

Bridge
Conference



Marketing.
Fundraising.
It's All Here.

More than Member Gifts! Other Ways to Raise Funds from Museum Members

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American Indian

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Today's Presentation

- Case Study
 - United States Holocaust Memorial Museum
- Case Study
 - Smithsonian National Museum of the American Indian
- Other Museums
- Q&A

The Value of Members

- Annual membership dues
- Additional gifts
- Event audience
- Product purchasers
- Visitors
- Grassroots support
- Planned givers

Common Elements of Membership Offers

- Exclusivity
- Behind-the-scenes
- Unique
- Sense of community
- Long term

The United States Holocaust Memorial Museum



We remember the Holocaust for the victims and survivors – but also for ourselves, because hatred still flourishes, indifference still prevails and because the lessons of the Holocaust are directly relevant to our world. Remembrance is for our time – and for all time.

- Fred S. Zeidman, Chair

A Unique Mission

- Serves as the United States Memorial to the millions murdered in the Holocaust
- Reaches a truly global audience
- Mission reaches out to leaders such as heads of state, clergy, FBI agents, State Department diplomats
- Offers the most powerful lesson of the danger of unchecked antisemitism

A Few Facts about the Museum

- Opened in 1993
- 26.7 million visitors
- 90% visitors not Jewish
- 23.8 million Website Visitors in 2007
- \$73.2 million operating budget
- Raise \$28.4 million annually



Membership Overview

Opportunities

- 170,000 Active Members
- Approx. 85% Jewish
- Extremely high renewal rate
- High average membership gift

Challenges

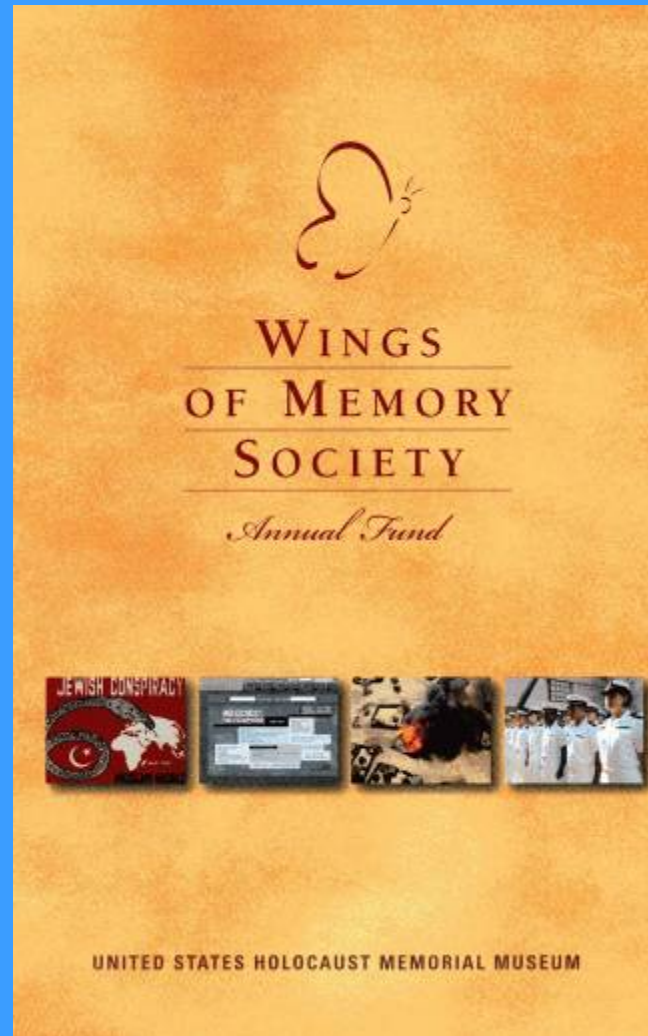
- Declined 18% since 9/11
- Aging Audience
- Limited Jewish Market
- Museum relevance isn't widely viewed outside core market

