

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

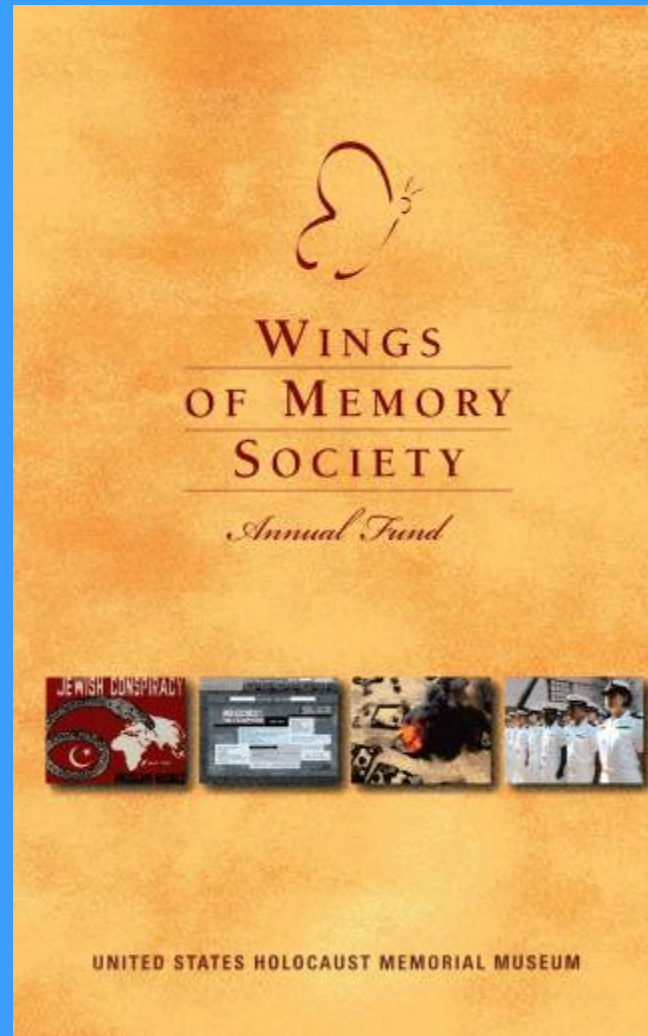
- Declined 18% since 9/11
- Aging Audience
- Limited Jewish Market
- Museum relevance isn't widely viewed outside core market

# 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



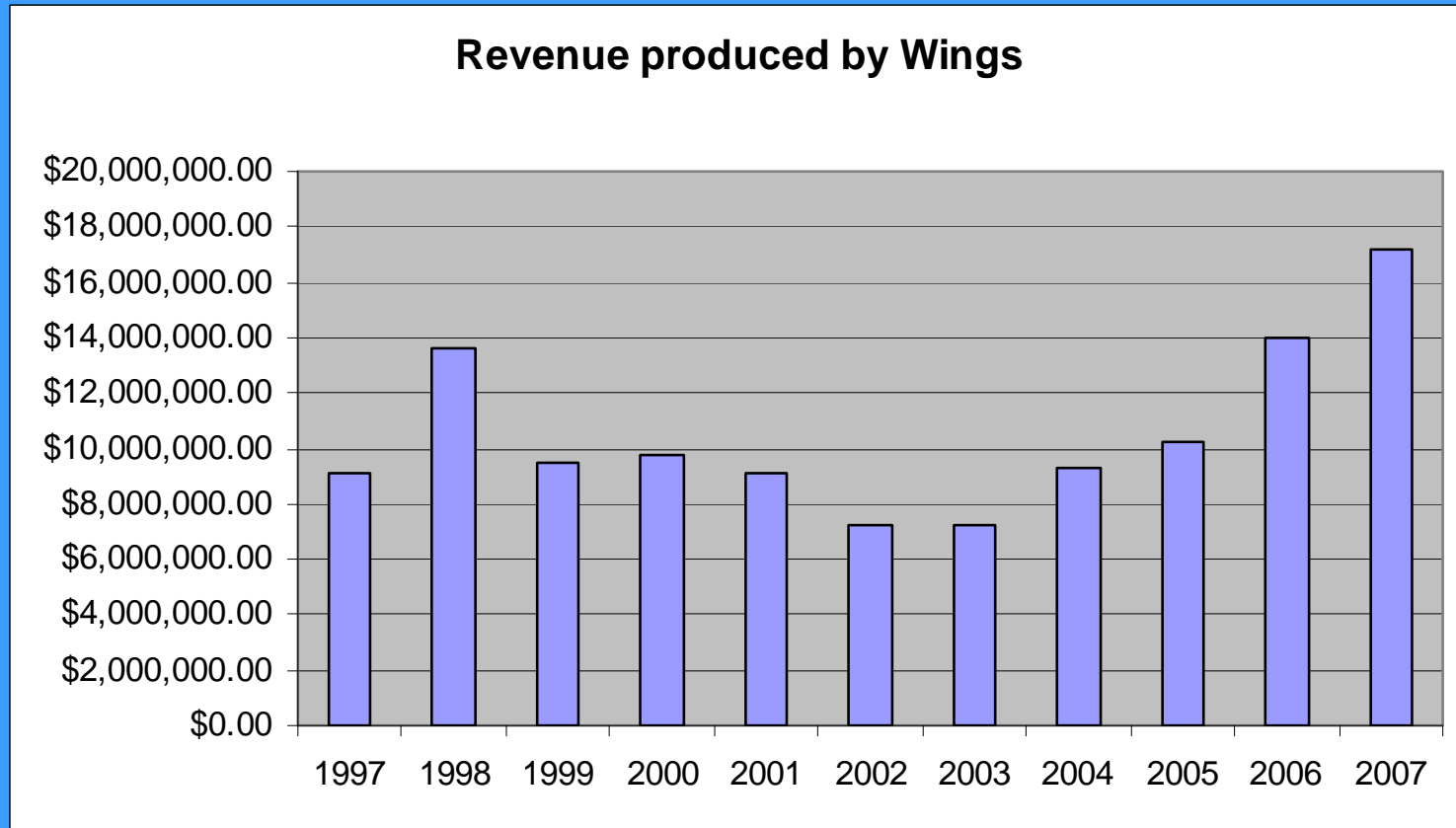
# How does the Wings Program Work?

