MEMBERSHIP CONSULTANTS

Membership by the Numbers

Membership Metrics from Botanical Gardens

Introductions

Dana Hines, President & CEO

Rosie Siemer, Lead Digital Marketing Strategist

Today's Agenda

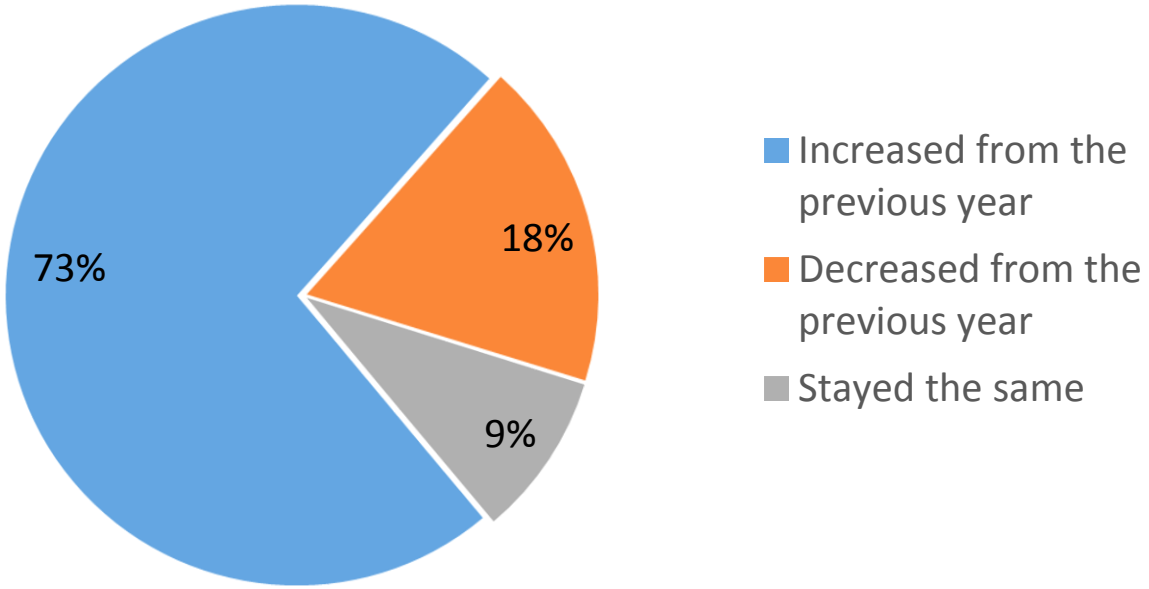
- Gardens & Arboreta data!
  - Acquisition
  - Renewals
  - Types of Campaigns
  - Budgets
  - The next big things in Membership
  - The status of Membership staffing
- Case Studies

Membership by the Numbers….

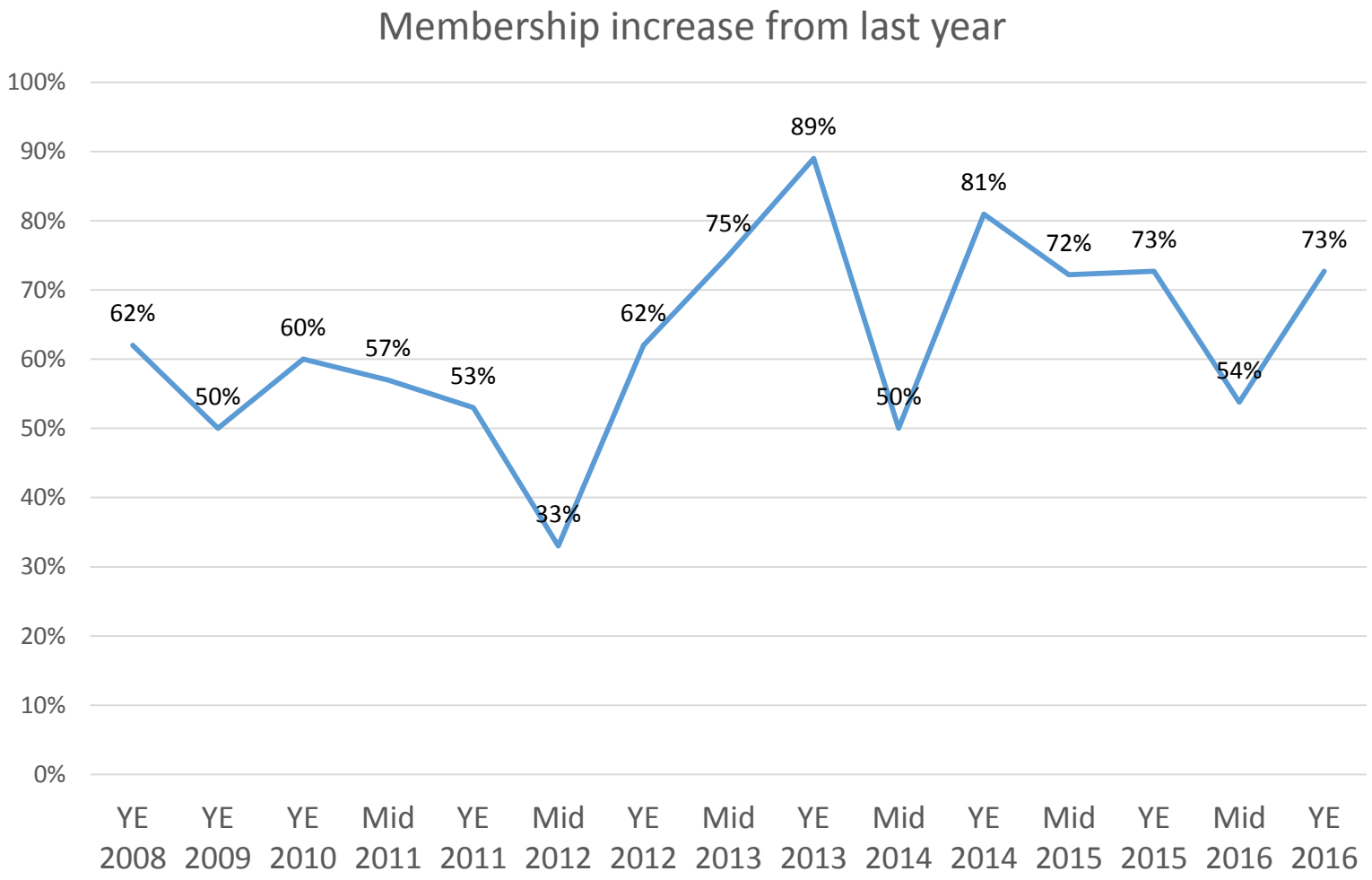
Where do your numbers fit?

Membership Totals

Comparing end-of-year membership totals of 2016 to end-of-year membership totals from 2015, your membership totals…

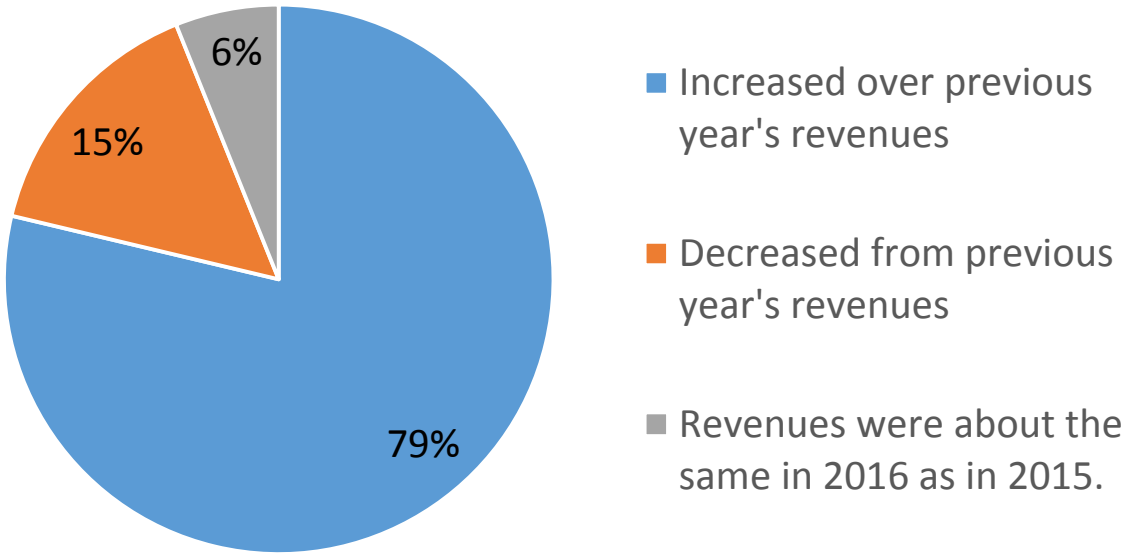


Membership Totals

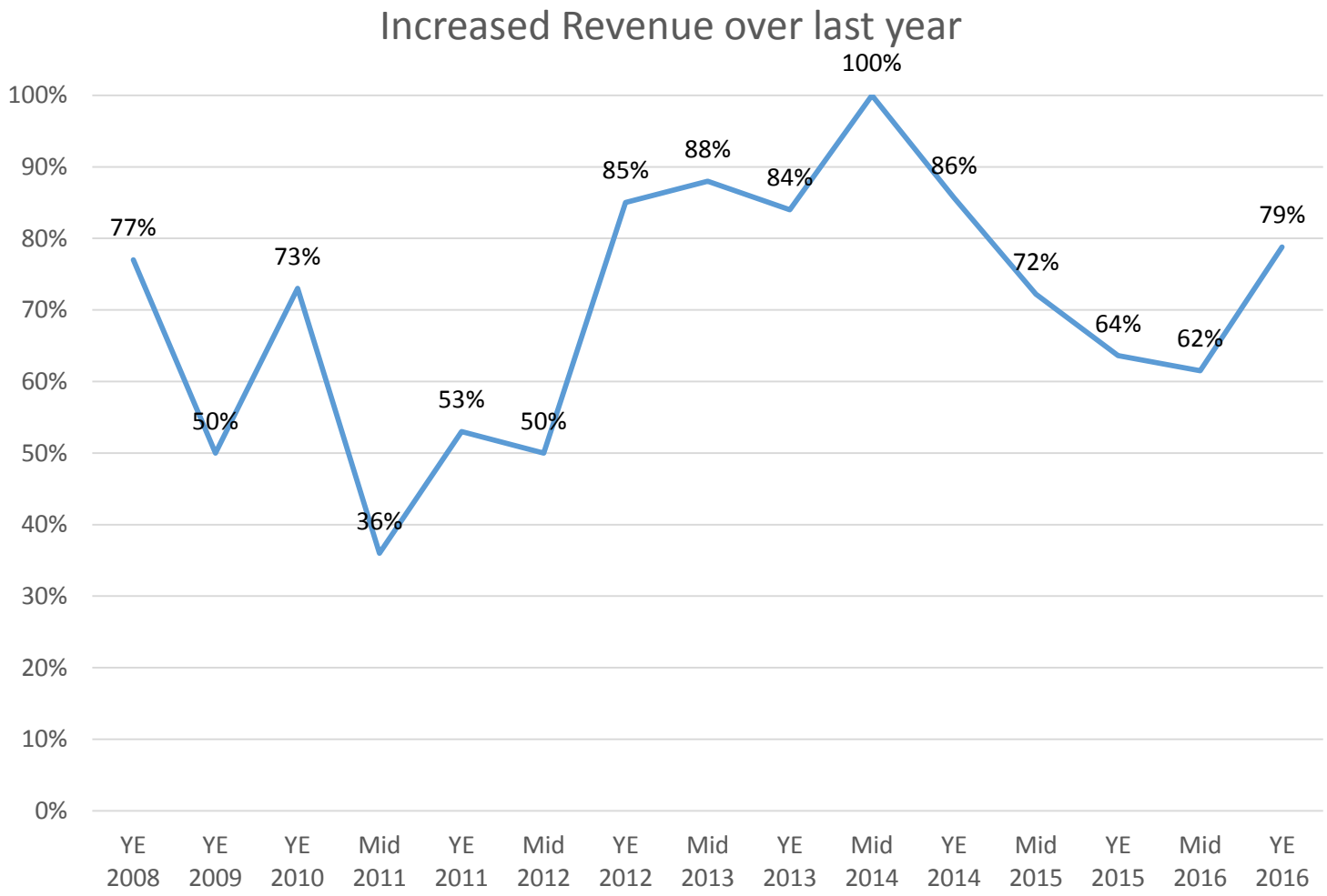


Revenue Totals

In comparing membership revenues at year-end 2016 to membership revenues at year-end 2015, your membership revenues...

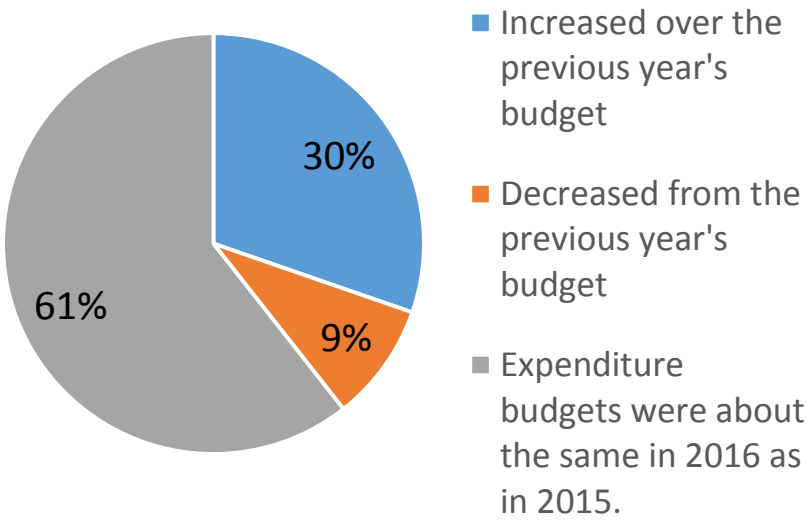


Revenue Totals

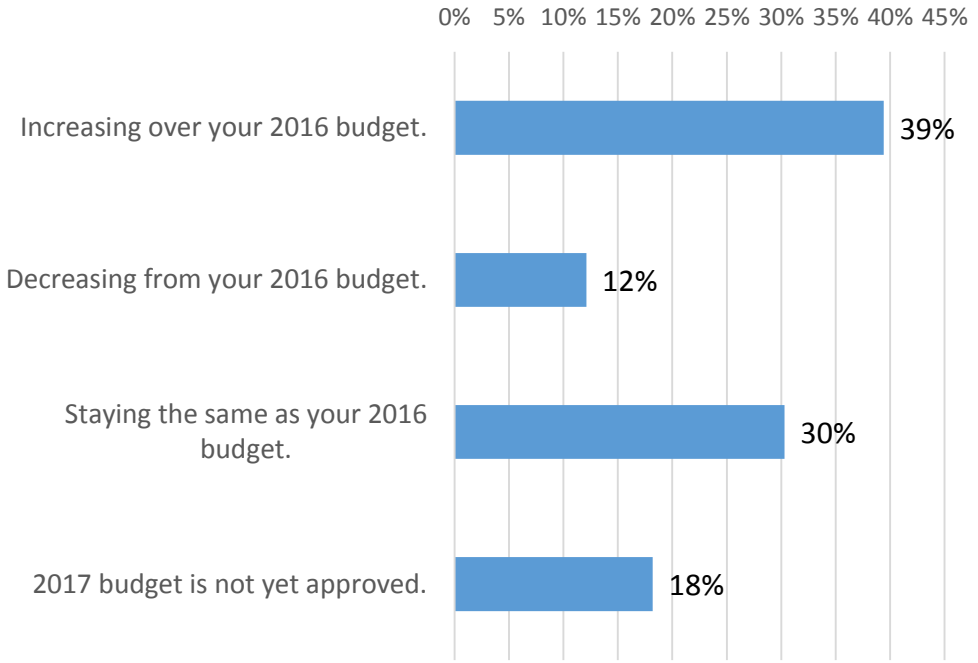


Expenditures Budget Totals

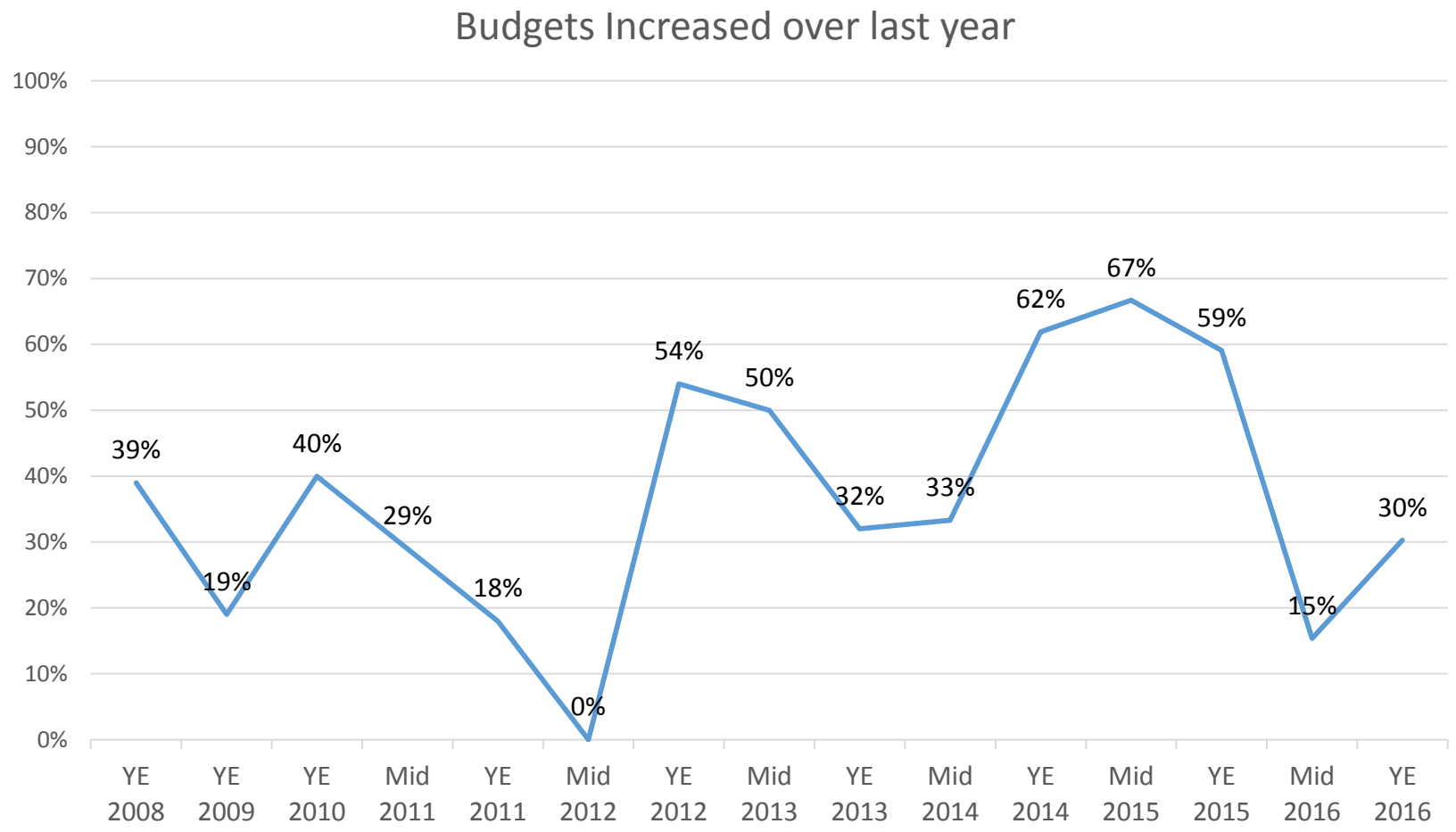
Comparing your membership expenditure budget for 2016 to your membership expenditure budget from 2015, your membership budget....