Opportunities for Members to Make Major Contribution

- Wings of Memory Society
- Goal: To increase the number of donors to the Annual Fund giving at least \$5,000 with a focus on renewing and upgrading people to gifts of \$25,000 or more



The Launch Mailing



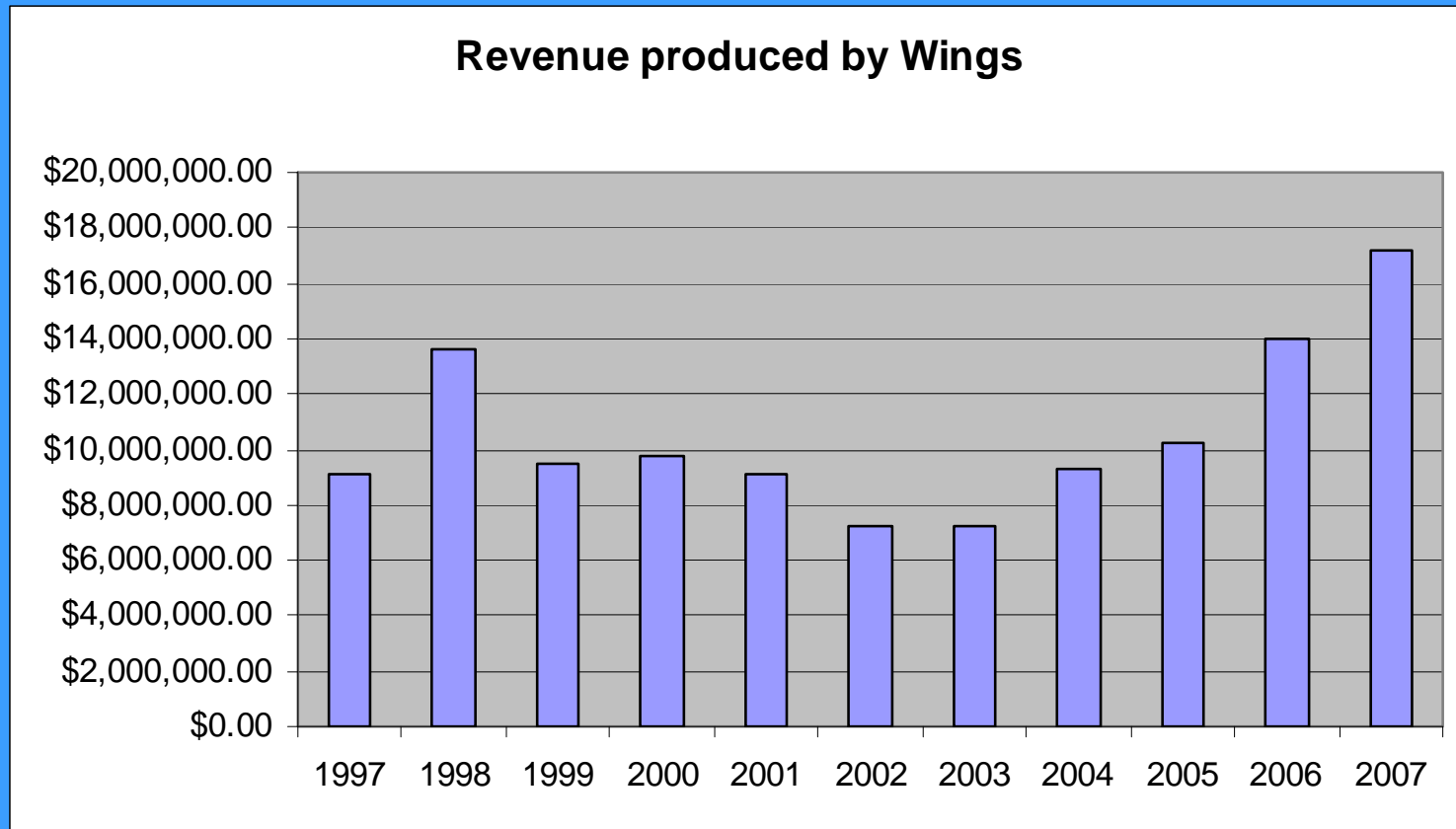
How does the Wings Program Work?

