

Lakeview Museum to Peoria Riverfront Museum



Where did we come from?

- Lakeview Museum
- 2,200 members when it closed
Sept. 3, 2012
- Membership Expectations
 - \$188,000 annual General & Mid-level Members
 - * \$141,084 earned in 2011/2012 FY
(\$116,453 in General + \$24,631 Mid-level)
 - \$ 144,000 High-level Members
 - * \$126,300 earned in 2011/2012 FY
- Standard Membership Program –
 - Set benefits
 - Price determined by how many people you want covered



What did that look like?

Benefits –

**Free Admission
ASTC Reciprocal**

**Class/Store Discounts
Member Magazine**

Membership Categories

All Memberships are 100% Tax Deductible

- \$50 Individual
 - \$65 Dual
 - \$75 Family
 - \$75 GrandPASS
 - \$125-\$249 Patron
 - \$250-\$499 Sponsor
 - \$500-\$999 Sustainer
 - \$1000+ Renaissance
 - \$20 Smithsonian Affiliate Membership +
Any Lakeview Membership
- General** (includes \$50 Individual, \$65 Dual, \$75 Family, \$75 GrandPASS)
- Mid-level** (includes \$125-\$249 Patron, \$250-\$499 Sponsor, \$500-\$999 Sustainer)
- High-level** (includes \$1000+ Renaissance)

- General – Benefits listed above
- Mid-level – General level benefits
NARM Reciprocal
5-9 Museum passes
- High-level - mid-level benefit
15 museum passes
philanthropy

Where are we at?

Peoria Riverfront Museum

- 3400 members as of June 1, 2013
- Membership Expectations
 - \$365,000 annual CORE & Track
 - * \$300,185 to date - 9 months
(\$226,620 in CORE + \$73,545 Track)
 - \$166,650 annual Visionary (high –level)
 - * \$135,360 to date – 9 months
- New Membership Model –
 - Start with a Core benefits for set number of people
 - Price is determined by what you want from your membership



What does that look like? - General

Cost – \$75 – 2 adults

\$95 – 2 adults and children/grandchildren under 18

+CORE Benefits

Free Admission to galleries and Planetarium shows

Traveling Exhibit Discounts (as applicable)

Museum Store and Program Discounts

\$1 off GST Tickets

Subscription to Museum Publication

ASTC Reciprocal Program



Enjoy:

- Unlimited admission - Visit as often as you like and move to the head of the line every time
- Discounts at the Museum Store
- Concession coupons
- Discounts on admission to traveling exhibitions (when applicable)
- Discounts on museum programs and classes
- Free or reduced admission to more than 350 science centers and museums through the Association of Science and Technology Centers
- A subscription to our quarterly publication

There are 2 Core Memberships Available:

1. 1 adult + 1 guest
2. Family: 2 adults in the same household and children/grandchildren under age 18

What does that look like? – Mid Level

Cost – A Core Membership (\$75/\$95)

\$40 - the first track

\$30 - each additional track

+Benefits for all tracks

\$2 off GST Tickets

Openings/Preview Events

Room Rental Discounts

2 guest passes

2 additional reciprocal programs

+Immerse Track (Adult Learning Focus)

Invitation to Q&A Lectures

Pre-registration for classes

Adult only gallery tours

Educational materials

+Interact (Adult Social Focus)

2 passes to Breakfast with the CEO

Informal Mixers

Pre-registration for events

+Inspire Track (Child Learning Focus)

Kids Passport Program

Kid Friendly Gallery Tours

Pre-registration for camps & classes

Birthday Party extras

There are 3 Track Memberships Available:



IMMERSE



INTERACT



INSPIRE

IMMERSE

Expand your horizons with:

- Invitations to Curatorial Question and Answer lectures
- Pre-registration for classes and lectures
- Preview of supplemental educational materials for major exhibitions
- Exclusive gallery tours for major exhibitions
- Giant Screen Theater discounts
- Two museum guest passes (one-time use)
- Track Member-only adult viewing hours
- Private adult-only previews for all major exhibitions
- Room rental discounts
- Free or reduced admission to more than 400 art museums and 200 history museums through the North American Reciprocal Museums and Time Traveler programs

What does that look like? – High Level

Visionaries – 2 adults & kids/grandkids	\$250 Topaz	\$500 Sapphire	\$1,000 Ruby	\$1,500 Emerald	\$2,500 Diamond
All Core and Track Level Benefits	✓	✓	✓	✓	✓
Exhibit Poster	✓	✓	✓	✓	✓
Recognition in the Annual Report	✓	✓	✓	✓	✓
A select exhibition catalog		✓	✓	✓	✓
VIP Preview receptions for permanent exhibits			✓	✓	✓
Free admission for accompanied guests			2	4	6
Recognition on the Digital Donor Wall			✓	✓	✓
Annual event with the President/CEO				✓	✓
A gift from the museum				✓	✓
An annual behind-the-scenes event					✓
Chance to record a testimonial					✓

How did we get here?