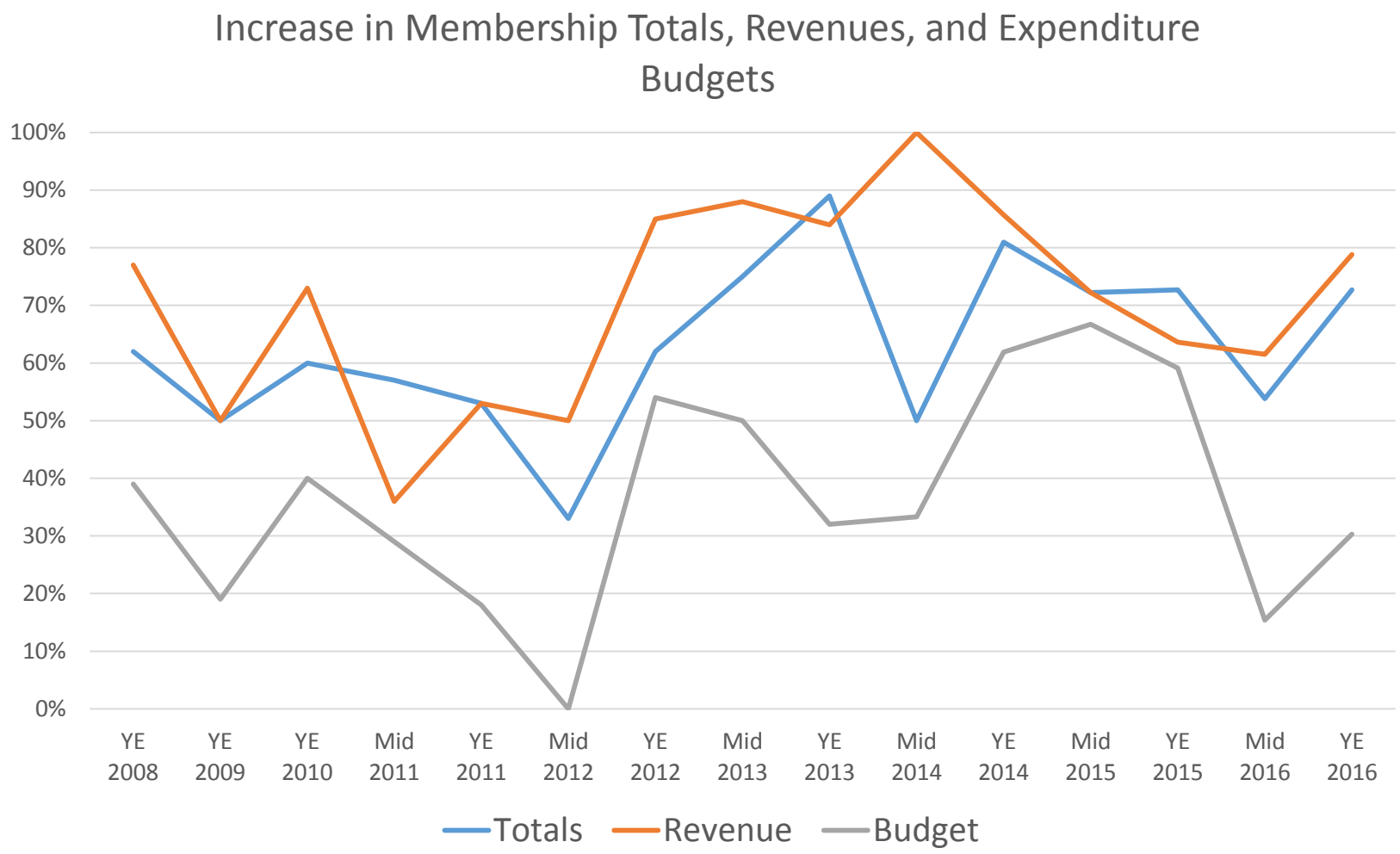
Your 2017 expenditure budget is....



Expenditures Budget Totals

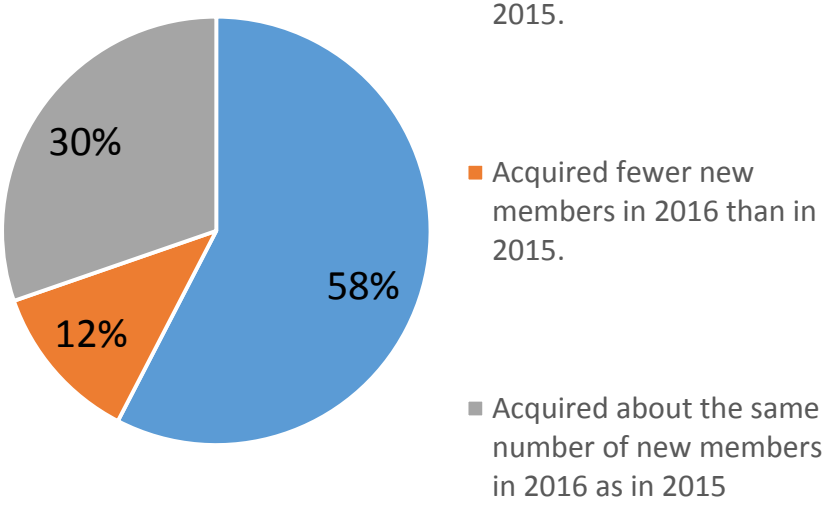


Trends

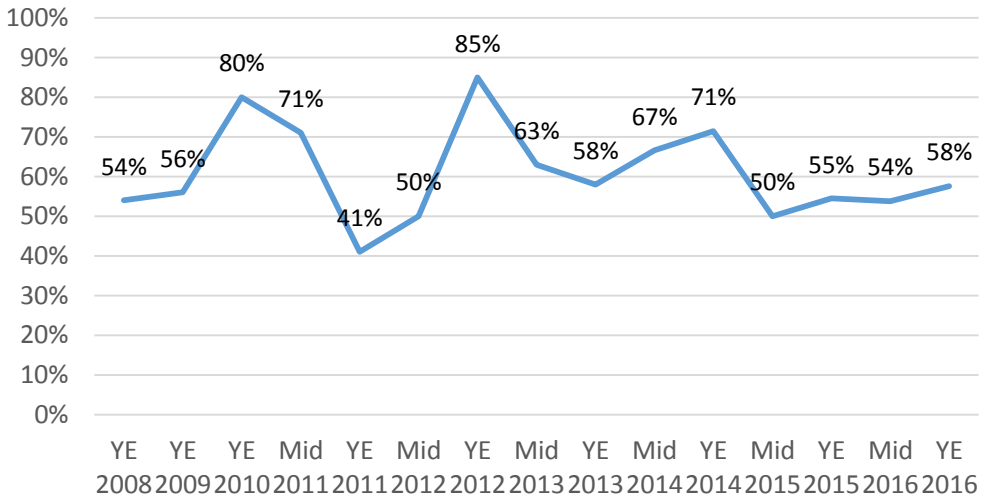

Increase in Membership Totals, Revenues, and Expenditure Budgets
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
YE 2008
YE 2009
YE 2010
Mid 2011
YE 2011
Mid 2012
YE 2012
Mid 2013
YE 2013
Mid 2014
YE 2014
Mid 2015
YE 2015
Mid 2016
YE 2016
Totals
Revenue
Budget

New Member Totals

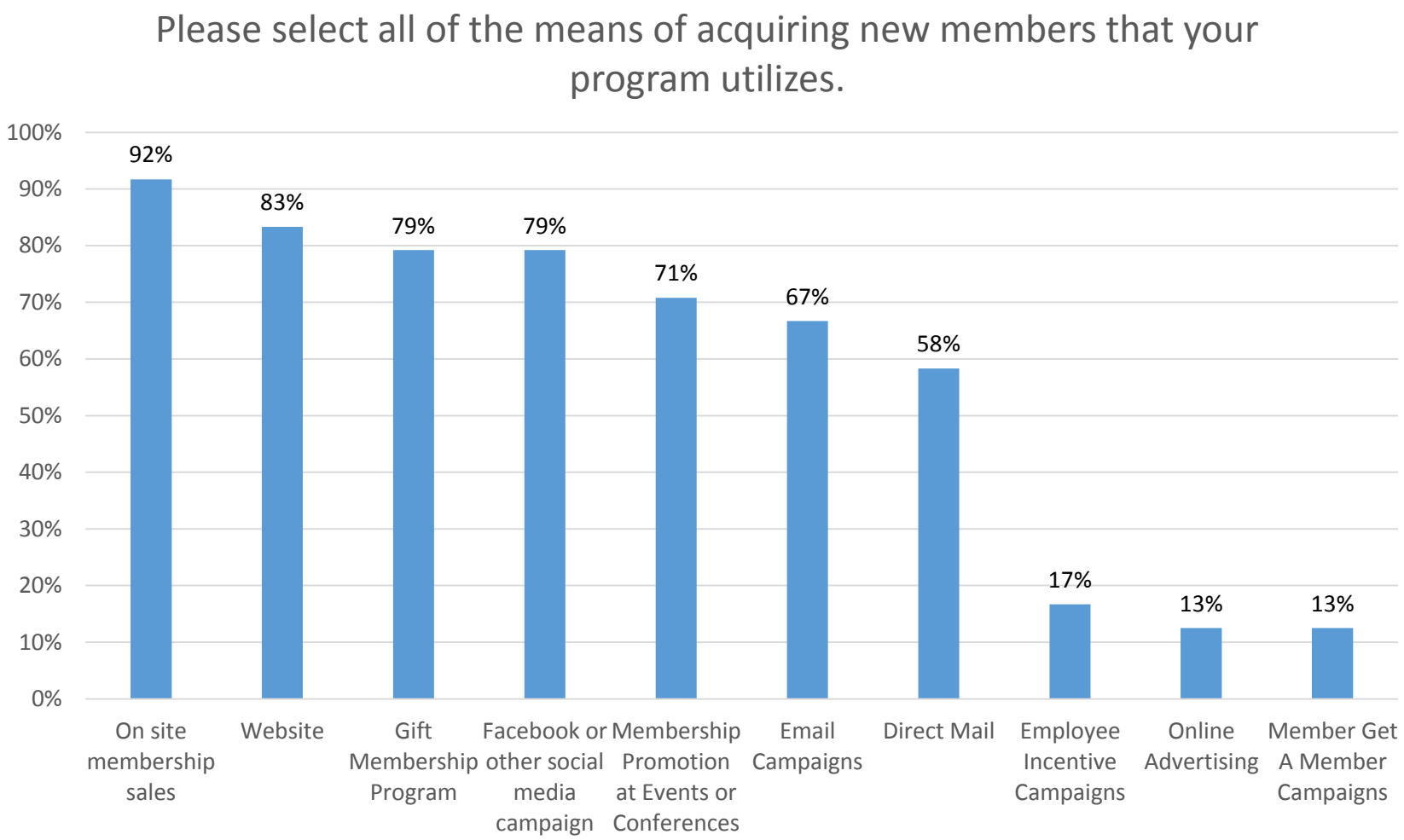
Comparing new members acquired in 2016 to new members acquired in 2015, have your membership acquisition efforts...



More new members this year than last year

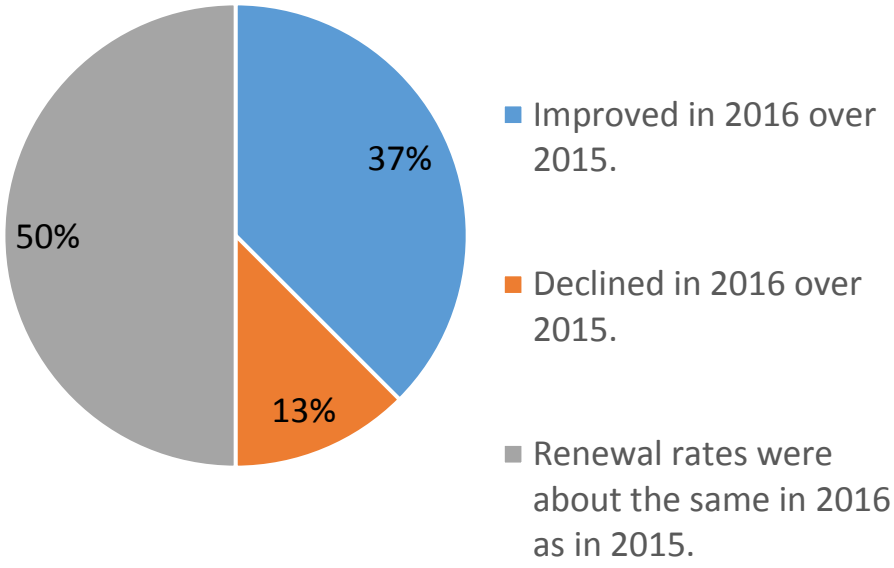


Methods for Acquisition

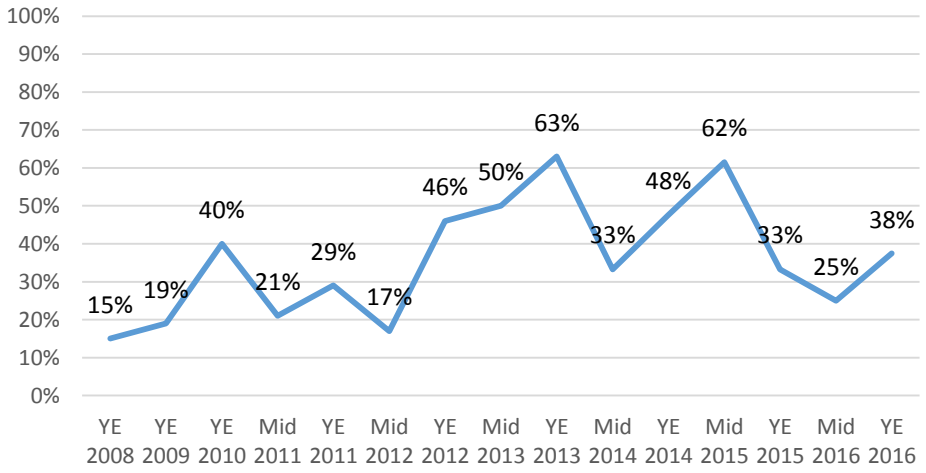


Renewals

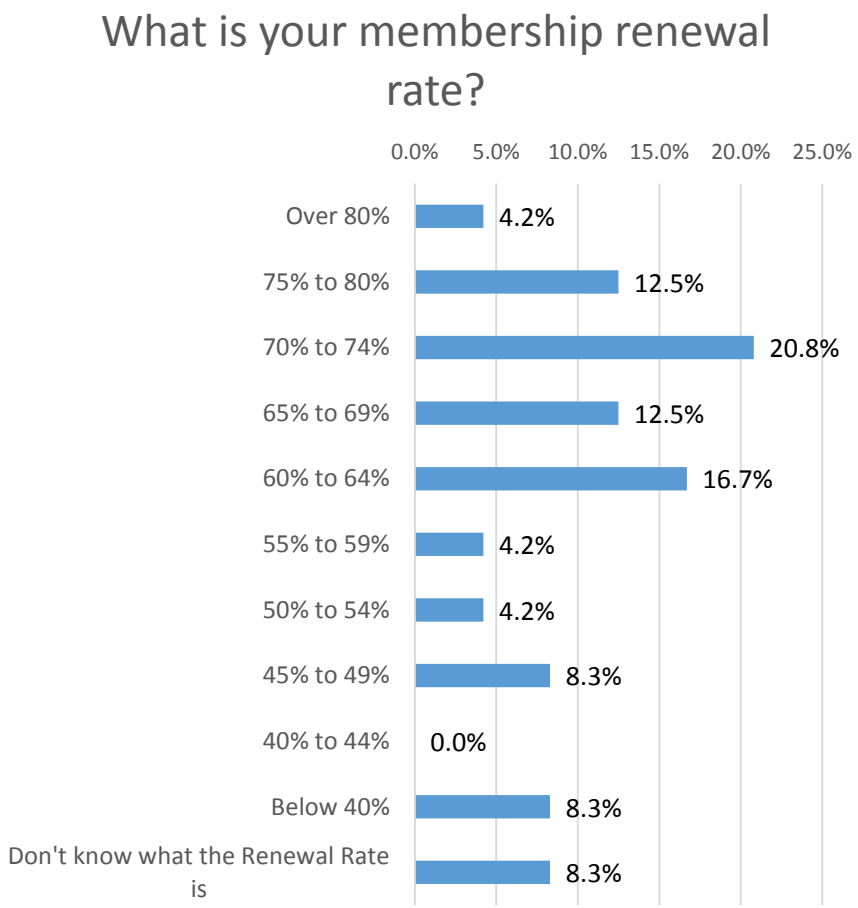
Comparing membership renewal rates in 2016 to those in 2015, your renewal rates....