- Membership is the feeder track
- Mailings introduce program
- Volunteer national leadership committee
- Face to face solicitations
- Special benefits
- Matching gift available

Goals of Wings of Memory

- Create Predictable, reliable funding
- Expand national network of volunteers, supporters
- Bridge membership (\$36 - \$1,000) with major gift efforts that begin at \$25,000
- Create educated donors who are familiar with breadth and scope of Museum programs
- Promote opportunity to have a name inscribed in the Museum for \$50,000

Wings of Memory Society Growth has Dramatically Increased Income

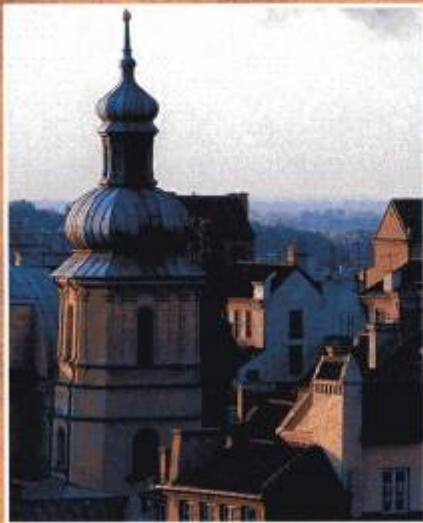


More Ways to Engage and Upgrade

- Special \$2,500 “Next Generation” level for 25-40 year olds/young professionals
- International Travel Program
- Events such as luncheons, dinners, speakers
- Planned giving marketing
- Special regional events
- E-community updates and newsletters

Materials Have Common look

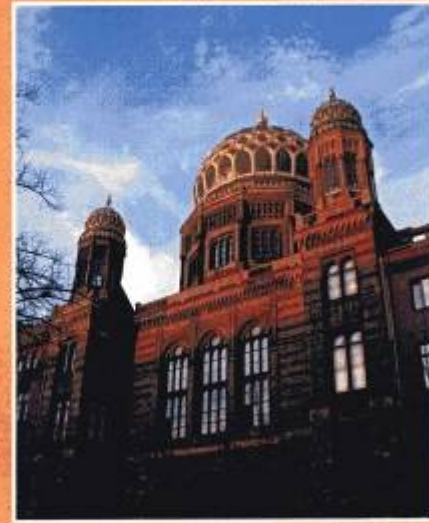
UNITED STATES HOLOCAUST MEMORIAL MUSEUM
A JOURNEY TO REMEMBER



WARSAW



KRAKOW



BERLIN

Cases from Other Museum

- Rental space
- Lower level donor opportunities
- Expanding the volunteer base
- Connect Members with opportunities in the Museum

