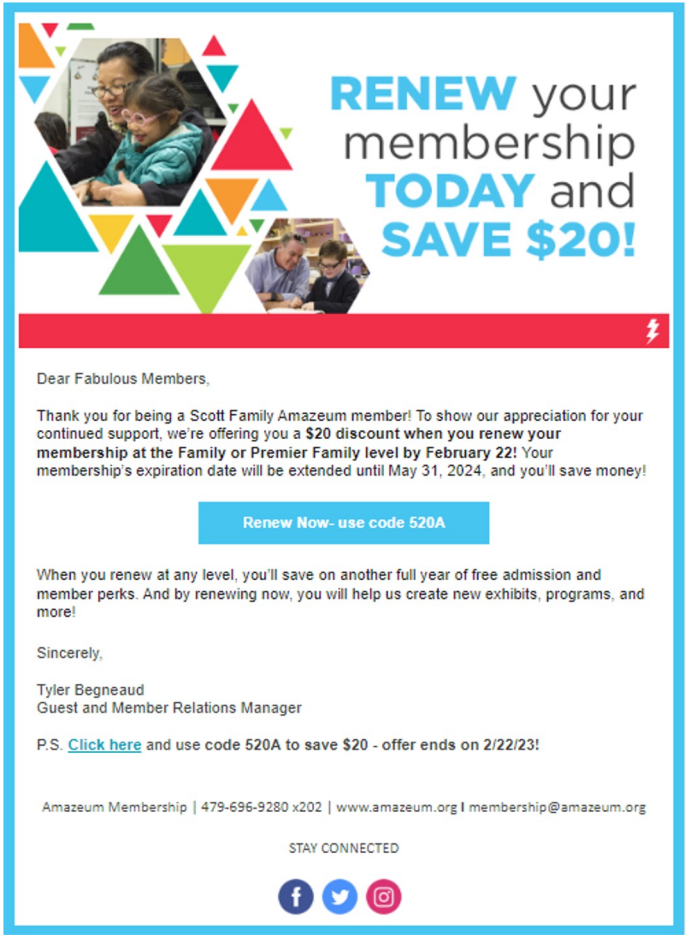


Increasing Renewal Rates of First Year Members



Extra Early Renewal Incentive

- $20 discount month before R1 Letter
- Two emails sent over the course of one week just to new members
- Mixed results





Other Things We Are Trying...

- Increasing member events/visit incentives
  - Goal: always at least one member exclusive program to promote
- Modified R2 offer
  - Extended R1 offer ($15 off)
  - + 1.6% response rate compared to previous year
- Year-round gift membership renewal notices
  - R1 & R2 communications to gift giver

Thank You!



Contact Information

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- **Maggie Lee**
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- **Tyler Begneaud**
  Guest and Member Relations Manager
  tbegneaud@amazeum.org

DANILLER + COMPANY

THE BARNES FOUNDATION

Scott Family AMAZEUM