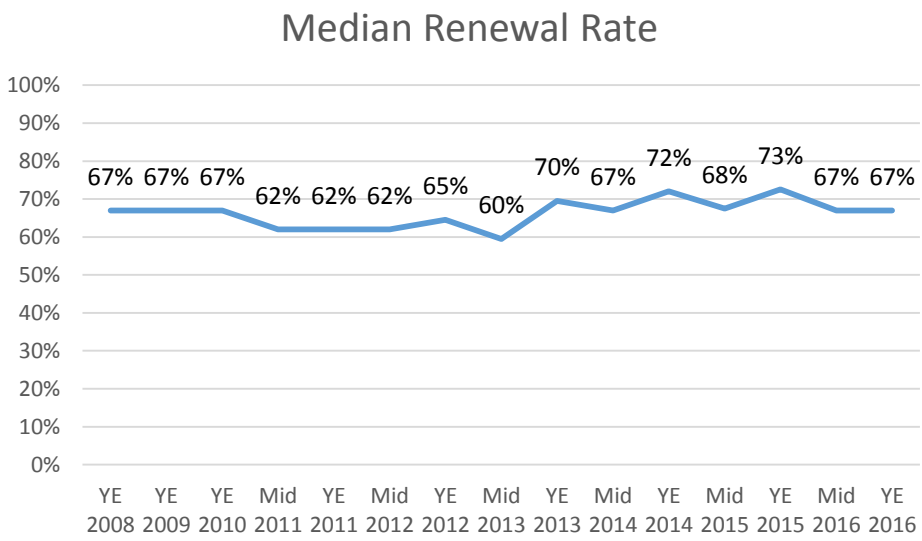


Renewal rates improved this year over last

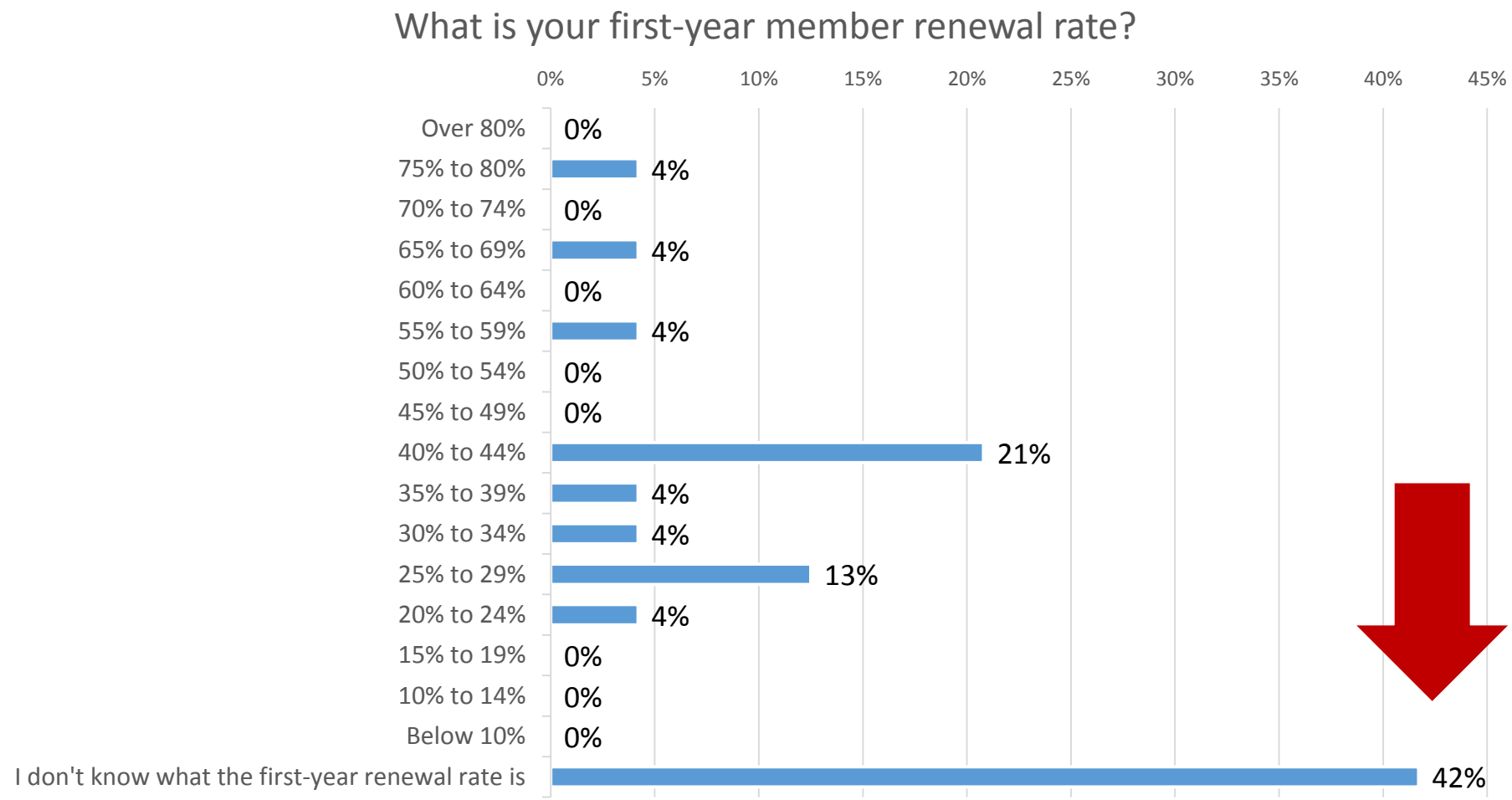


Renewal Rate

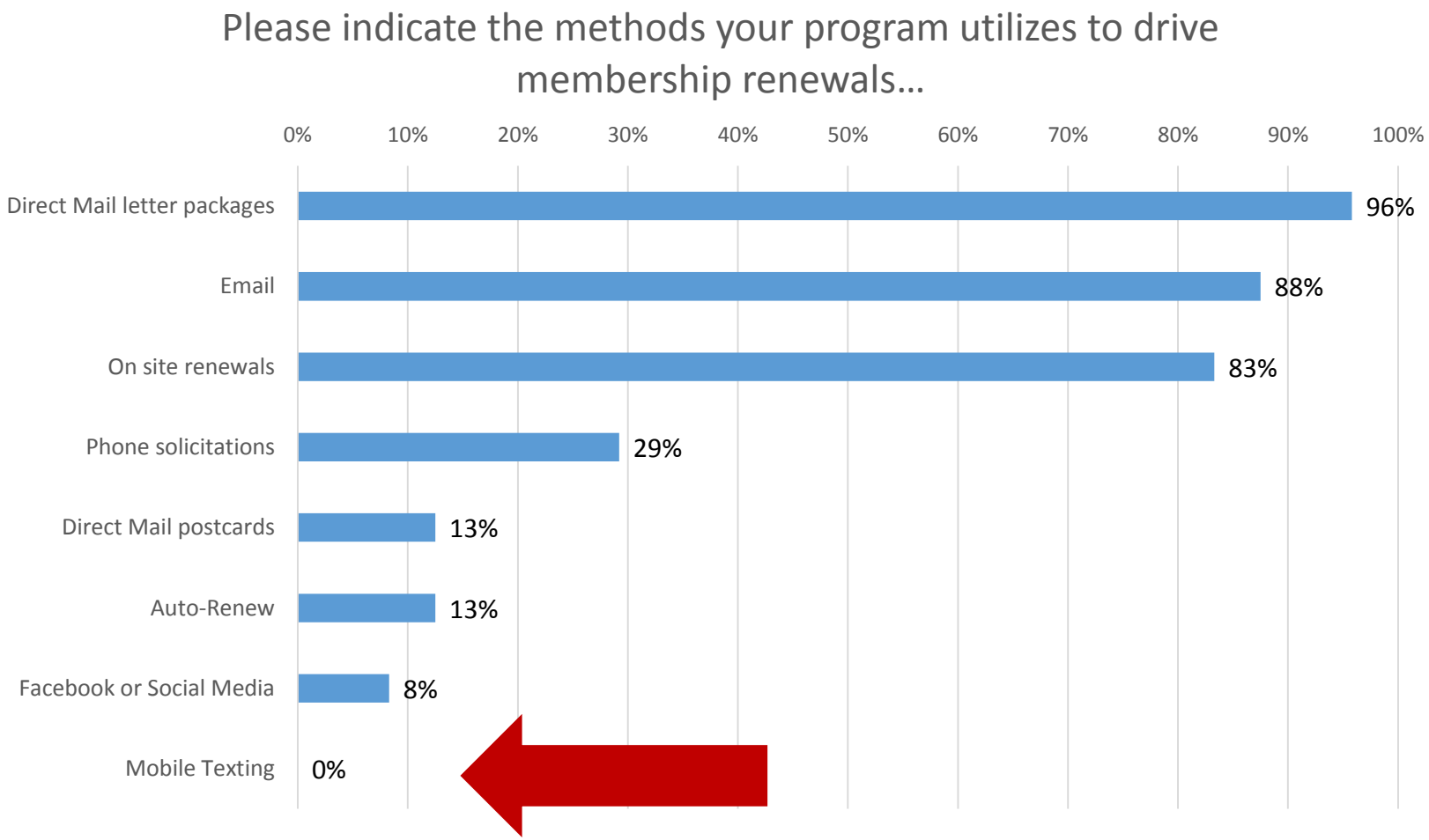




1st Year Renewal Rate



Methods for Renewals

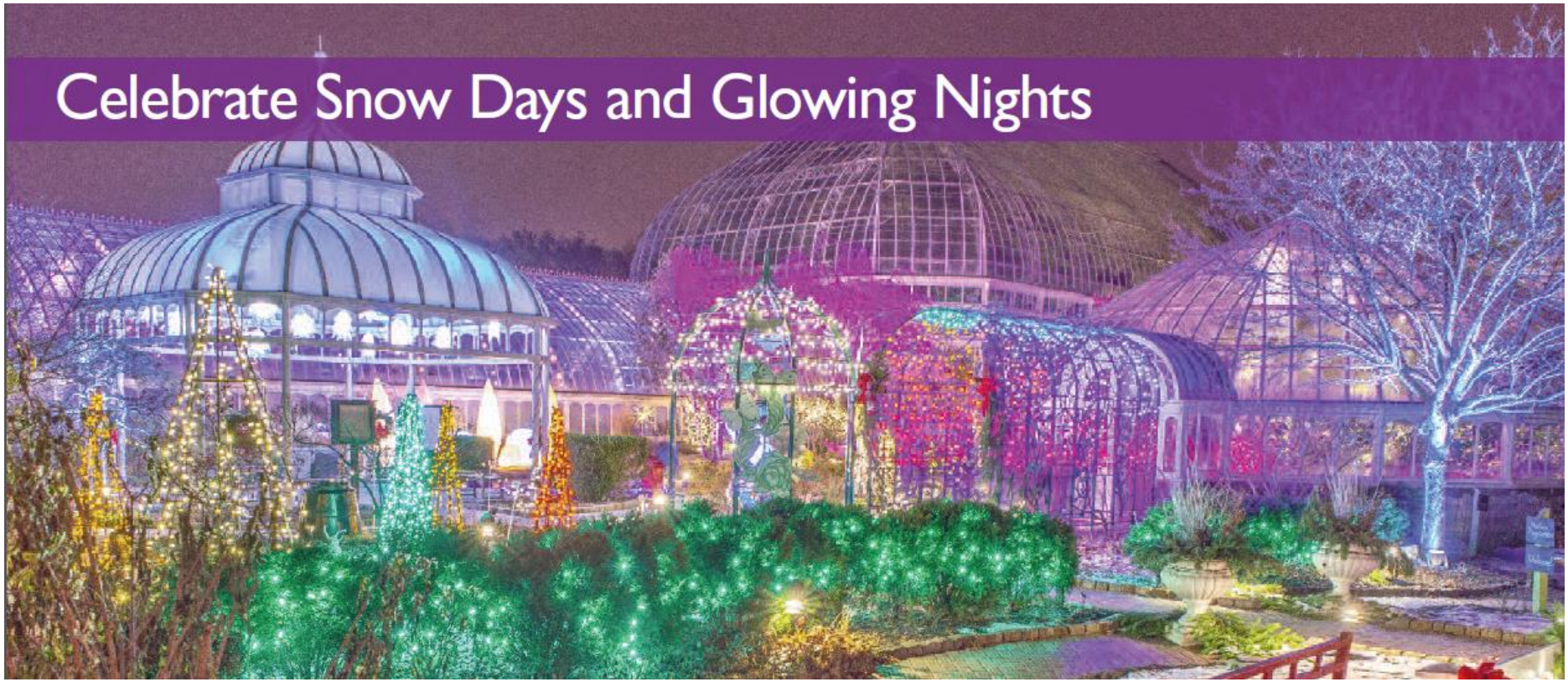


Direct Mail Case Studies

Desert Botanical Garden
Phipps Conservatory & Botanical Gardens

Phipps Conservatory & Botanical Gardens

a program by the numbers….



Phipps Conservatory & Botanical Gardens

a program by the numbers….

Phipps Conservatory & Botanical Gardens

a program by the numbers….

- Program history
  - At 12,000 members in 2014 – Membership started in early 90's with 500 members!
  - Had just opened the first Leed certified visitor center and the Center for Sustainable Landscapes
  - Phipps' has a tradition of four seasonal flower shows in their 15 rooms/gardens under glass – AMAZING!!
  - Outdoor gardens are host to Jazz in the Garden and other seasonal events
- Program growth
  - Membership became the pet project of the CFO
  - Put a real focus on maximizing membership sales at flower shows
  - Grew from just under 14,000 members in 2015 to 16,625 in 2016.
  - In 2016, employed direct mail for the first time
  - Spring campaign = 4.74% response rate, $62,000
  - Fall/holiday = 4.44% response rate and $152,000
  - Renewal rate at all time high – 69.7%, 1st year 48.6%, multi year 78.05%

Desert Botanical Garden

a program by the numbers….

BECOME A MEMBER!

*Join now and receive **20% off,***
***1 BONUS MONTH** of membership,*
*and **FREE admission** to*
Bruce Munro Sonoran Light!

Desert Botanical Garden
a program by the numbers….

- Program History
  - Last 15 years a time of great expansion for the Garden and Membership
  - In mid 2000's, a membership of 18,000
  - Chihully #1, Membership grew to 30,000
  - Retained many of those new blockbuster members – at 28,000 by the time of the next Chihully exhibit
  - More expansion of parking lot, entry way and restaurant
  - Grew to 40,000 with next Chihuly
  - Offering other exciting exhibitions that complement membership growth and maintenance
  - More new facilities – Butterfly Pavilion and Horticulture building

- Program growth
  - Utilize direct mail, telemarketing and digital campaigns
  - Direct mail – fall, January and March campaigns – for Munro Sonoran Lights exhibit –'15-'16 direct mail – 1.63% response, $291,000 revenue, 180,000 pieces mailed in three campaigns
  - Use telephone for lapsed recapture and first year renewal rate hike – 38%
  - Digital – a complement to direct mail…..

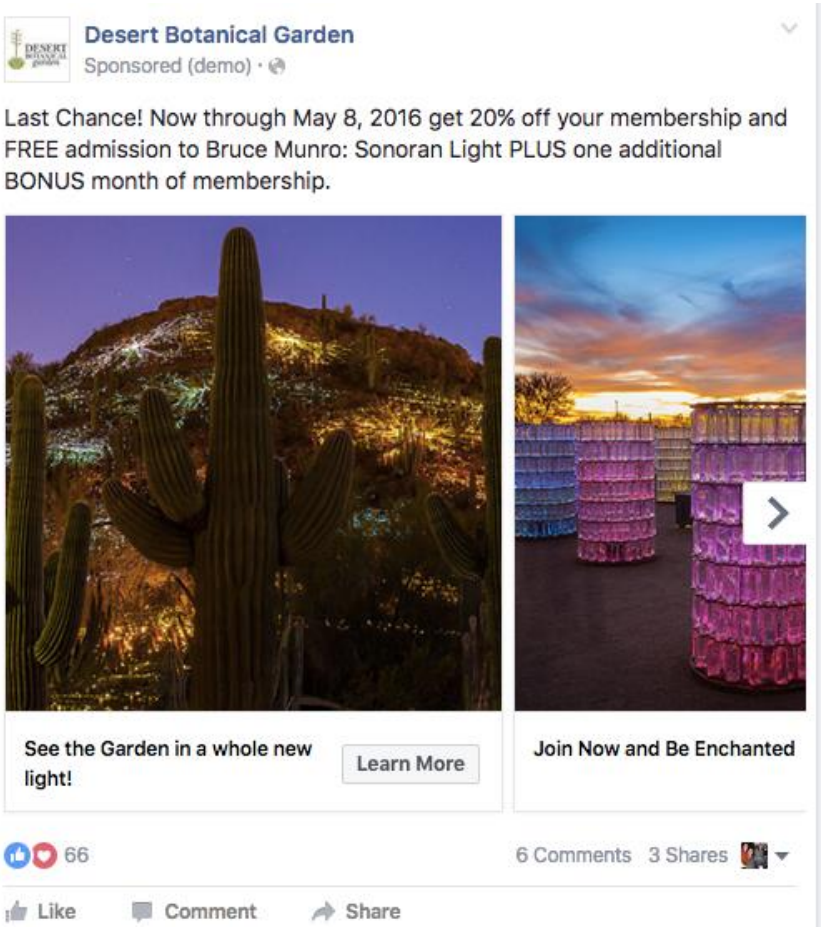
…..the big reveal in the next section!

BECOME A MEMBER!