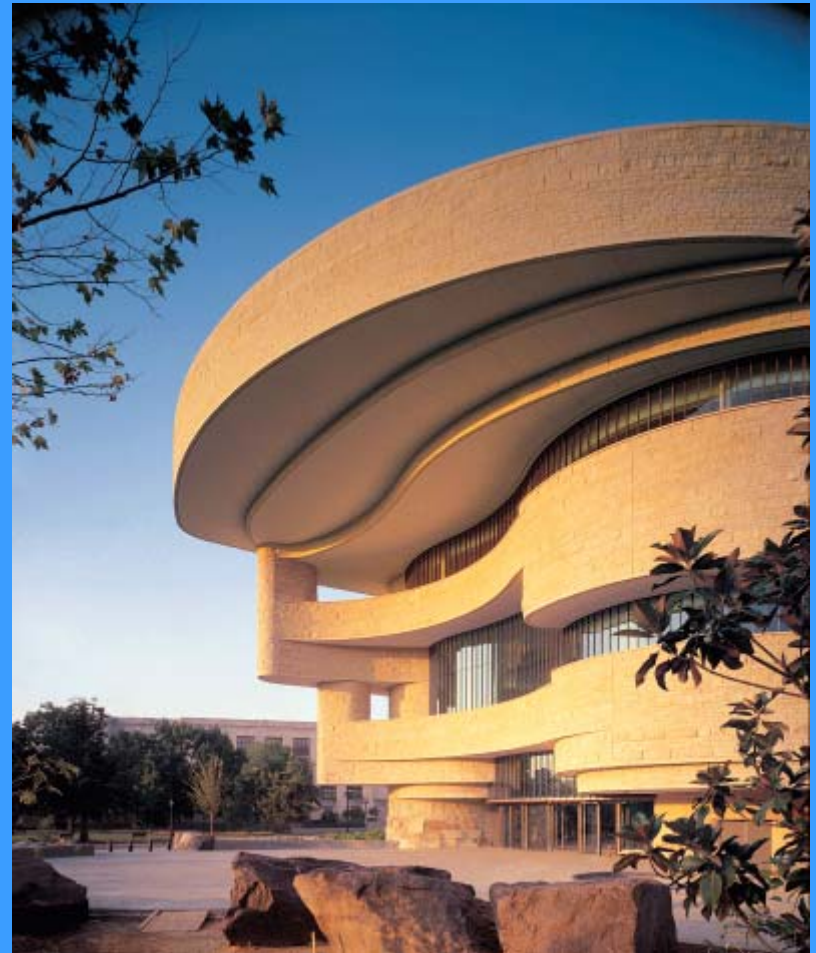
The National Museum of the American Indian



The National Museum of the American Indian is committed to advancing knowledge and understanding of the Native cultures of the Western Hemisphere – past, present, and future – through partnerships with Native peoples and others. The Museum works to support the continuance of culture, traditional values, and transitions in contemporary Native life

The Current Museum Membership

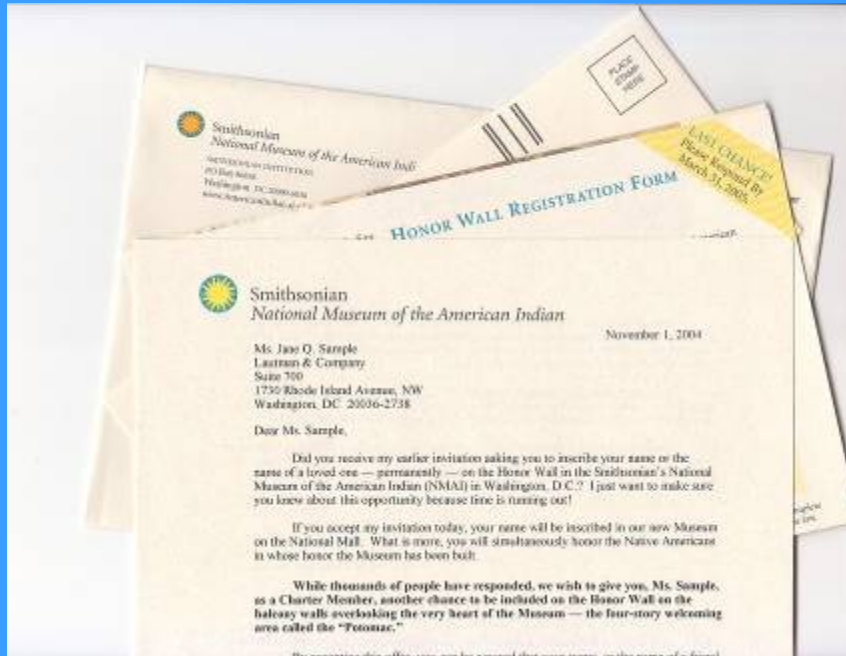
- 63,400 Members with a gift in the last 18 months
- Nationally based
- Membership peaked at 96,000 (18 month members) in April 2005 (6 months after Mall Museum opened)
- Public/Private funding



New Programs Introduced Slowly

- 1989 – Authorizing Legislation
- 1991 – First membership mailing
- 1997 – Multiple Membership levels introduced
- 2000 – Honor Wall introduced