- 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

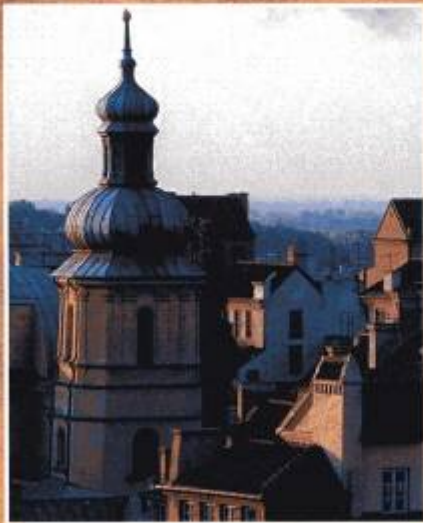


# More Ways to Engage and Upgrade

- 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

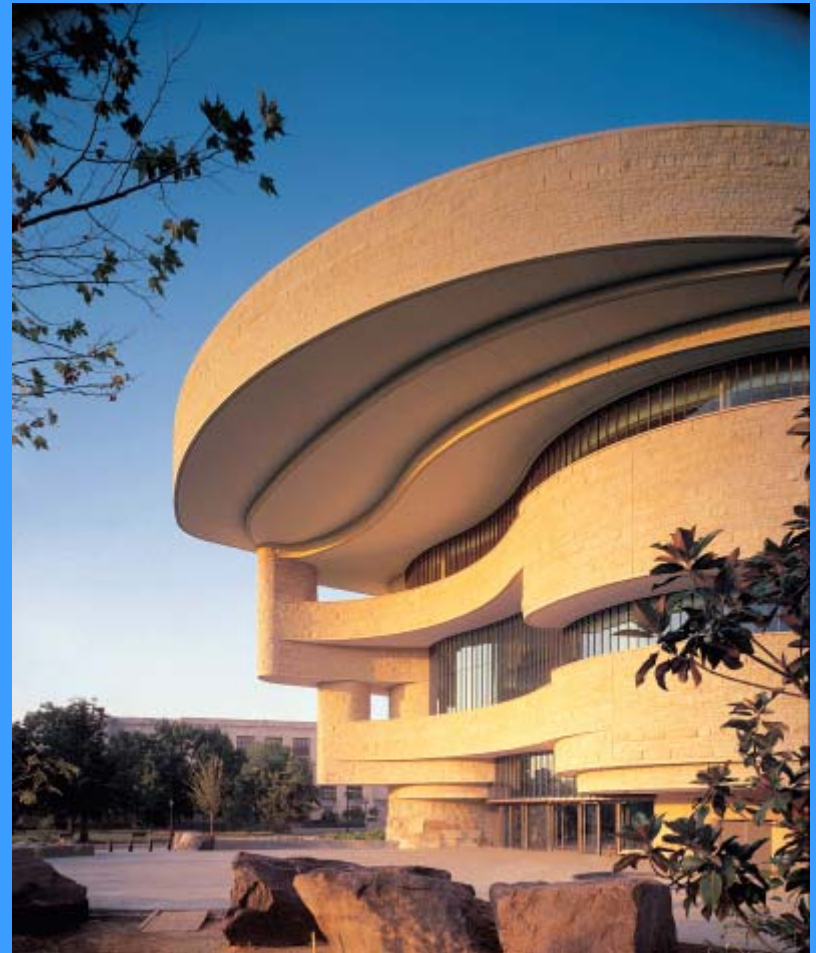
# The National Museum of the American Indian