*Join now and receive **20% off** and **FREE admission** to Bruce Munro Sonoran Light!*

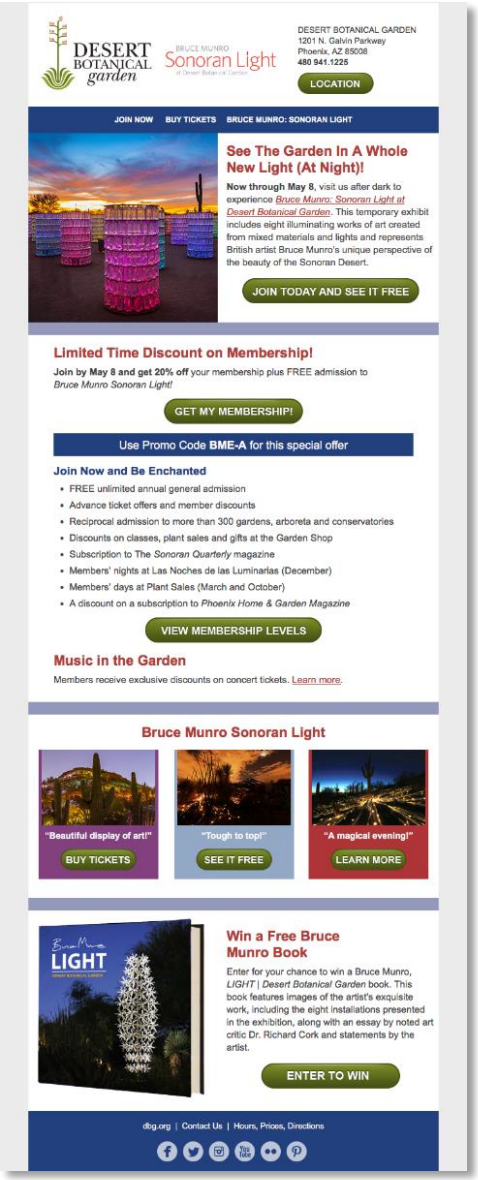
Desert Botanical Garden

a program by the numbers….



Desert Botanical Garden

a program by the numbers….



Desert Botanical Garden

a program by the numbers….

Join Now and Be Enchanted

Choose the Level That Meets Your Needs and Get These Additional Benefits:

Senita Club	Cholla Club	Agave Century Club	Boojum Tree Club
~~$90~~ $72	~~$125~~ $100	~~$200~~ $160	~~$350~~ $280
Join Now	Join Now	Join Now	Join Now
• Free annual membership for two adults and your children or grandchildren under 18 years of age • 2 FREE, single visit guest passes	• FREE annual admission for 2 adults and your children or grandchildren under 18 years • 4 FREE single visit guest passes • One FREE scooter rental per visit	• FREE annual admission for 2 adults and your children or grandchildren under 18 years • 6 FREE single visit guest passes • One FREE scooter rental per visit • Invitation to one exclusive donor event • New Member Garden Discovery Event • Annual recognition in The Sonoran Quarterly magazine	• FREE annual admission for 2 adults and your children or grandchildren under 18 years • 8 FREE, single visit guest passes • One FREE scooter rental per visit • Invitation to one exclusive donor event • New Member Garden Discovery Event • Annual Recognition in The Sonoran Quarterly magazine

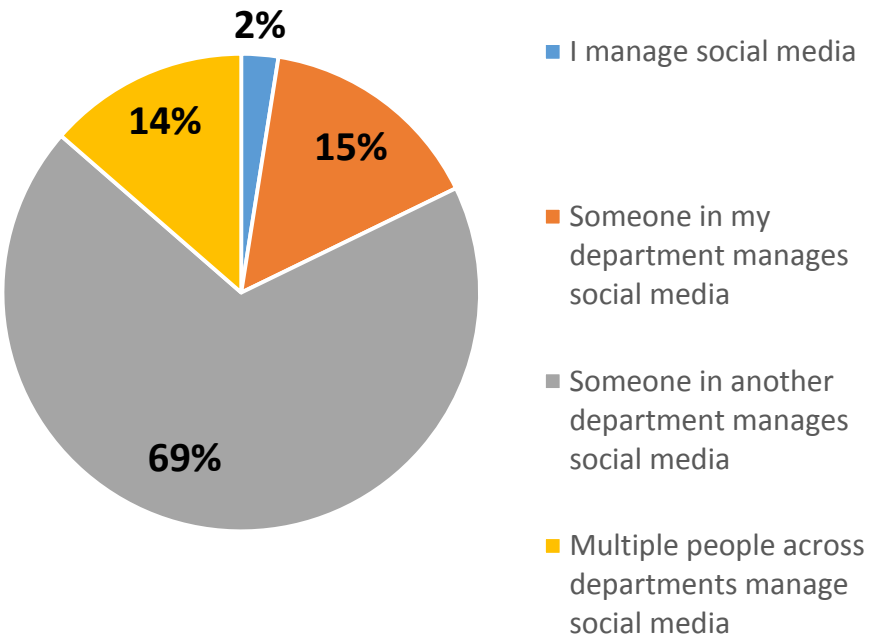
Desert Botanical Garden
a program by the numbers….

- Demonstrated a capacity for growth and a clear opportunity to reach prospective members via expanded email and Facebook
- Raised visibility and contributed to an overall lift in membership sales
- Established a baseline for future digital marketing campaigns
- 128 responses attributed to Facebook via promo code
- 97 contest entries
- Expanded Email generated 2,276 attributed transactions
    - (1,412 transactions for Munro exhibition tickets and 864 memberships sold) equating to a response rate of 4.6%
- Online average sale—$271.95

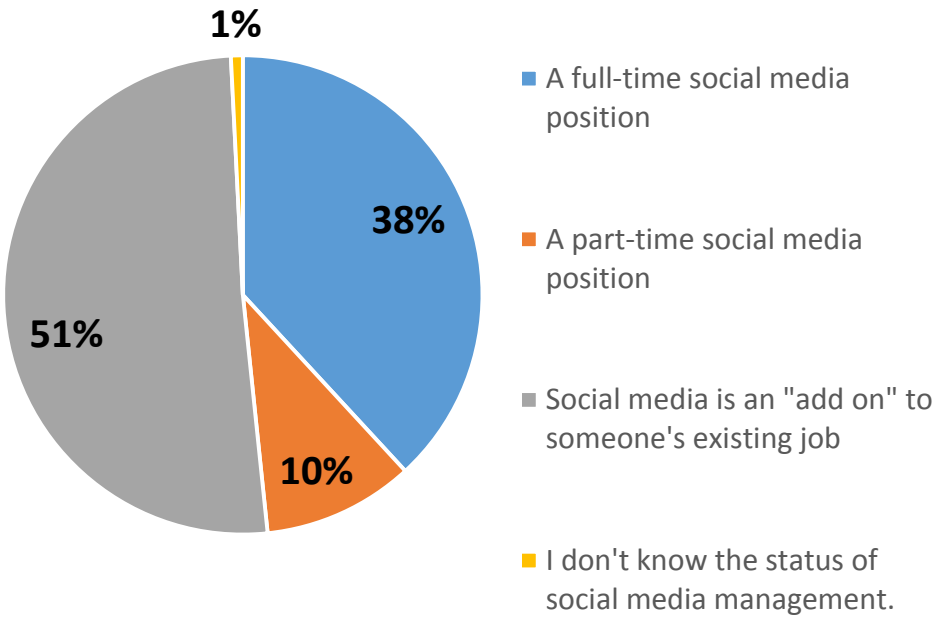
Digital Marketing and Social Media

Who Manages Social Media?

Who manages Social Media at your organization?

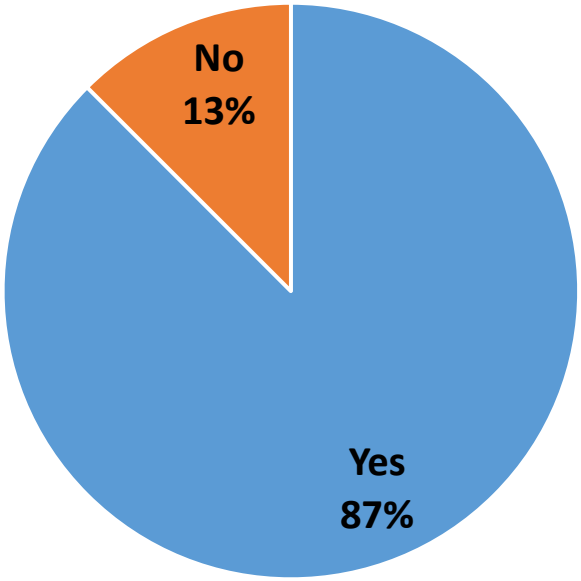


The person at my organization who manages social media is....

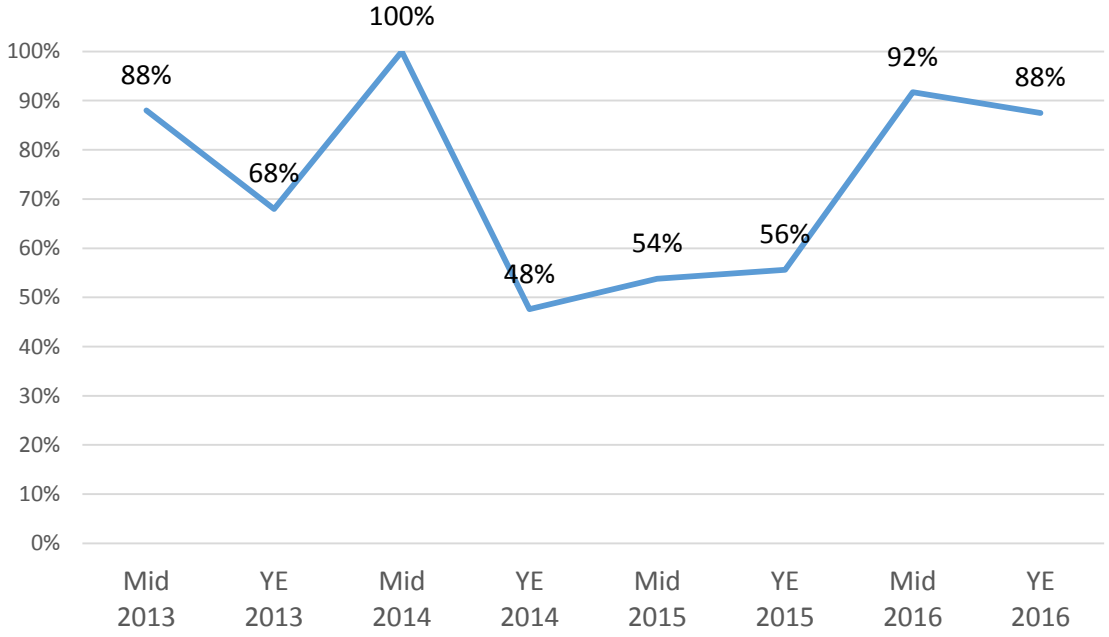


Voice in Social Media Strategy

Does Membership have a voice in your organization's social media strategy?

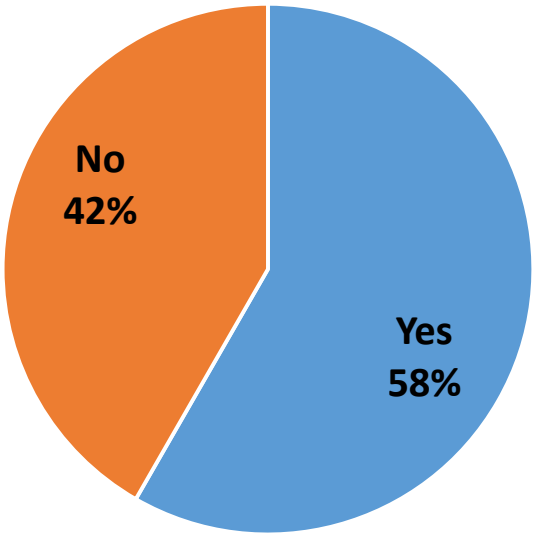


Membership has a voice in your organization's social media strategy

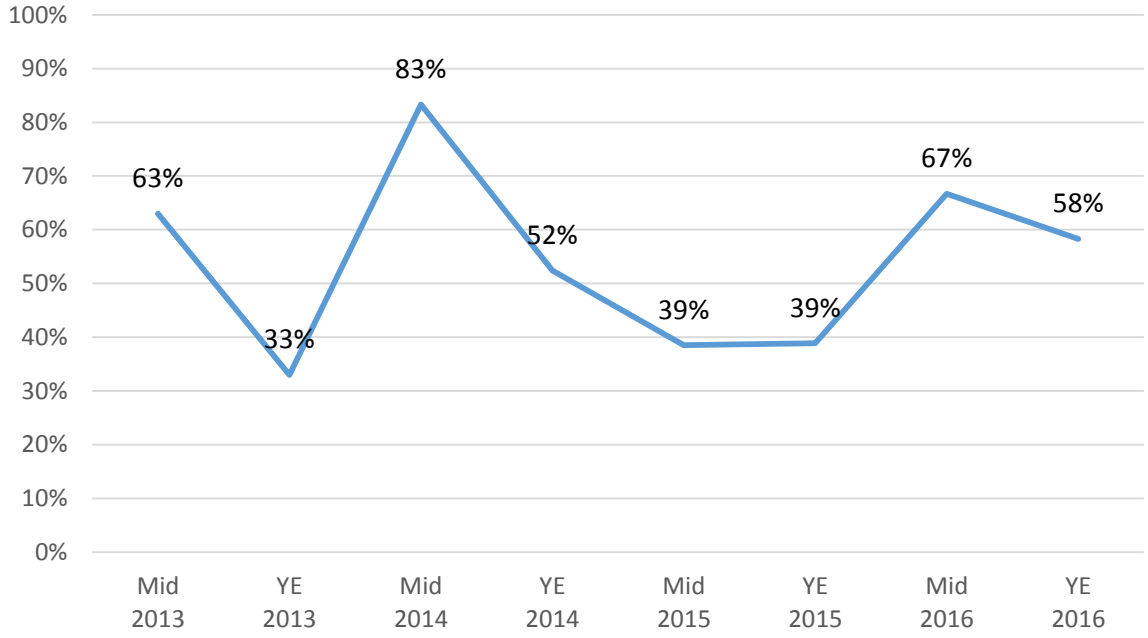


Satisfied with Membership's Voice in Social Media Strategy

I am satisfied with the voice/presence Membership has in our organization's social media plan.

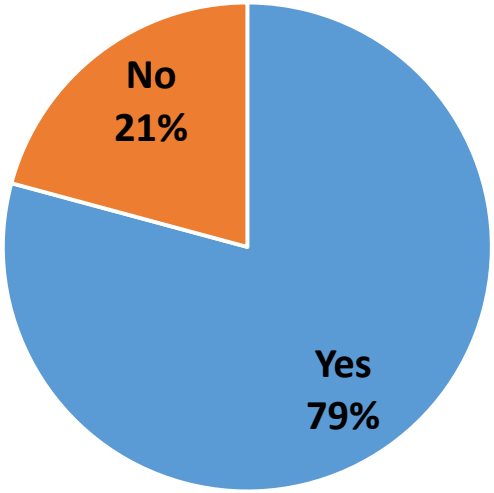


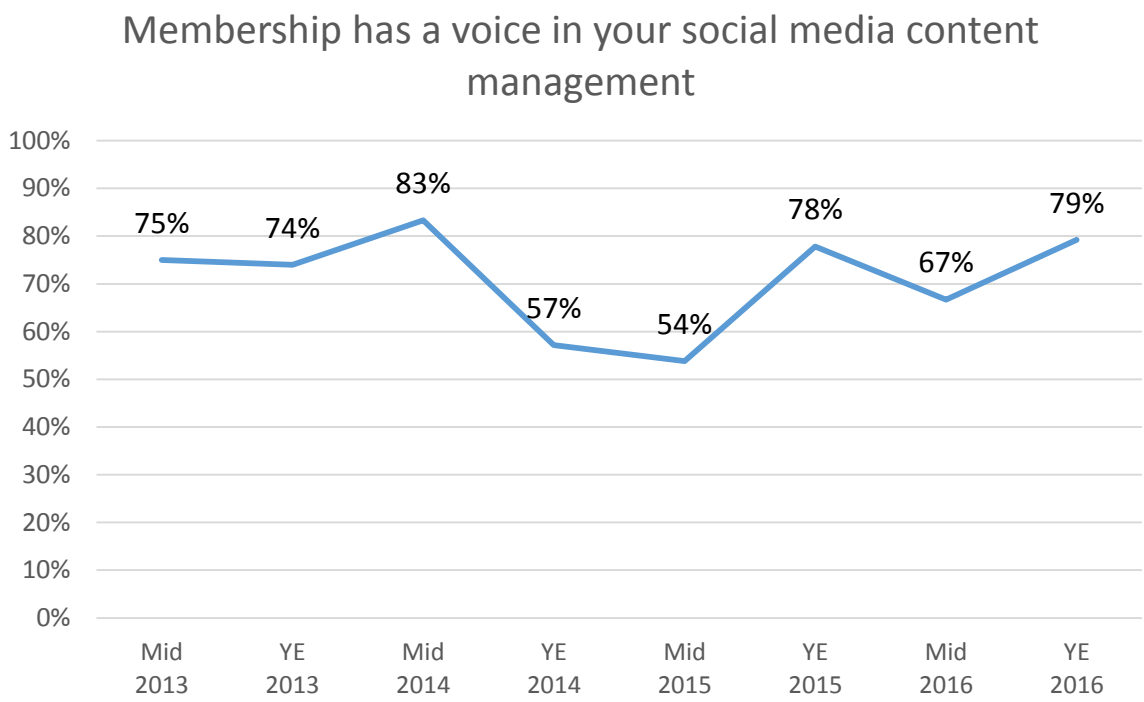
I am satisifed with the voice/presence Membership has in our organization's social media plan.