The Honor Wall



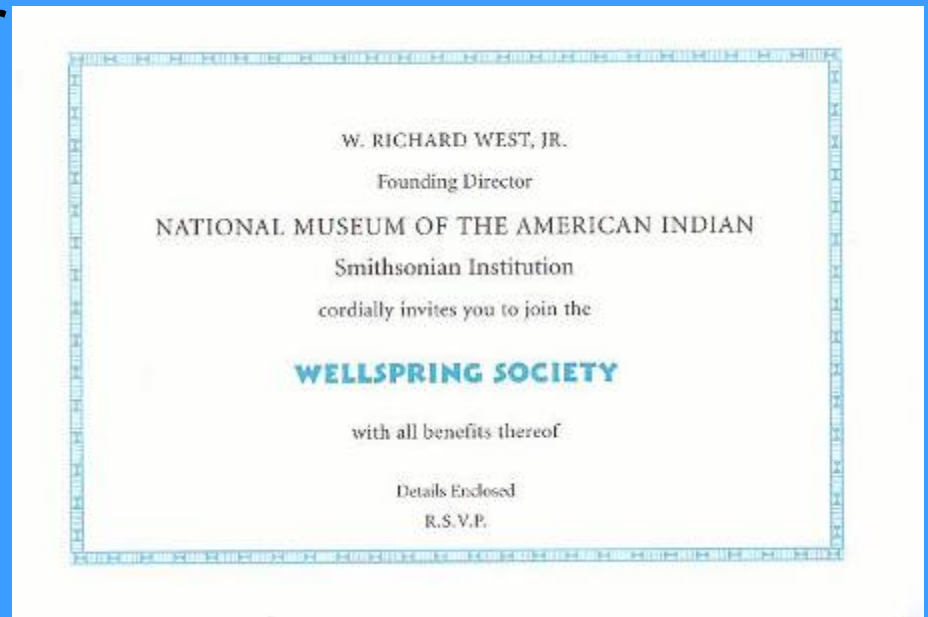
- 8 year campaign
- Asked Members to make special \$150 gift for name on wall
- Almost 25,000 names
- More than \$3 million raised

Opportunities for Members Prior to Mall Museum Opening

- 2003 – Wellspring Society (monthly donor launched)
- 2003 – Exclusive Pendleton blanket offered for sale to Members
- 2003 - \$1,000 Director's Council of Friends membership level promoted


The Wellspring society

- Members can contribute monthly for on going needs
- Average monthly contribution is \$10.57
- More than 780 Members make monthly gifts



The Pendleton Blanket Sales

Give the Gift of Warmth this Winter



NMAI Pendleton Blankets



"Sauniga" regular price \$249
"Wendy by Design" regular price \$205
"Coastal Moons" regular price \$195

Save Now — Limited Time Offer!
For a limited time only, save \$100 when you order all three blankets at the special package price of \$479.99. **Save up to \$114** when you purchase any two of the featured blankets for \$339.99.

NMAI Members Save Even More with Free Shipping & Handling

Order your blankets today online at www.AmericanIndian.si.edu/give or by calling toll free 1-800-242-6624.