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

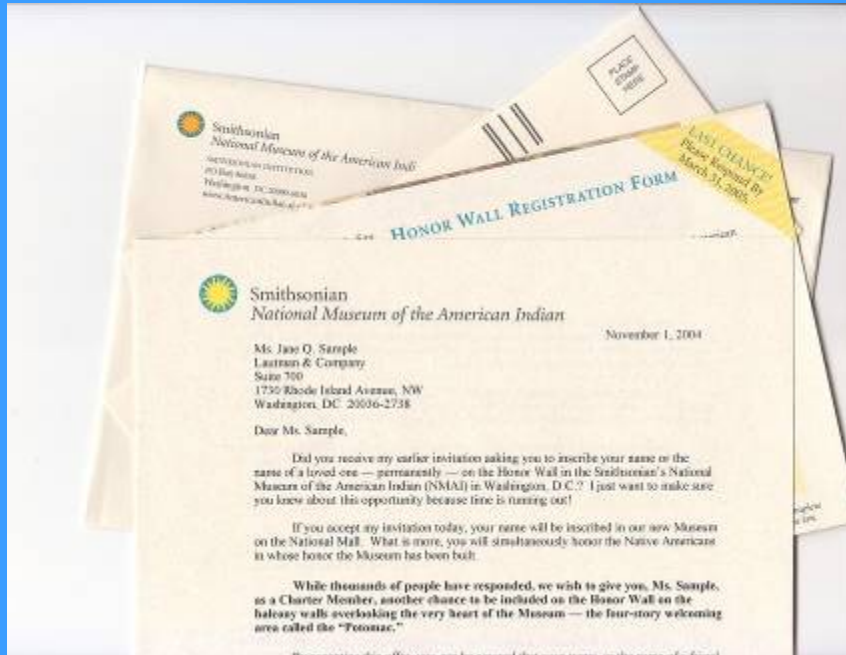
- 63,400 Members with a gift in the last 18 months
- Nationally based
- Membership peaked at 96,000 (18 month members) in April 2005 (6 months after Mall Museum opened)
- Public/Private funding



# New Programs Introduced Slowly

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

# The Honor Wall



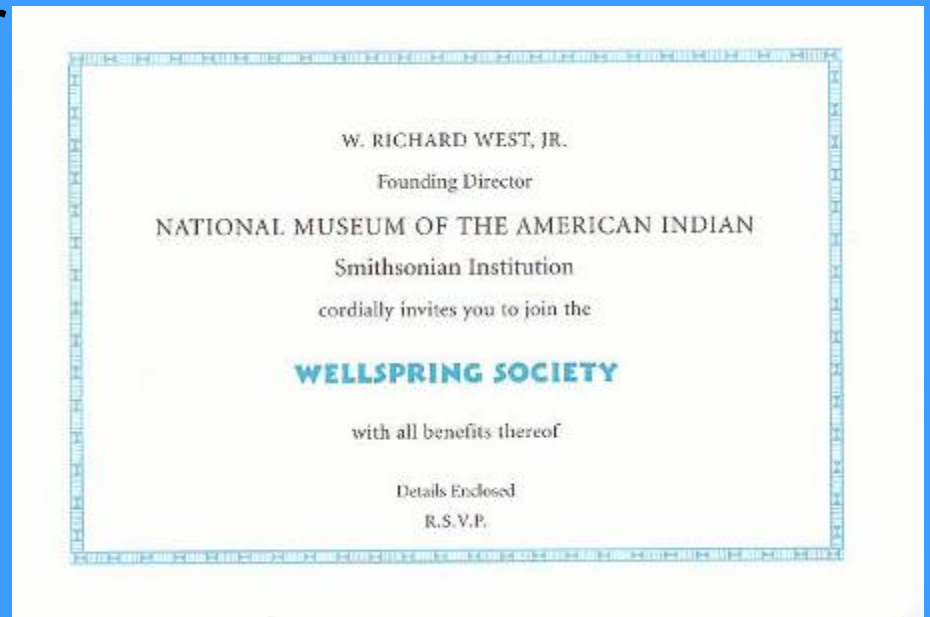
- 8 year campaign
- Asked Members to make special \$150 gift for name on wall
- Almost 25,000 names
- More than \$3 million raised

# 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*



"Sauninga" 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](http://www.AmericanIndian.si.edu/give) or by calling toll free 1-800-242-6624.