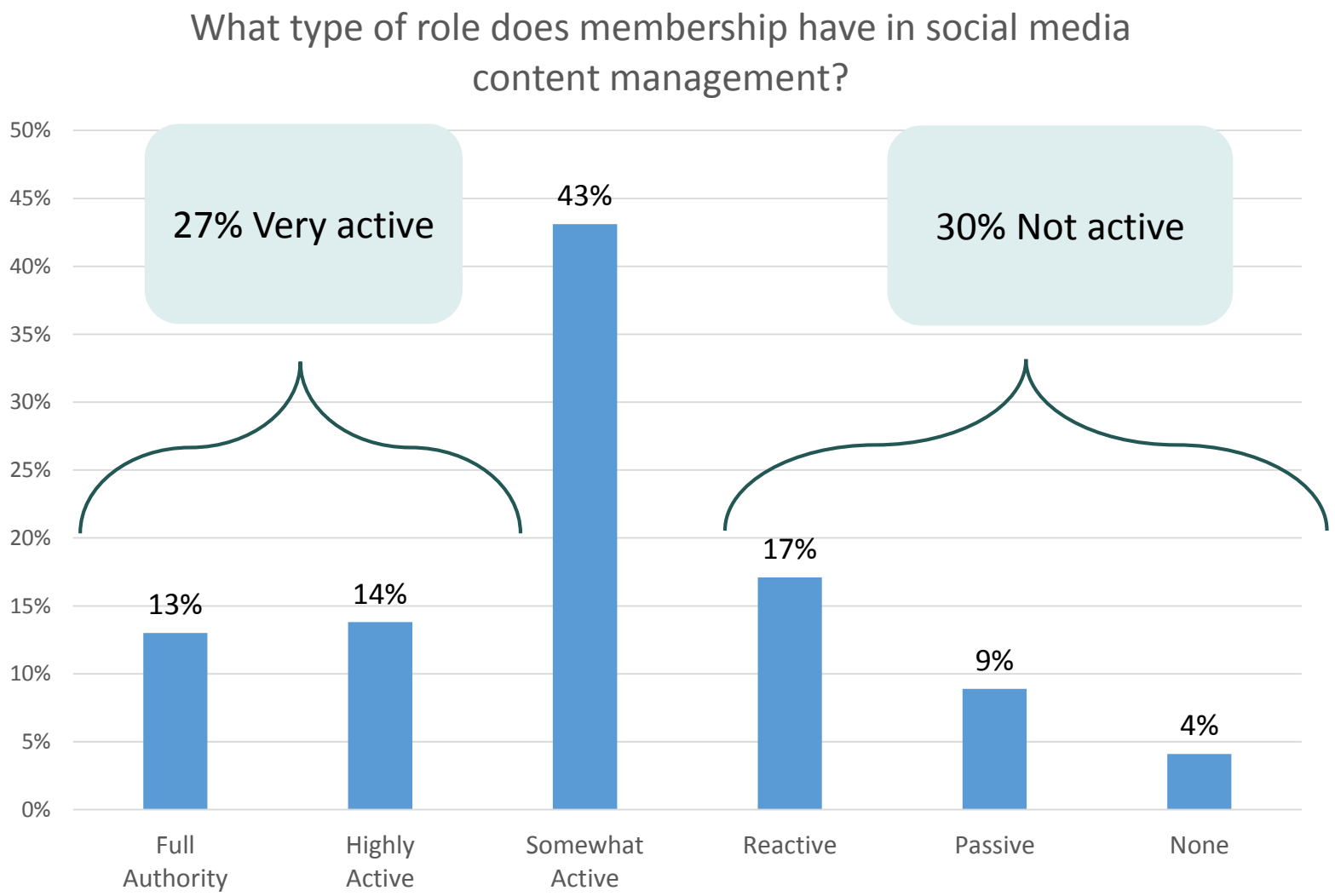
Social Media Content Management

Does Membership have a voice in your organization's social media content management (e.g. membership messages, promotions, contests)?

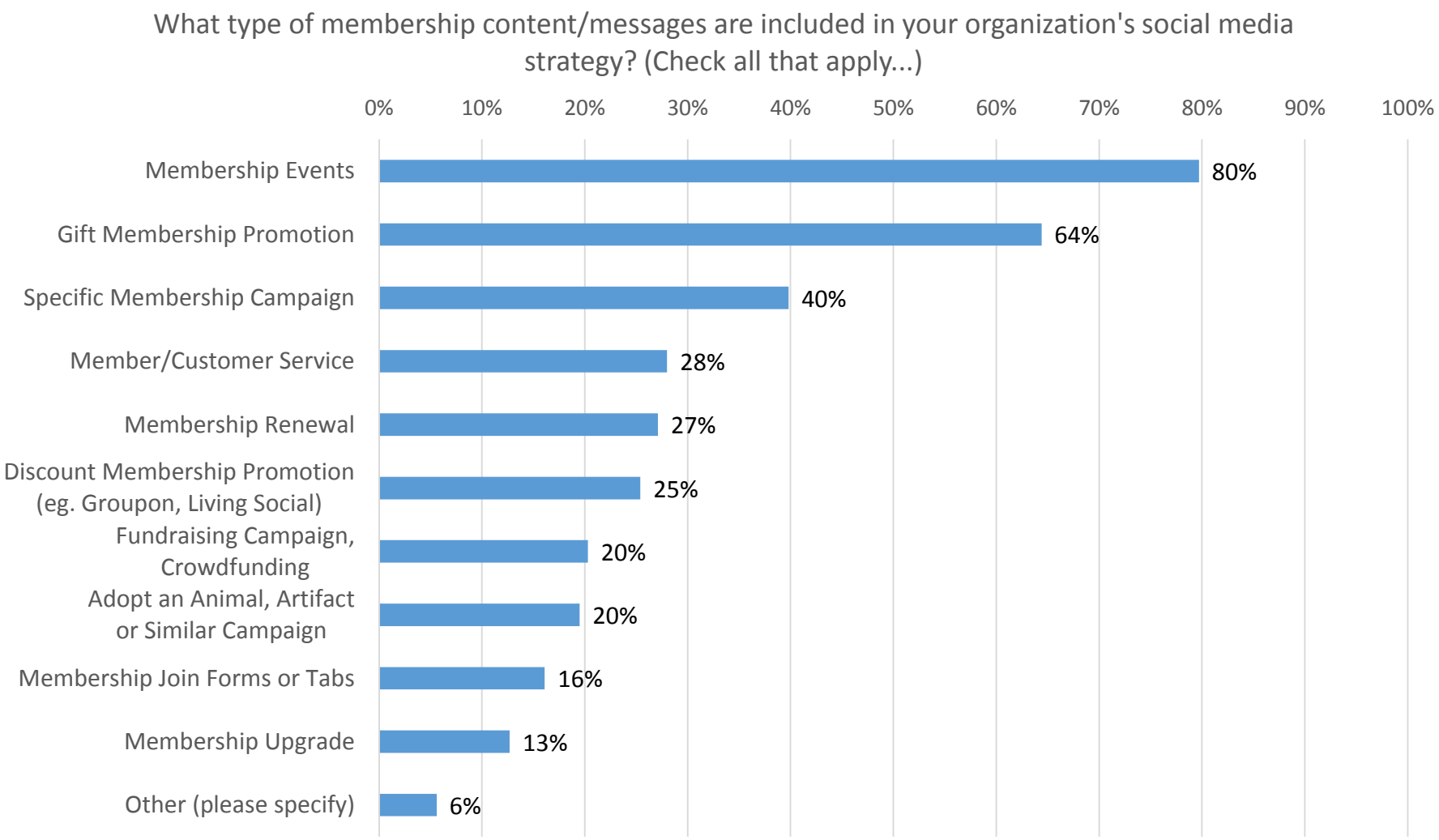




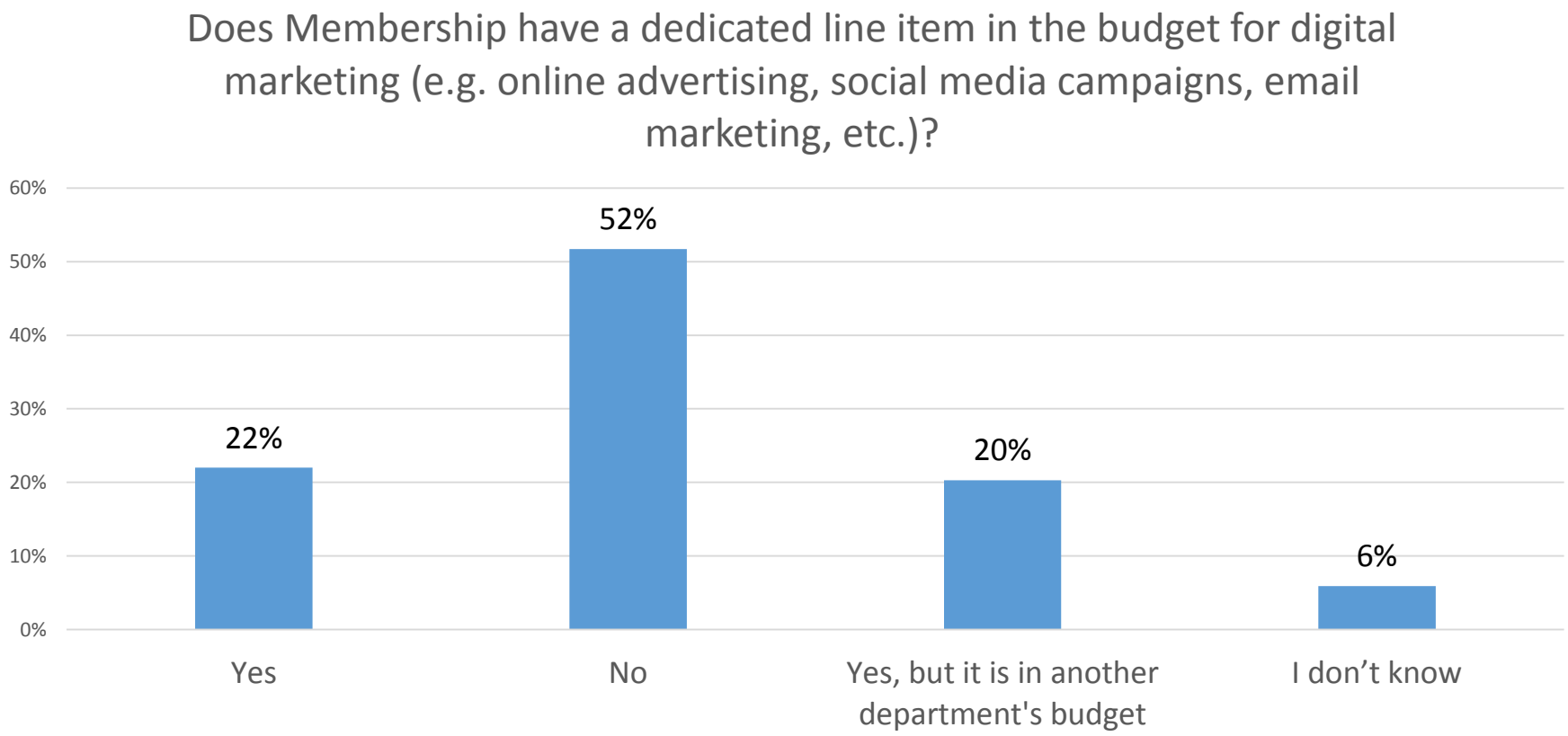
Role in Social Media Content



Membership Social Media Content

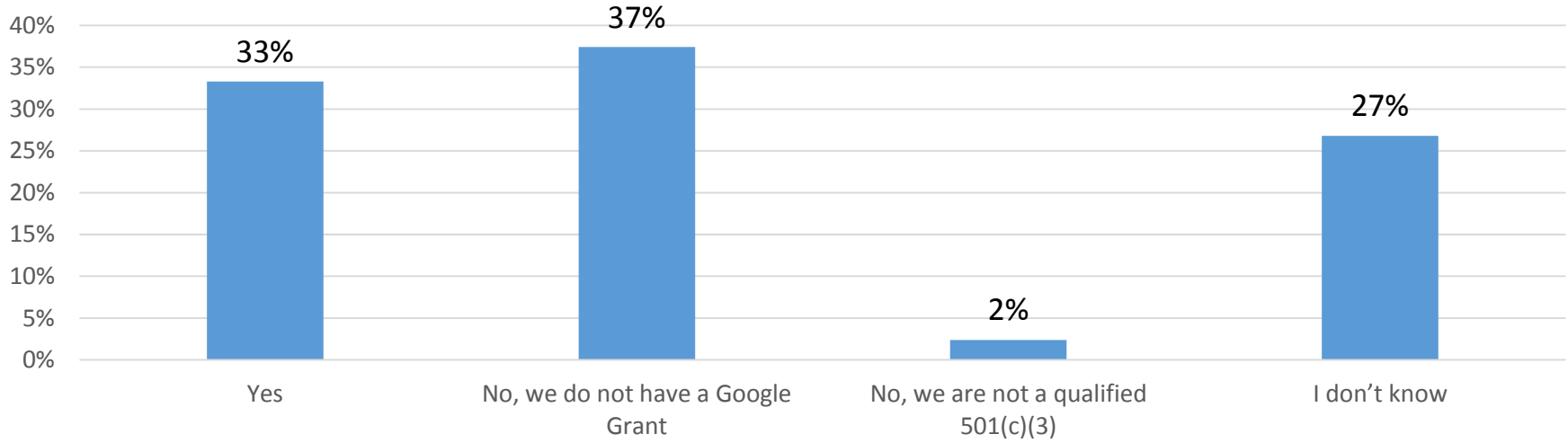


Digital Membership Marketing in Budget

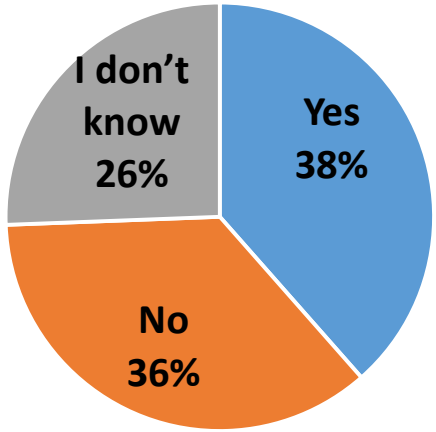


Google Grant

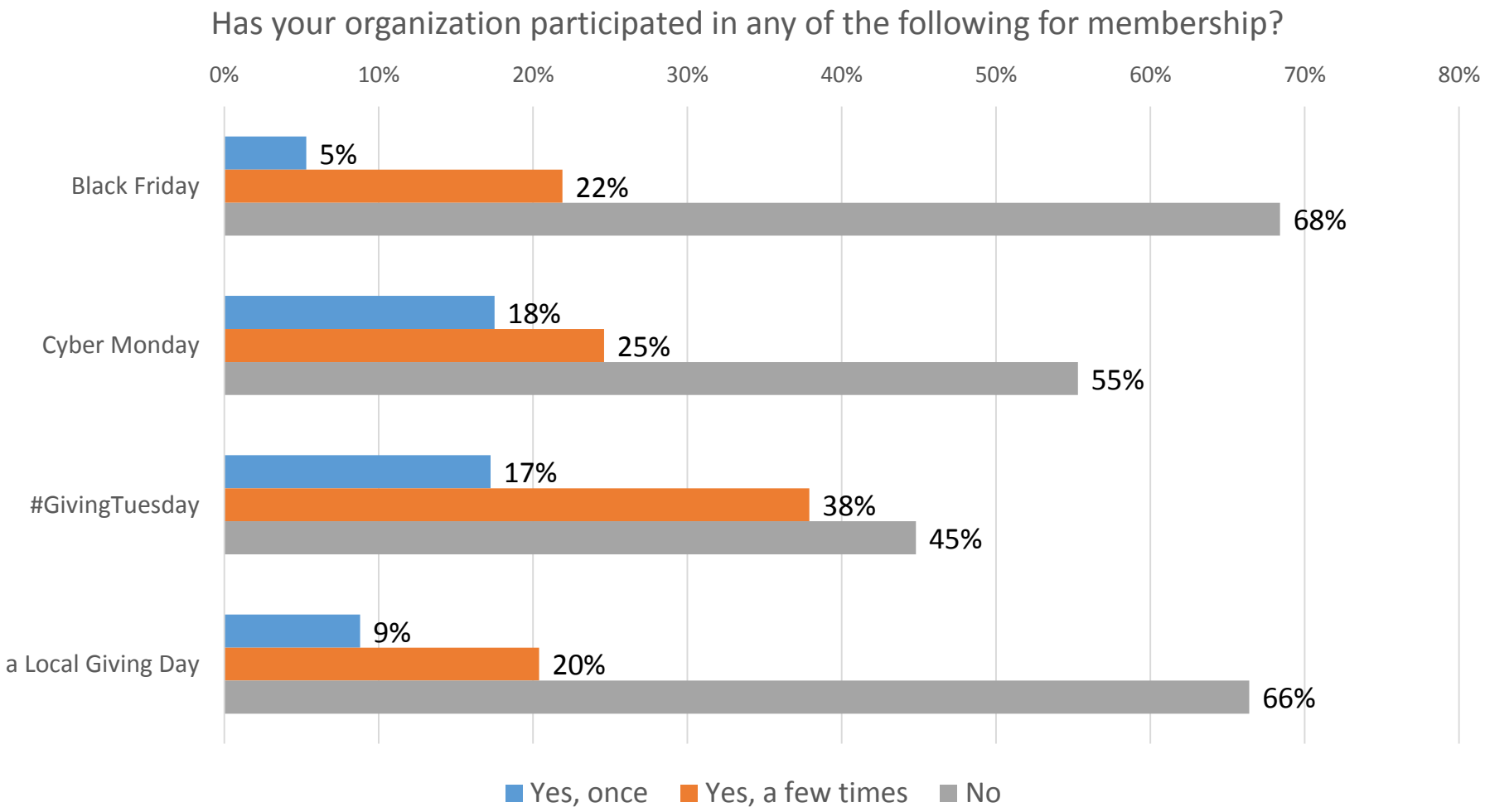
Does your organization have a Google Grant for online advertising (i.e. Google AdWords)?