The new membership plan was discussed in meetings over 9 months . Participants were Board Members, Development Staff, Education Staff, and Marketing Staff

- Survey of members
- Focus groups of teachers
- Staff review of current program participation
- Dallas Museum of Art Email Survey results presented at AMMC 2010
- Campbell Ricker Survey presented at AMMC 2010
- Discussion with other Membership Professionals
- Staff review of membership programs of museums in the regional area



What we learned

- Members – Members at base levels wanted Programs & Event
Members at base levels showed little interest in openings
High Level members wanted recognition
- Teachers – Used membership for personal travel to other museums
Wanted hands on involvement and takeaways for kids
- Dallas Survey – Members wanted access to the collection & member-only events (openings, lectures, gallery walks)
- Discussions – Other museums considered a similar membership structure but had concerns about how to apply it to their members' needs



How we used that info

- Members – Show value! – programs/discounts/reciprocals
Openings now at mid-level and up
Recognition comes at highest levels
- Teachers – Teacher admission through forms not memberships
Exhibits planned with more hands on
Kids Passport program trivia sheets
- Dallas Survey – High-level member events with access
to the collection
- Discussions – Whitney Museum using “curate your own”
membership
The key is tailoring to YOUR members
instead of copying a program



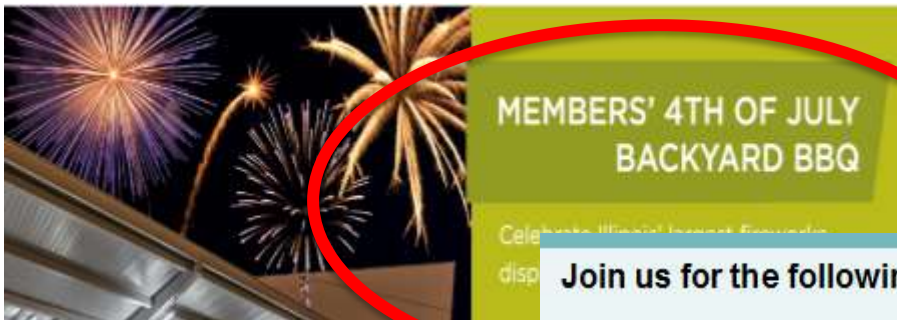
Showing Value

We're all in this together



Showing Value

We're all in this together



Join us for the following events:

Free Webcast: The Life and Legacy of Sen
Feb. 23 12:30-2:30 p.m. CST



As part of our affiliation with the Smithsonian, we are able to offer our members this exclusive opportunity to attend a free webcast presented by the Smithsonian Asian Pacific American Center! 2013 Day of Remembrance at the Smithsonian presented by the Smithsonian Asian Pacific American Center.

For more information on this special event, [click here](#).

INTERMEDIATE FUNCTIONAL POTTERY
Thursdays, 6/13-8/8 (no class July 4), 7-9 p.m.
Learn to make better pots that are thinner, taller and more graceful. Emphasis will be on form, and the key elements involved in making the most of every pound of clay. This session is for the intermediate to advanced student interested in fine-tuning skills at the wheel. Instruction will be tailored to the individual students' needs. Limit 8 students.
Jerry M... Pottery
Adults
\$152 Members/\$167 Non-members



How do we reach our members?

Email



Knowledgeable Staff



Social Media



GST



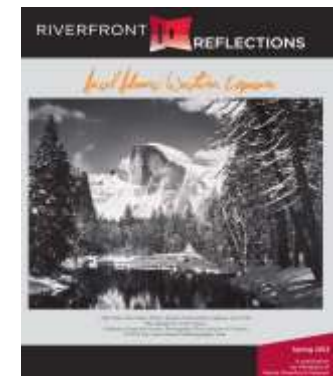
Postcards/Flyers



Digital Signs



Magazine



How do we reach our members?

MEMBERSHIP

how does it all work?