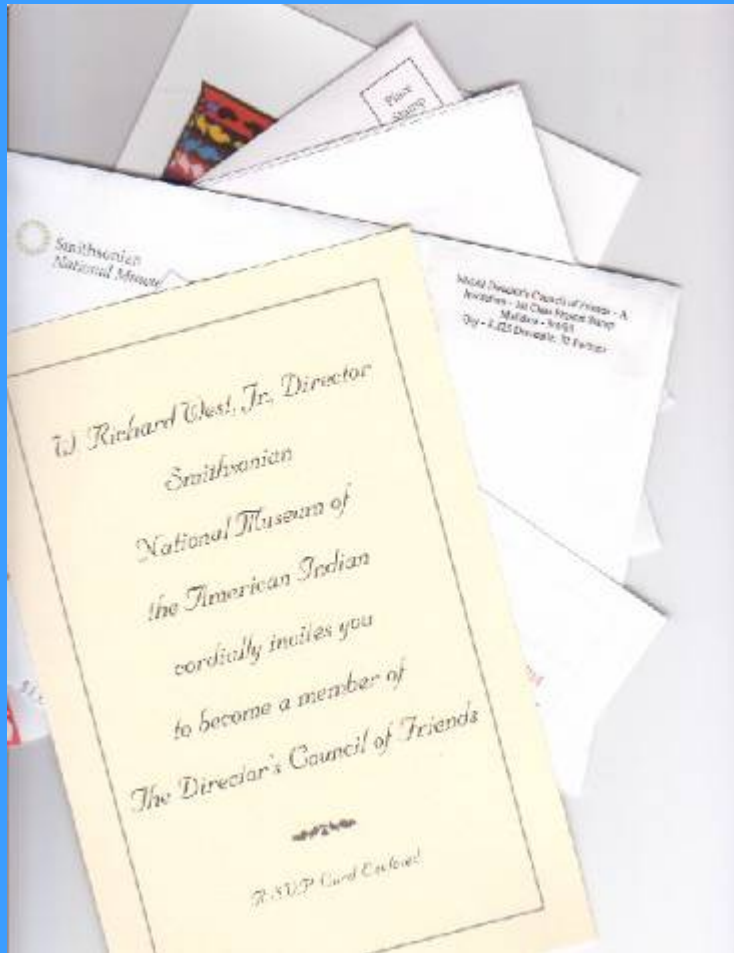
This special offer is not available through the museum stores. For blanket details and additional images, visit www.AmericanIndian.si.edu/give.



Smithsonian
National Museum of the American Indian

- First offered in 2003, follow up blankets in later years
- Marketed to members in magazine, mailings
- Sales raised more than \$690,000 since inception

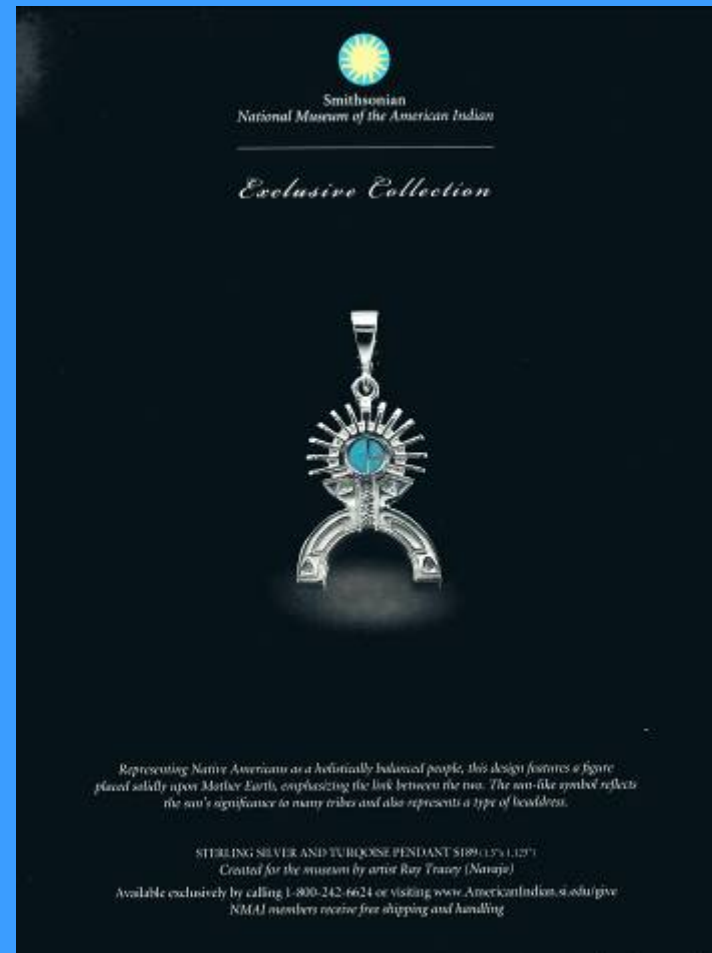
The Directors Council of Friends



- Upgraded 400 Members to \$1,000 in the first year
- Initially used Pendleton Blanket as a special offer
- New package features new director