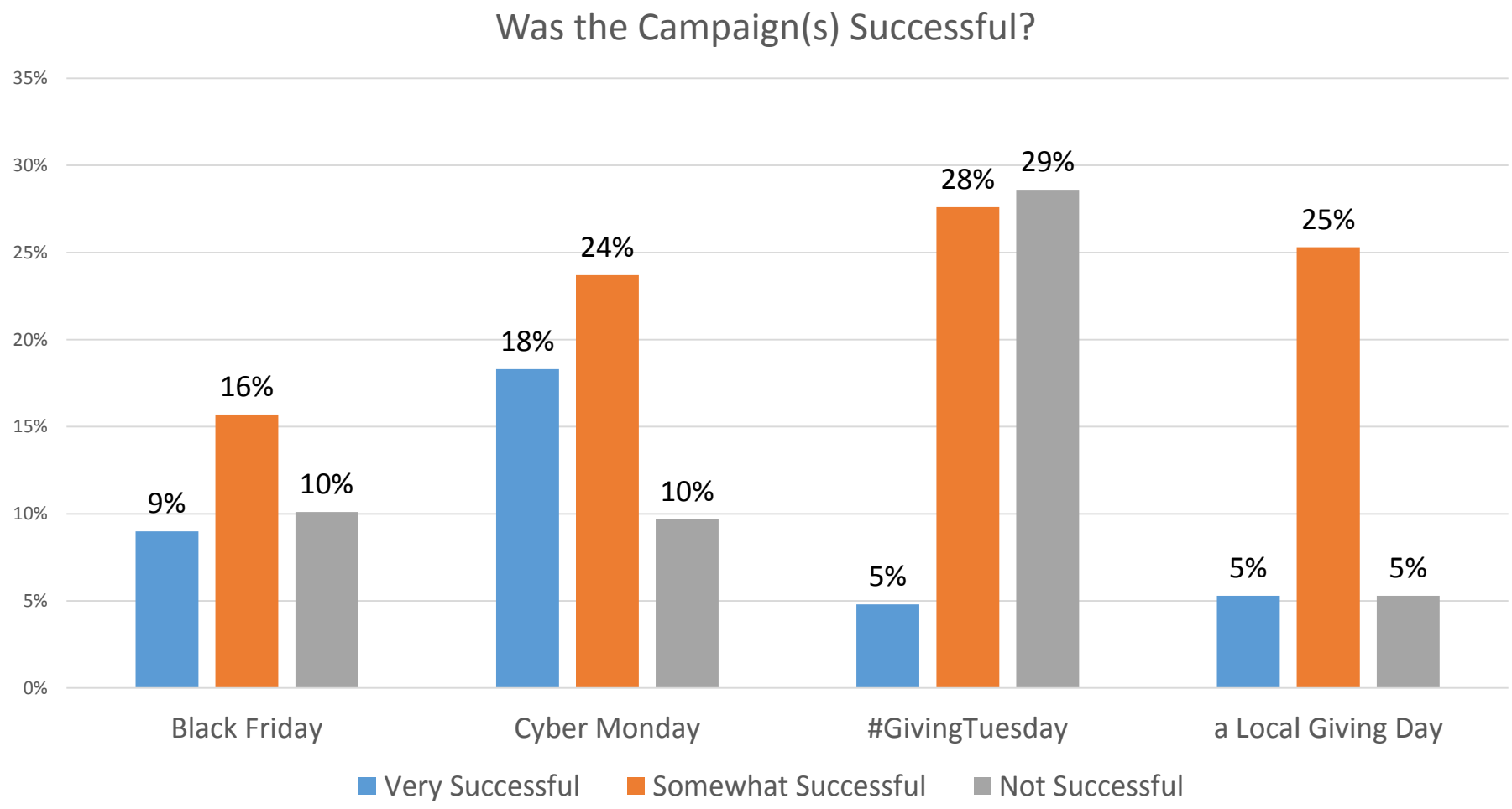
Is Membership acquisition supported by membership advertising as portion of the Google Grant?



Giving Days

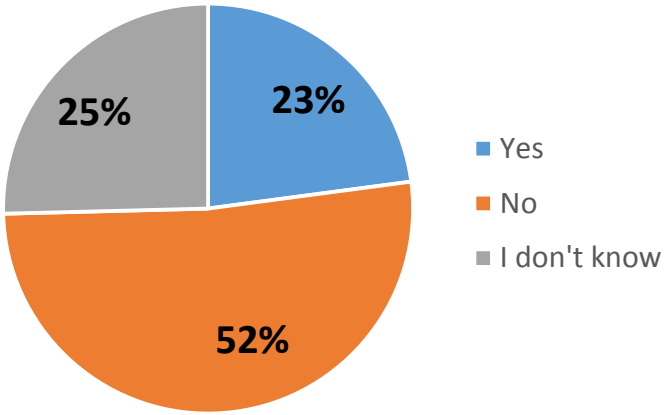

Has your organization participated in any of the following for membership?
0%
10%
20%
30%
40%
50%
60%
70%
80%
Black Friday
5%
22%
68%
Cyber Monday
18%
25%
55%
#GivingTuesday
17%
38%
45%
a Local Giving Day
9%
20%
66%
Yes, once
Yes, a few times
No

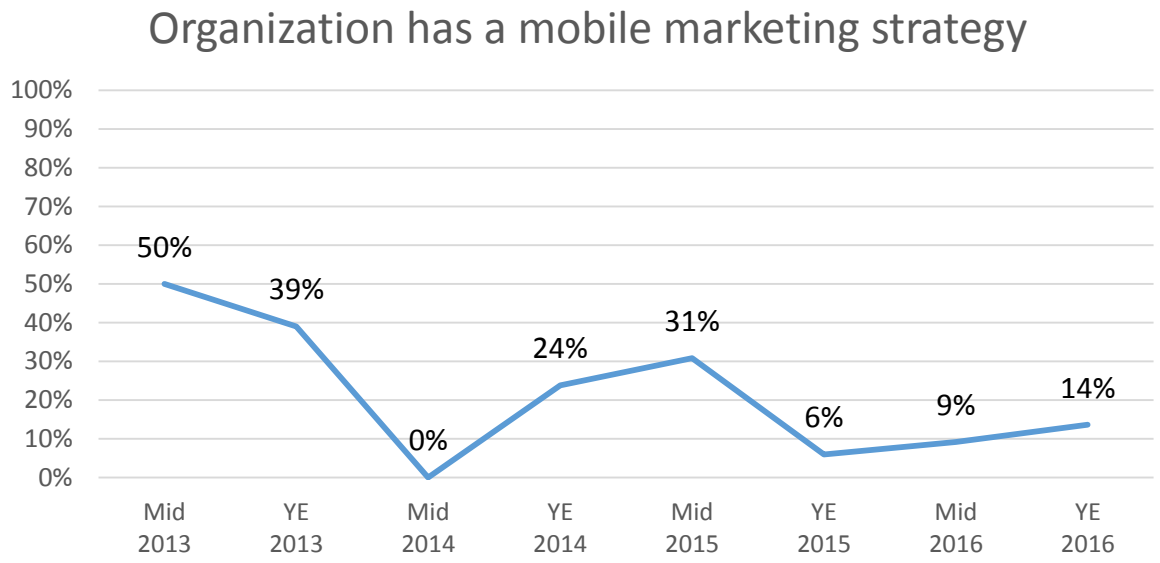
Giving Days Success



Mobile Marketing

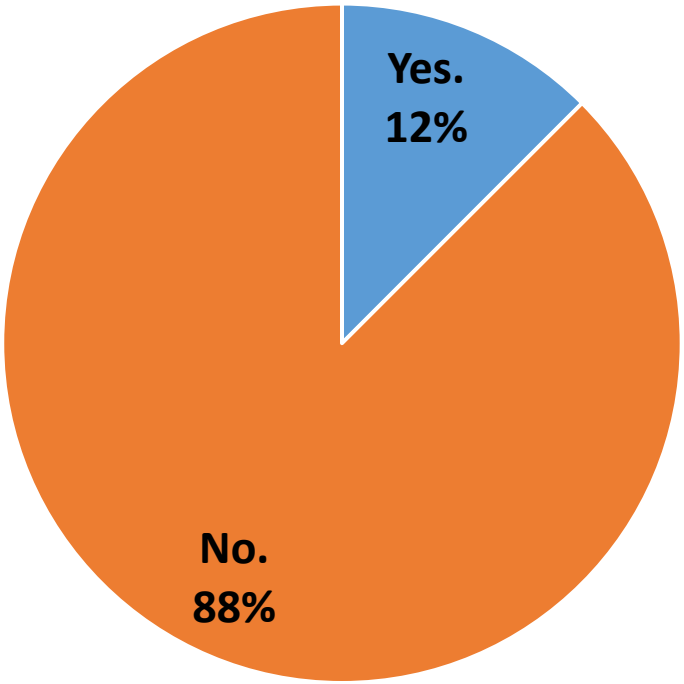
Does your organization have a mobile marketing strategy?





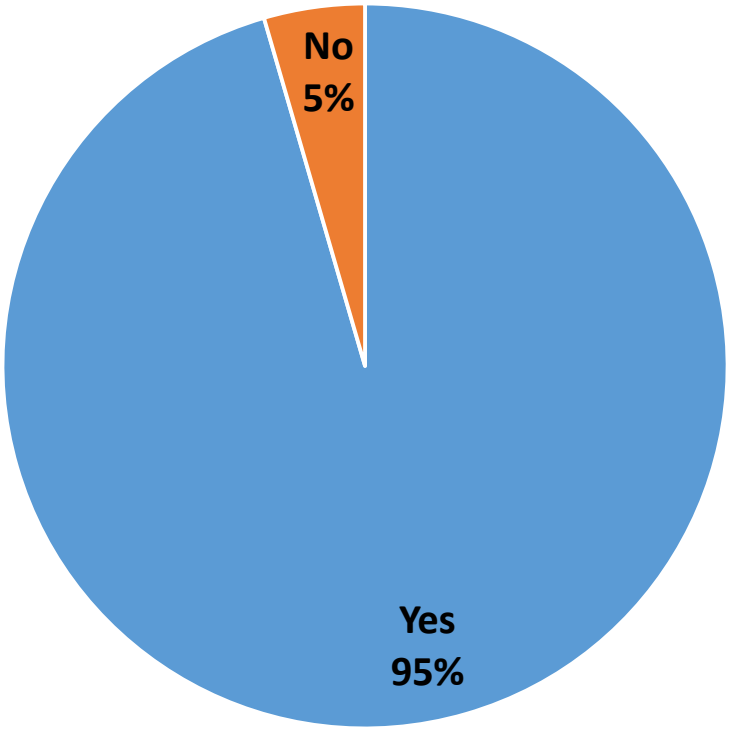
Mobile App with Membership Component

Does your organization have a mobile app that features a membership servicing component?

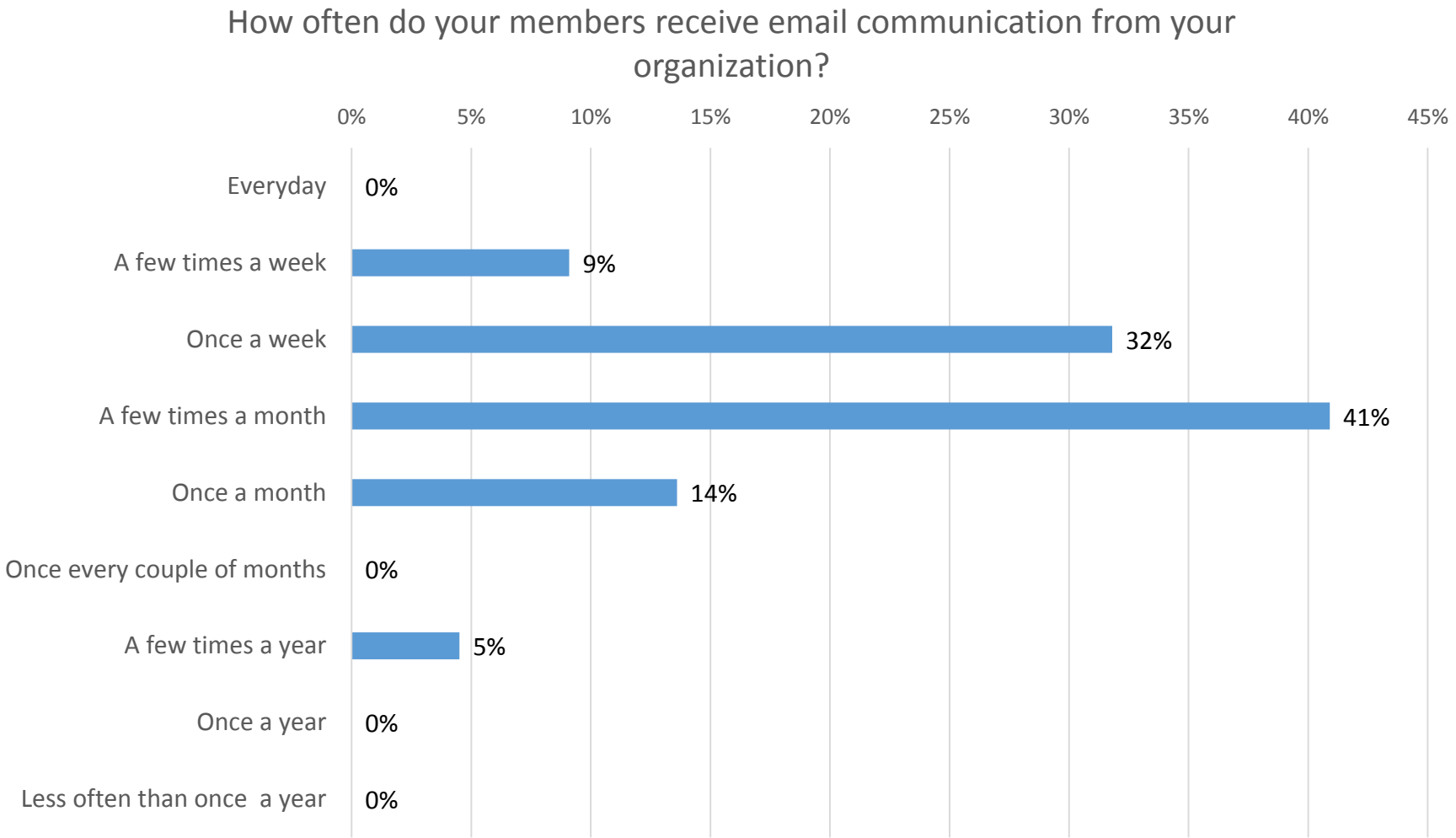


Email Communications

Do you, as a membership manager, have the authority/ability to communicate with your members via email?

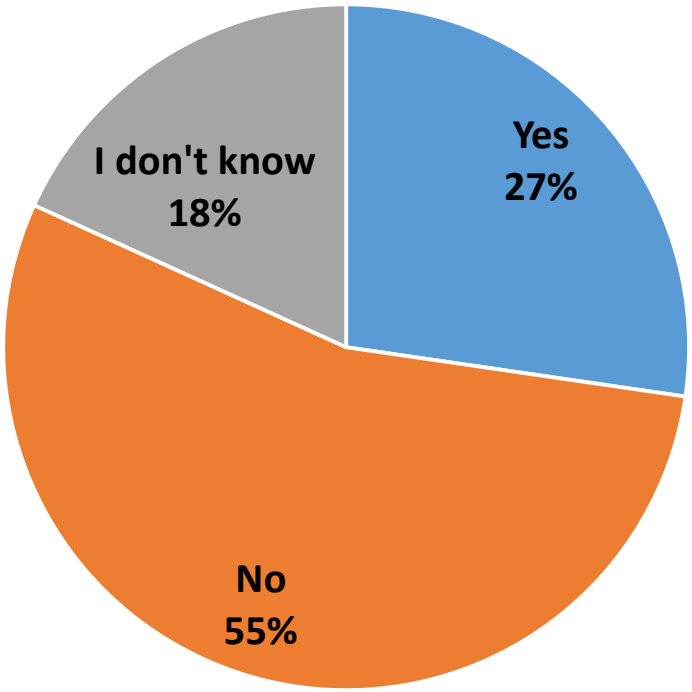


Email Communications



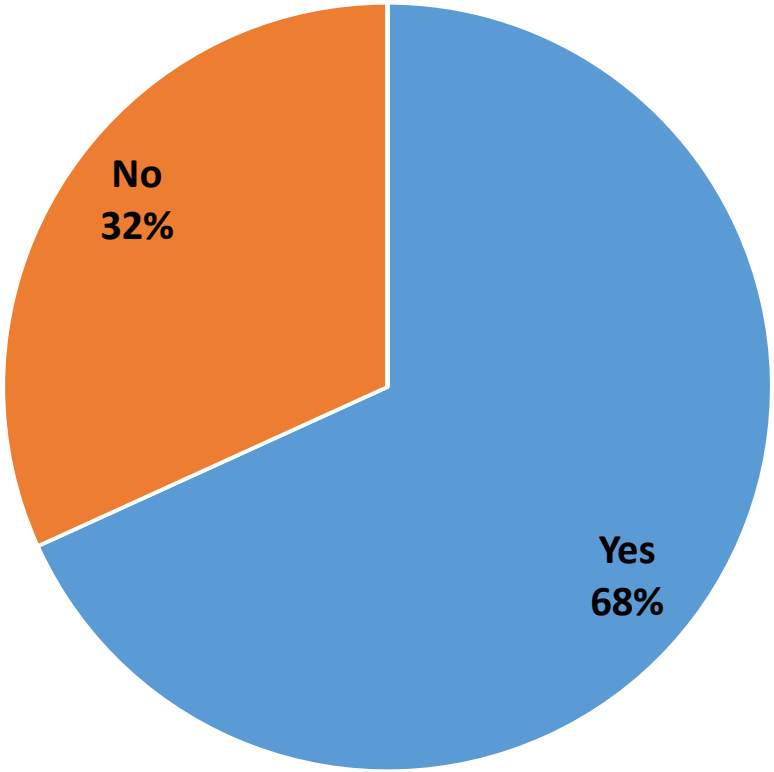
Email Communications

Does your organization limit the number of emails members can receive?