CORE

- Free Admission to *Ansel Adams: Western Exposure*
- Legacy Member Dessert Event
- Concessions Coupons
- Store & Program Discounts
- Vacation Savings - visit 350+ Museums for FREE

All that plus...

TRACK

- *Ansel Adams* Preview Reception
- Trivia & Scavenger Hunt Socials
- Early/Late Hours
- *California*: a lecture with Jim Richerson
- Gallery Walks
- Discounts at 400 Art & 200 History Museums

All that plus...

VISIONARY

- Free accompanied guests with each visit
- Diamond Behind the Scenes Event
- Emerald & Diamond Private Wine & Cheese
- Private Gallery Tours
- Free Admission Passes

How do we reach our members?

Choose Your Event.

ANSEL ADAMS PREVIEW RECEPTIONS:
Thursday, April 11
 6:00 p.m. - 8:00 p.m.
Adults only cocktail reception for Visionary Members

Friday, April 12
 6:00 p.m. - 8:00 p.m.
Adults only cocktail reception for Track and Visionary Members

Saturday, April 13
 8:30 a.m. - 10:00 a.m.
Family friendly continental breakfast for Track and Visionary Members

ANSEL ADAMS GALLERY WALKS:
Thursday, April 25
 6:00 p.m. - 8:00 p.m.
Adults only tour with Jim Richerson, President and CEO, for Track and Visionary Members

Wednesday, May 1
 6:00 p.m. - 8:00 p.m.
Kid focused gallery walk with Museum Educator, Nick Rau for Track and Visionary Members


Please RSVP for receptions and gallery walks by no later than **April 5**. Space for gallery walks is limited.

Visionary Members, please contact Erica Kilby at 309-863-3019 or email her at ekilby@peoriariverfrontmuseum.org

Track Members, please contact Laurie Pillman at 309-863-3023 or email her at lpillman@peoriariverfrontmuseum.org



Winter Yonkers, Sierra Nevada, 1944
 Photography by Ansel Adams



Ansel Adams Self-Portrait, Yosemite Valley, 1958
 Photography by Ansel Adams

Ansel Adams: Western Exposures is sponsored by Mary Jean Bowman, Dr. Allan & Marlene Campbell, Ruby K. Worner Trust and Friends of Peoria Riverfront Museum

Benefits

Wondering what your membership dollars do for your community?

The museum has created the Community Access Program. Your membership allows this program to provide reduced admission to those in our community who are unable to visit the museum due to cost.

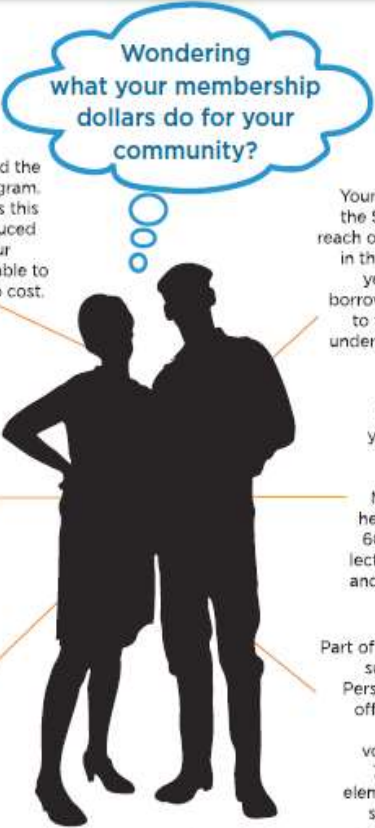
Your membership helps the School Loan Center reach over 9,000 students in the Peoria area every year by providing 45 borrowable kits intended to foster curiosity and understanding among all ages.

A portion of every membership helps care for and conserve the 17,000+ items in the museum's permanent collection so these items can be on view in the galleries and exhibit cases.

Over 300 seniors a year take part in the museum's Senior Morning Program. Membership money helps provide visitors 60+ free educational lectures on art, history and science combined with a gallery tour.

The Astronomy Education Program reaches over 10,000 Pre-K through college students each year. Membership money helps provide programs and astronomy guides.

Part of every membership supports the Picture Person Program, which offers 200 digital and borrowable kits to volunteers from over 75 organizations so elementary and middle school students can receive art education.



Philanthropy

Membership across the organization

- Open door policy
- Check in with front line 2x a day or more
- Involvement with other departments events
- Involvement on teams
- Lunch & Learns/ Training Sessions
- “Janitor Principle”



Questions?