Jewelry Sales

- In 2006 three jewelry pieces featuring old Museum logo introduced
- In 2007 “Creation” pendant by Senator Ben Nighthorse Campbell Created
- Jewelry sales have totaled \$232,000



Jewelry Promotion

Announcing...
The Creation Pendant
A limited edition work of art by

Ben Nighthorse Campbell

*"Representing the eternal force of the Great Spirit
that wills all things in the cosmos"*

*Created for The Smithsonian
National Museum of the American
Indian by the esteemed former U.S.
Senator, America's leading designer of
Native American jewelry. Available
exclusively through this offer.*

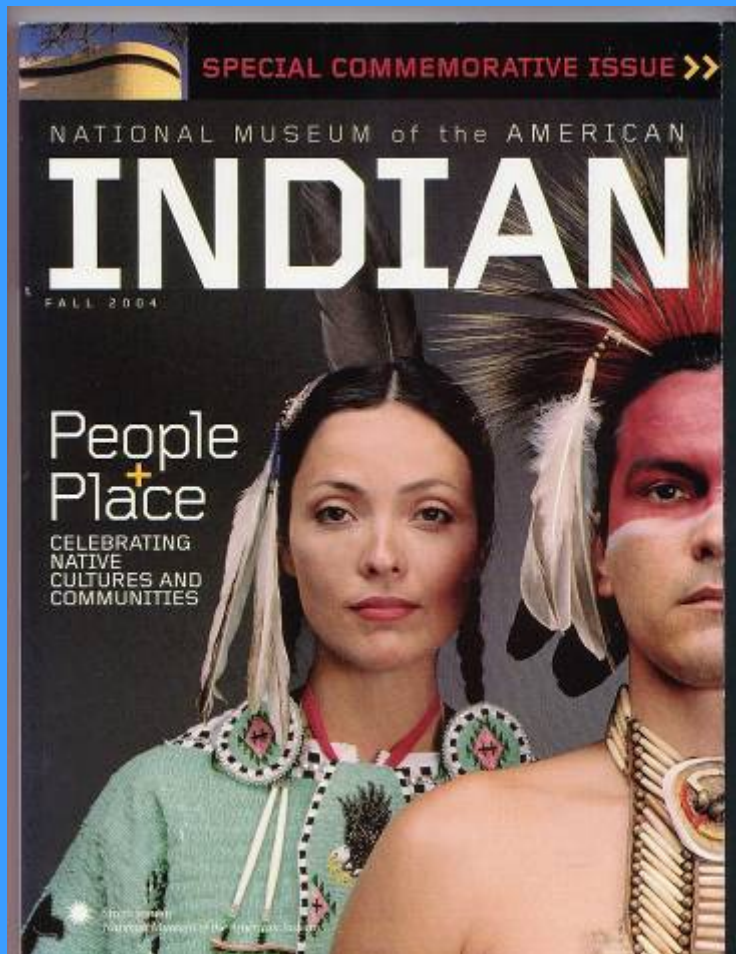


Own this hand-cast collector's piece, exquisitely designed on both sides, for \$550.00 (chain not included). Special offer for Museum members: \$495.00 including shipping.

All proceeds to benefit the Museum.

1-800-242-NMAI (6624) www.AmericanIndian.si.edu/give

Many Marketing opportunities



- Magazine sent quarterly
- E-newsletter "Contact"
- Acknowledgements
- Special Mailings
- "Insight" newsletter to \$35+ Members (50% of members!)
- Single e-blasts

Other Museums

- Engage Members through Events, special behind-the-scenes access
- Foster “community” from the common interest of members
- Help reach more members

Questions?

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