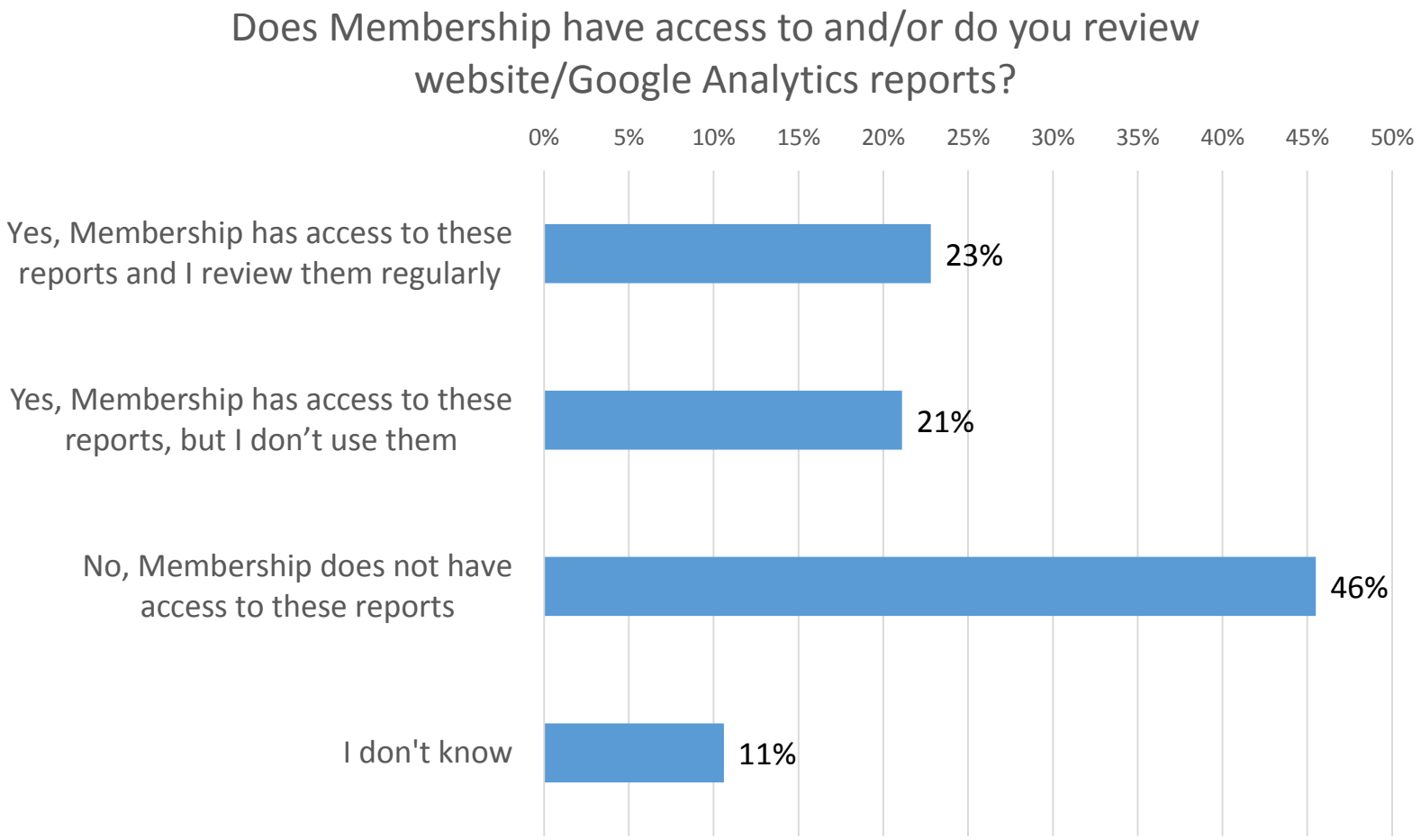


Email Communications

Are you able to send promotional emails about membership to the institutional house list (e.g. ticket buyers, visitors, etc)?

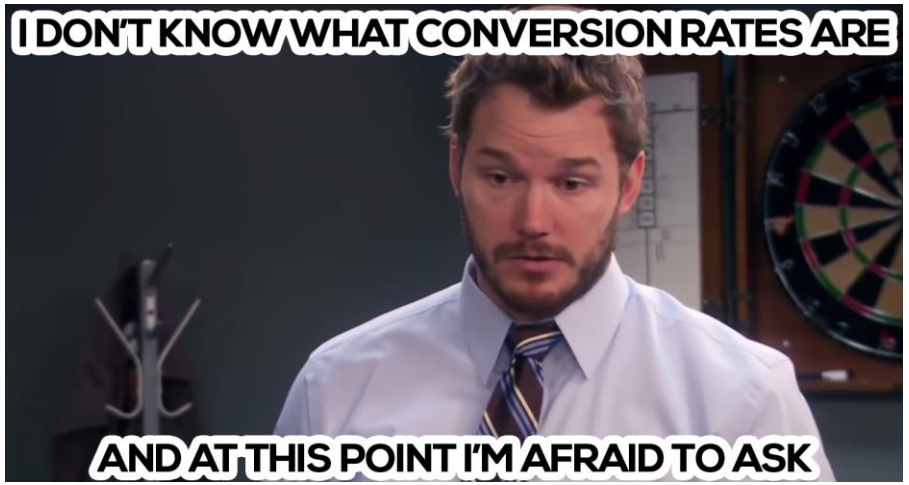


Access to Google Analytics



Metrics

- Average Online Sale
- Abandon Cart Rate (69.23%)
- Conversions
  - Pixels
  - Promo Codes
  - Matchback Reporting
  - Attribution Modeling
- Google Conversion Goals



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 (75%+)

	Silverpop	Blackbaud	Blackbaud	Constant Contact	Constant Contact	Constant Contact	Constant Contact	Mail Chimp	Mail Chimp	M+R Benchmarks	M+R Benchmarks	
TYPE	*Nonprofits*	*Association & Membership*	*Visitation*	*Art Galleries/ Museums*	*Nonprofit – Arts Organization*	*Nonprofit – Association*	*Nonprofit – Membership Organization*	*Arts and Artists*	*Nonprofit*	*Nonprofit (All)*	*Cultural*	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%**

Metrics

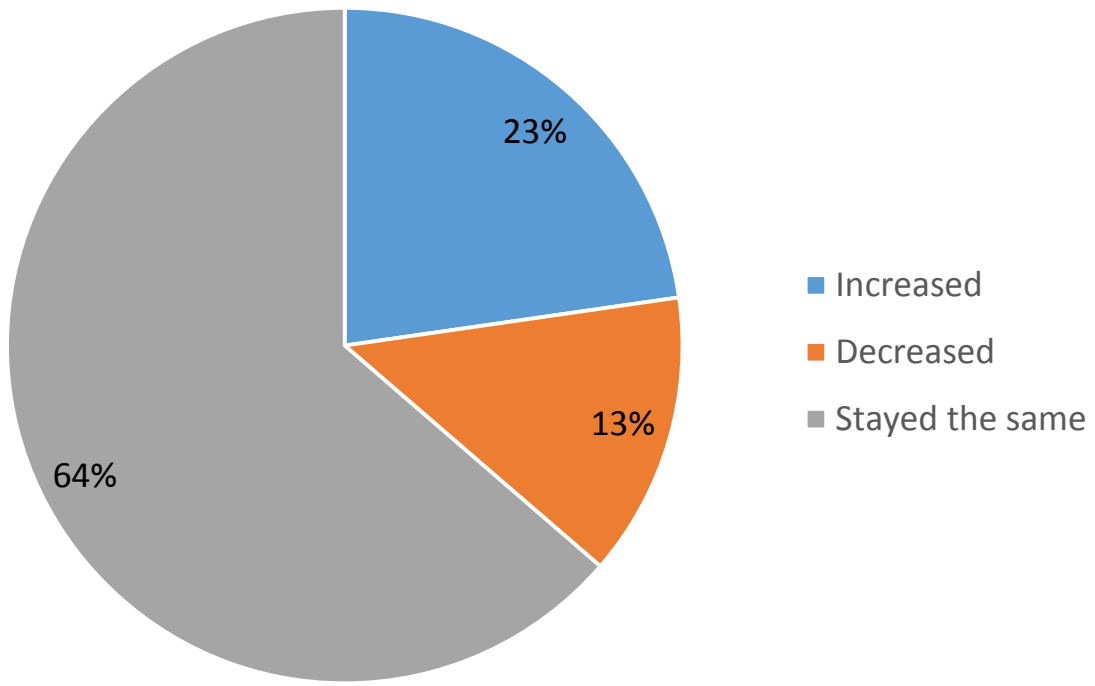
- Reach
- Interactions
- Influence
- Referrals
- Conversions
- Sentiment Analysis

Membership Programs

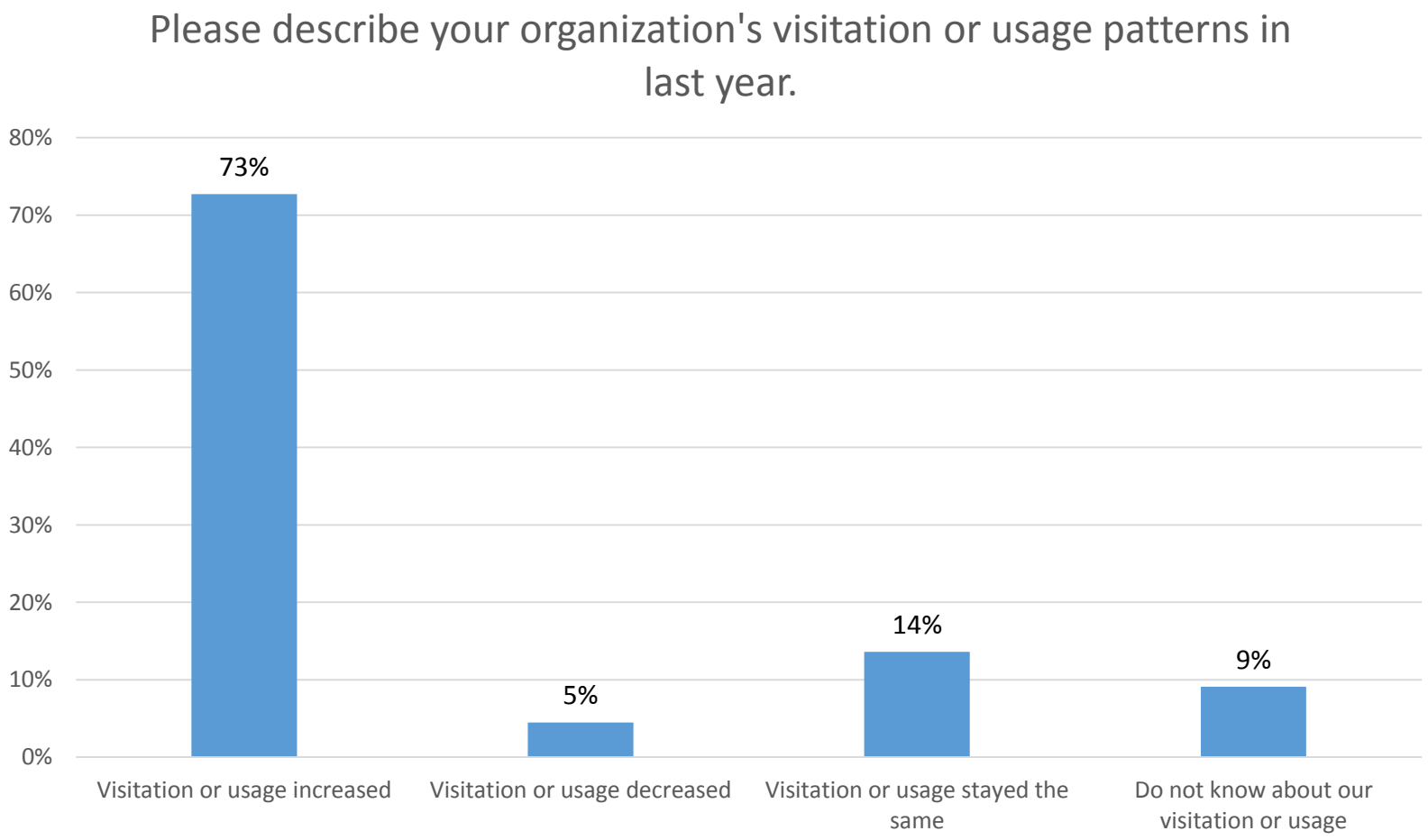
Staffing, Visitation, Climate, Demographics

Staffing

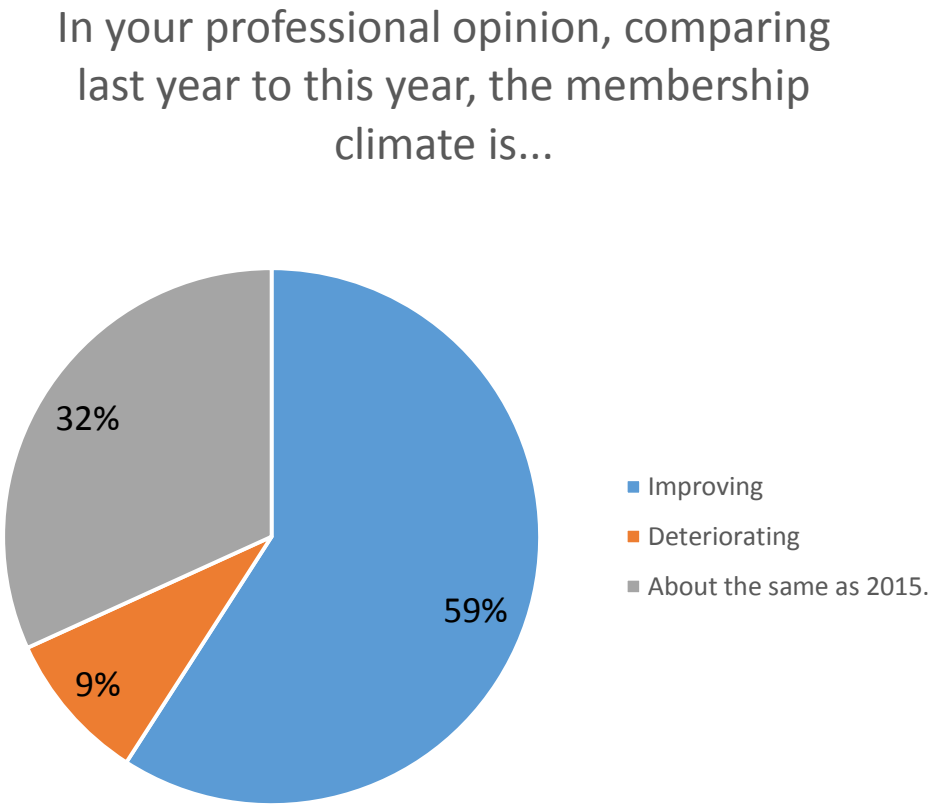
In 2016, staffing levels within the membership department have...



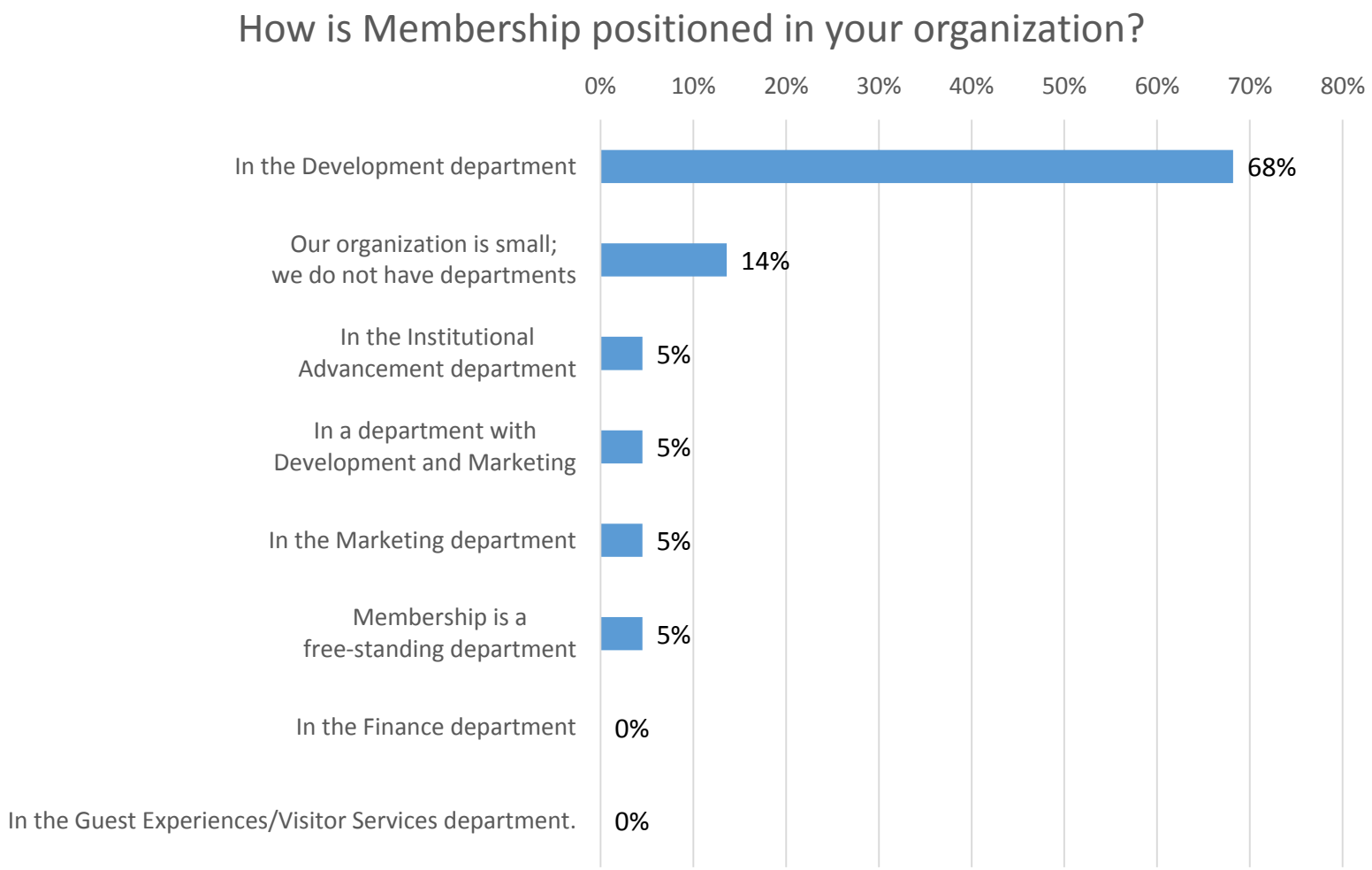
Visitation


Please describe your organization's visitation or usage patterns in last year.
80%
70%
60%
50%
40%
30%
20%
10%
0%
73%
5%
14%
9%
Visitation or usage increased
Visitation or usage decreased
Visitation or usage stayed the same
Do not know about our visitation or usage

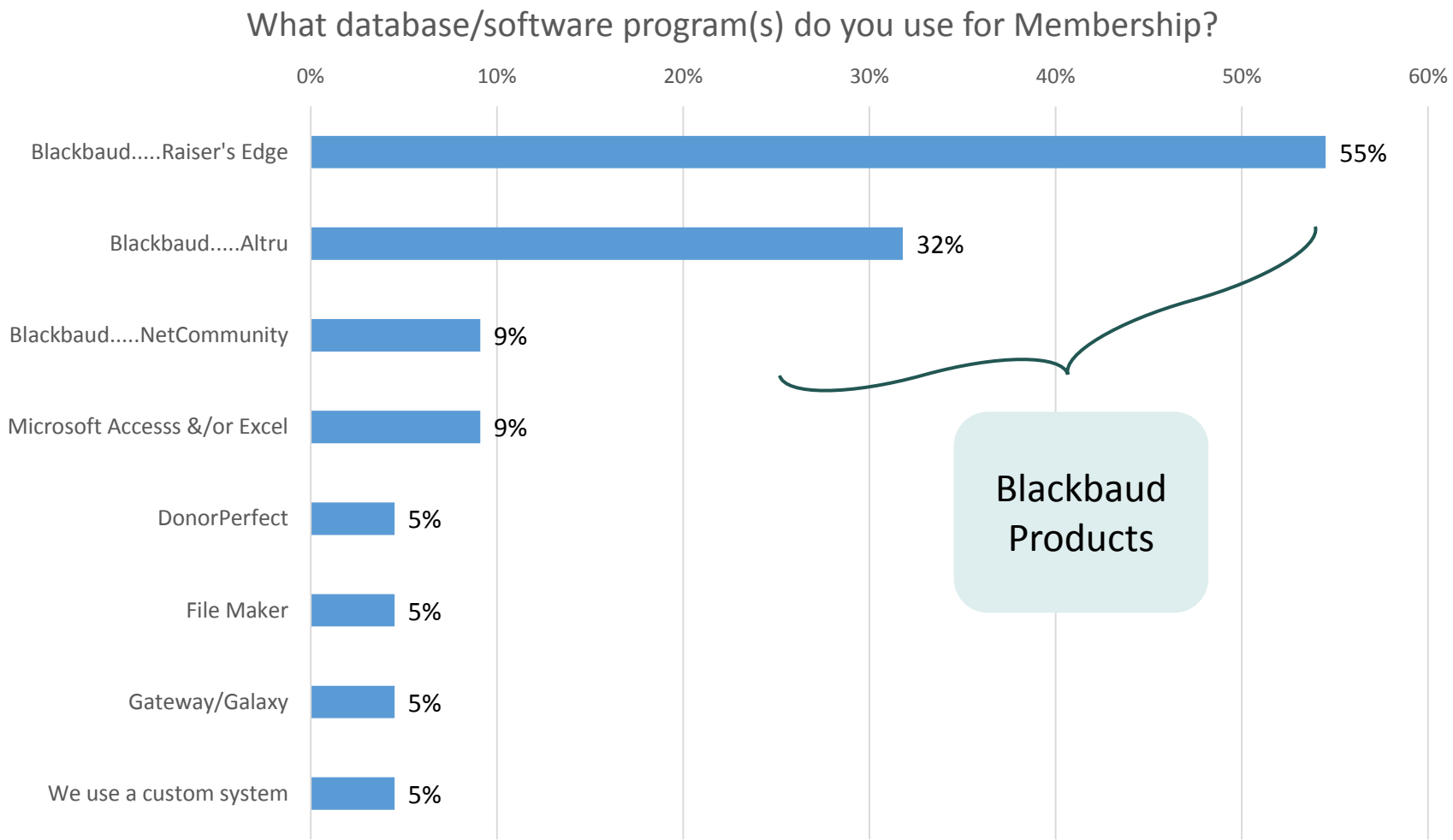
Membership Climate



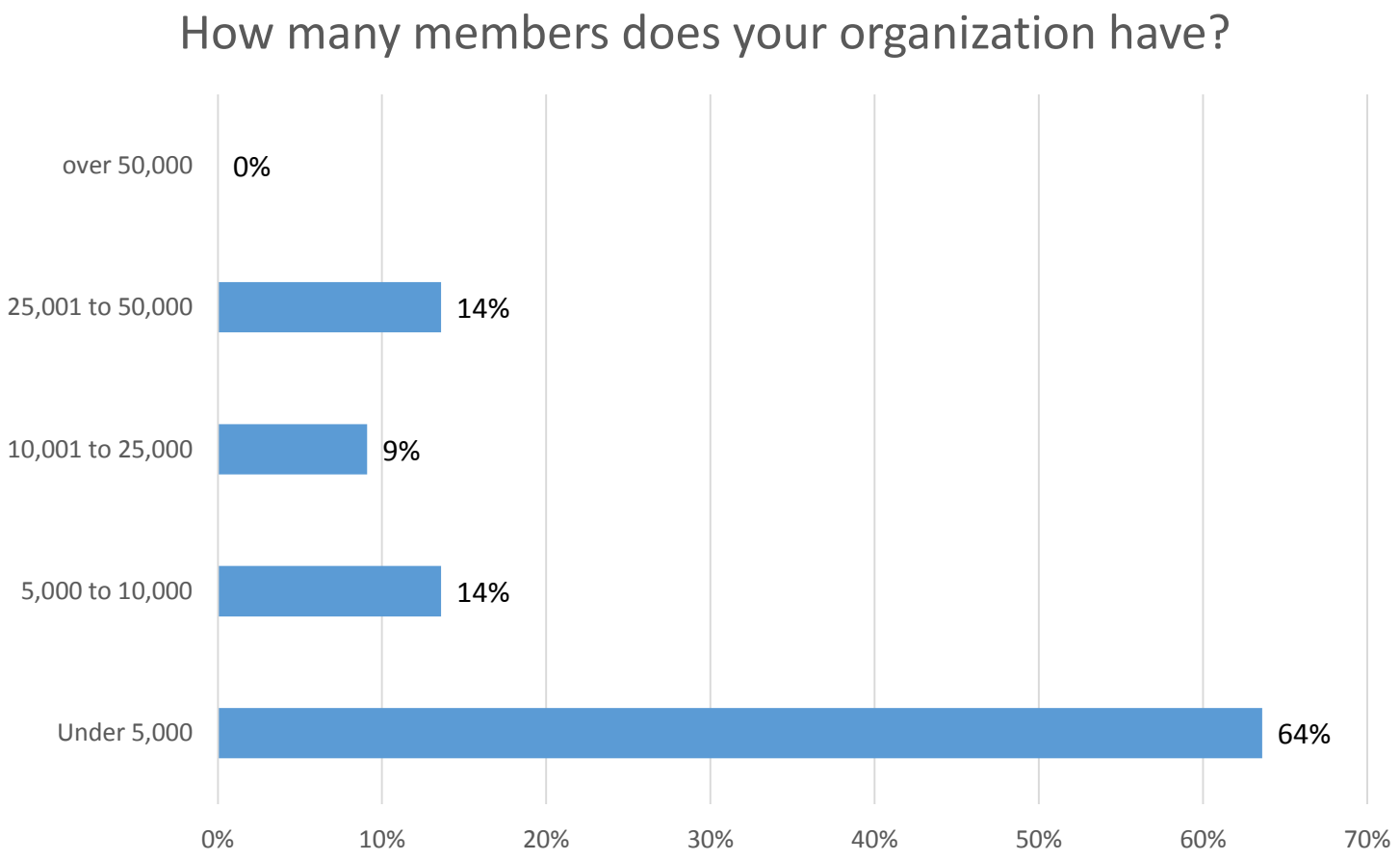
Membership Positioning



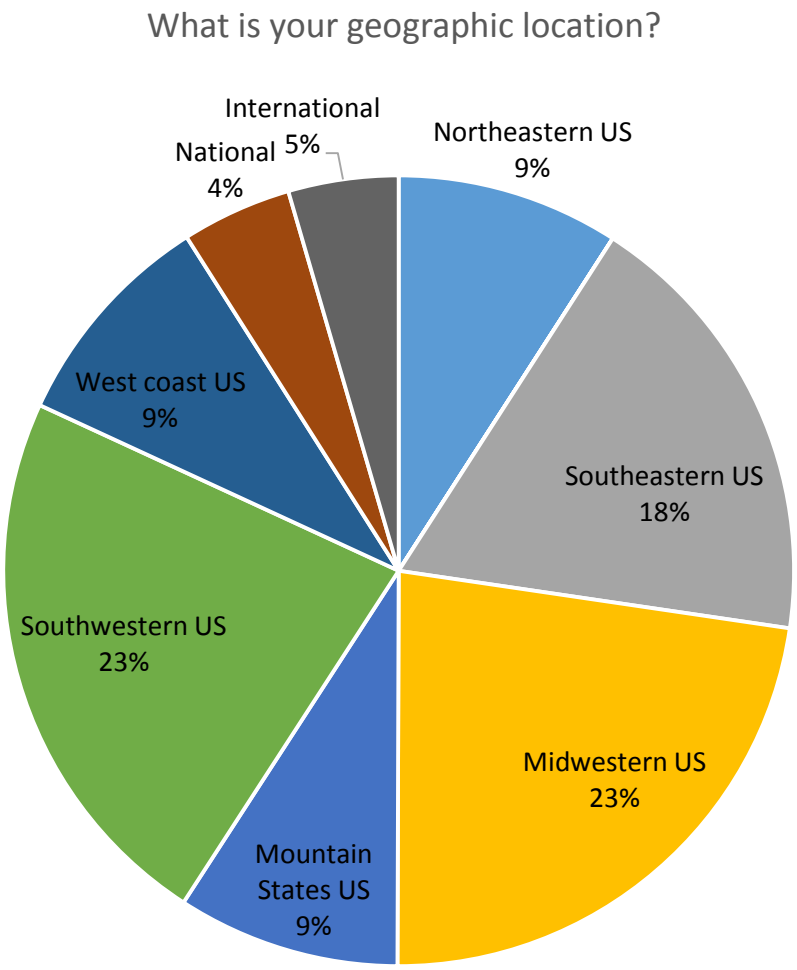
Membership Software



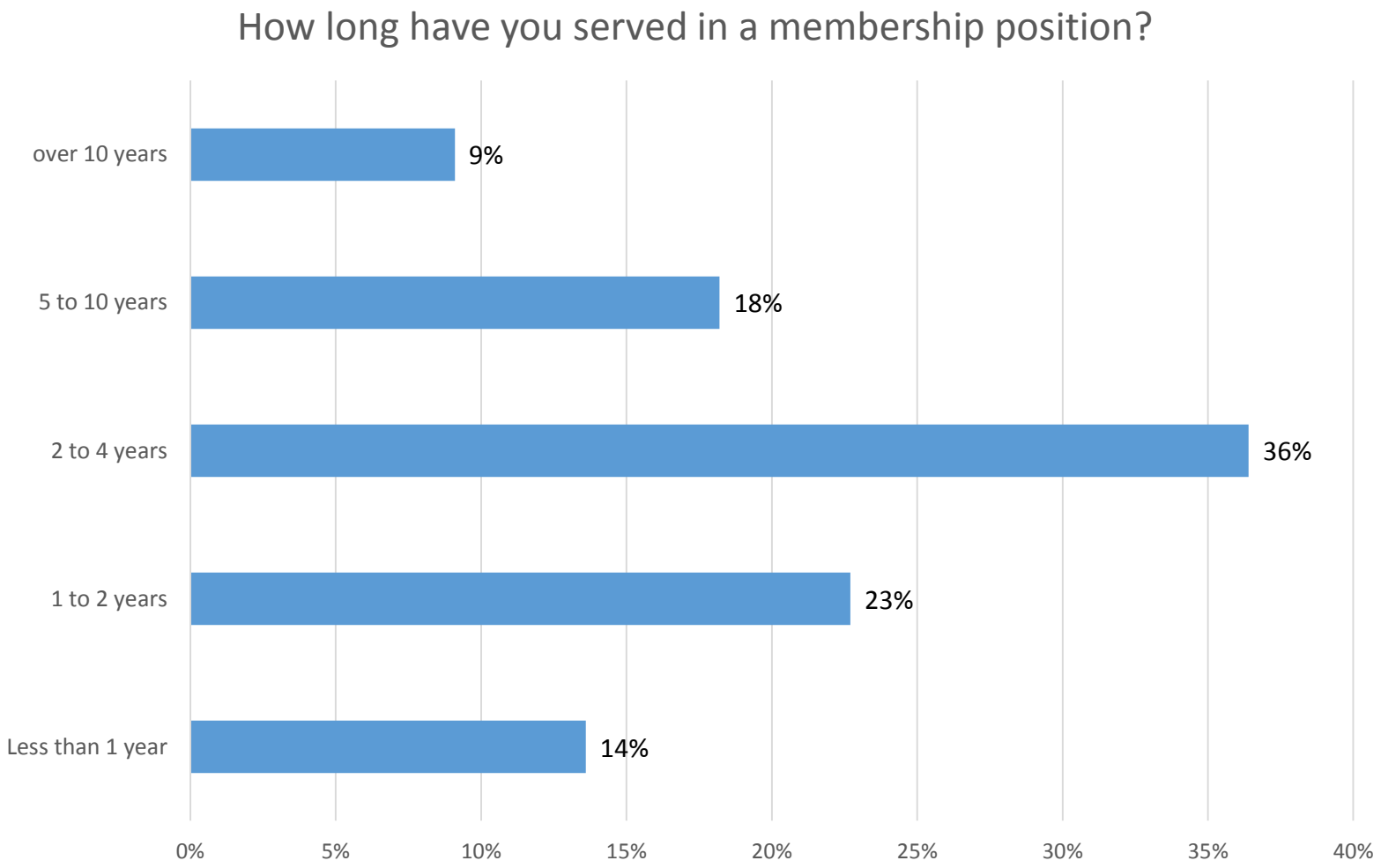
Demographics



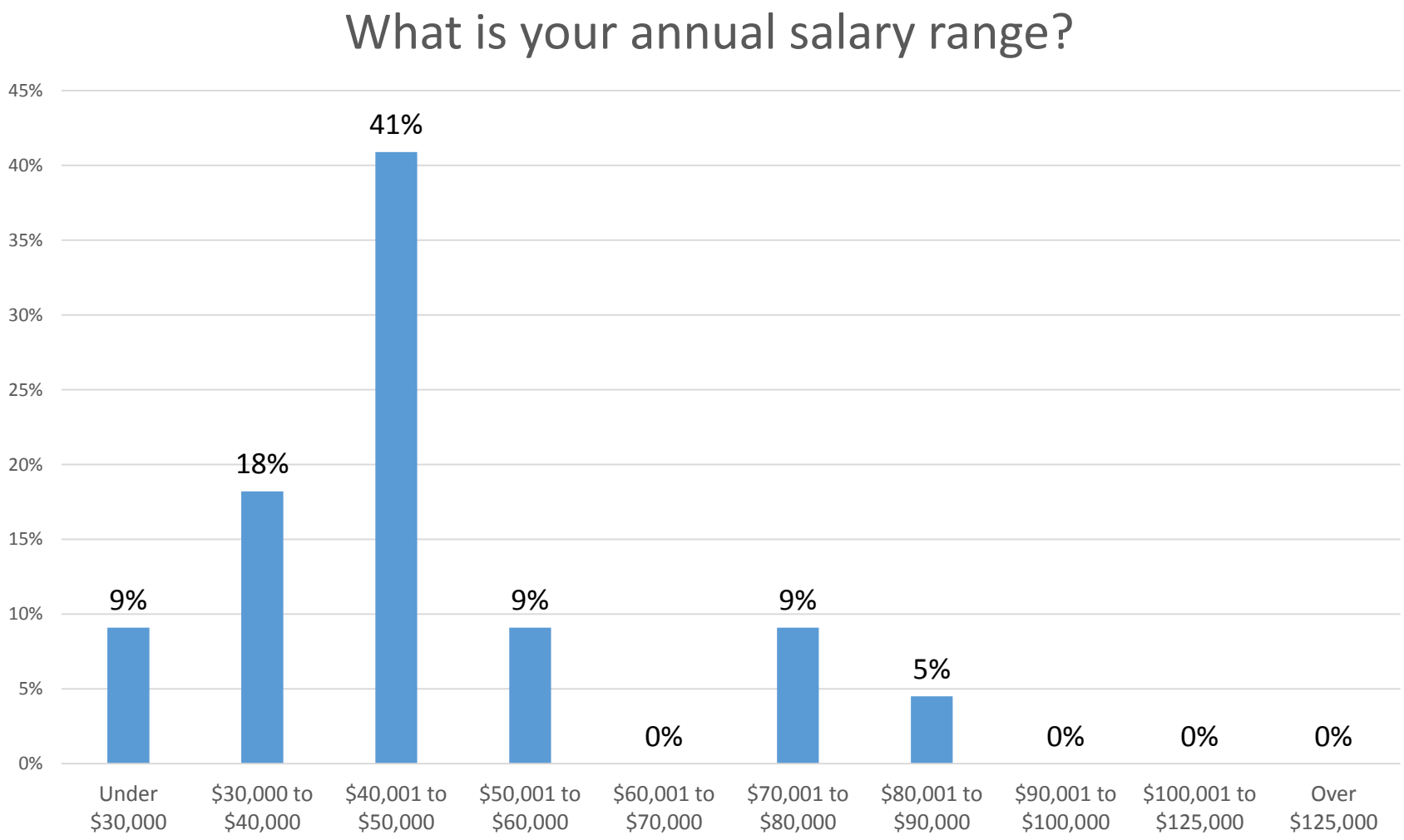
Demographics



Demographics



Demographics



MEMBERSHIP CONSULTANTS

Thank You!!!

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