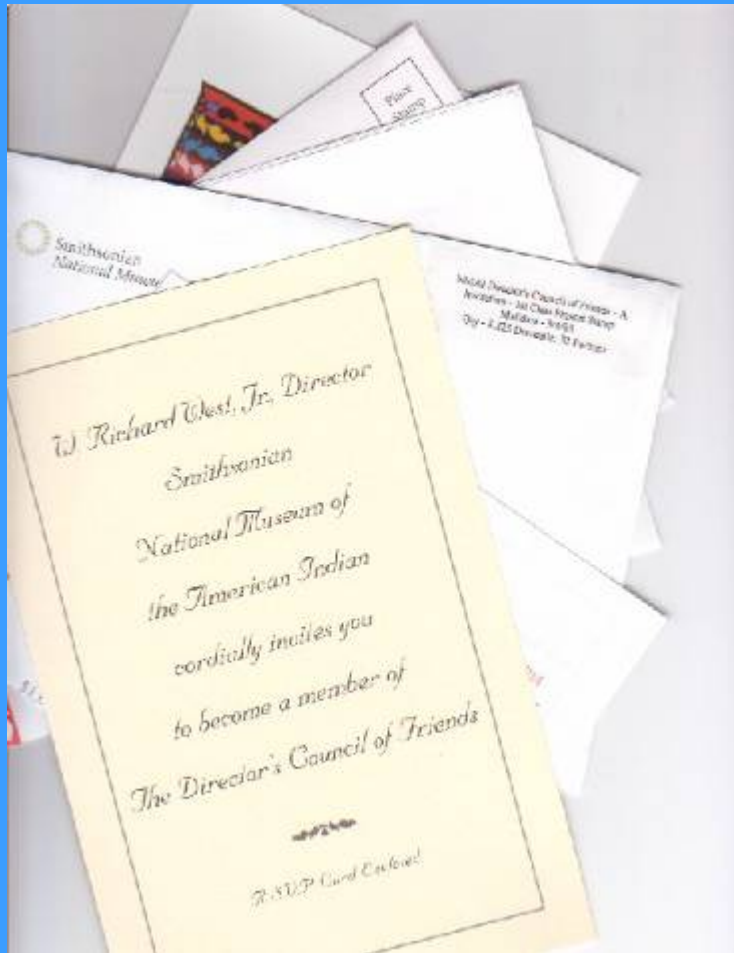
This special offer is not available through the museum stores. For blanket details and additional images, visit [www.AmericanIndian.si.edu/give](http://www.AmericanIndian.si.edu/give).



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

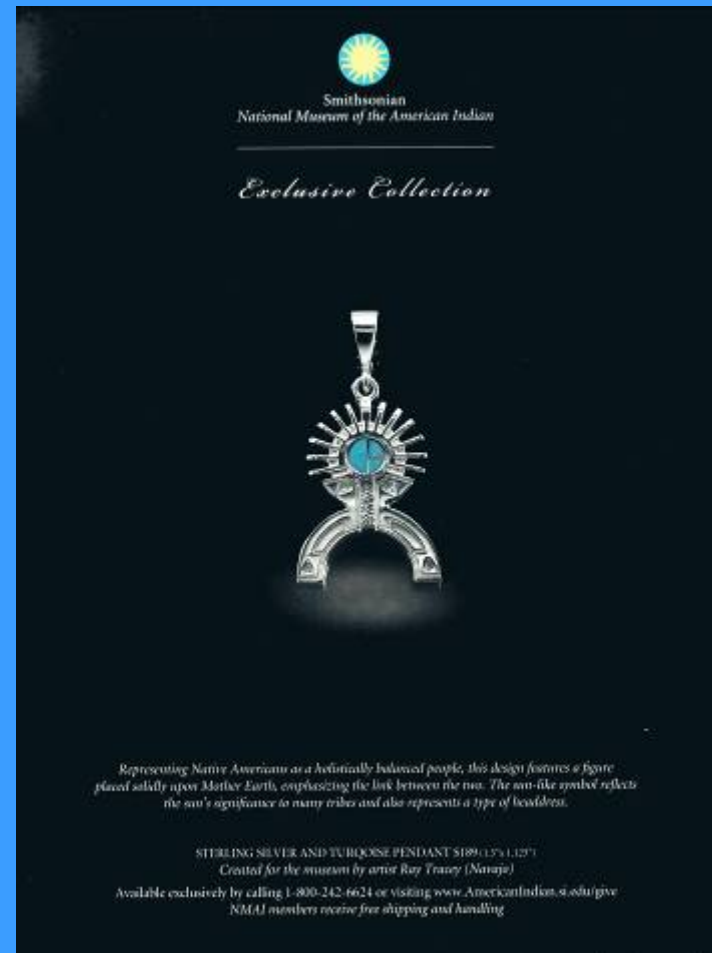
# The Directors Council of Friends



- 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.*

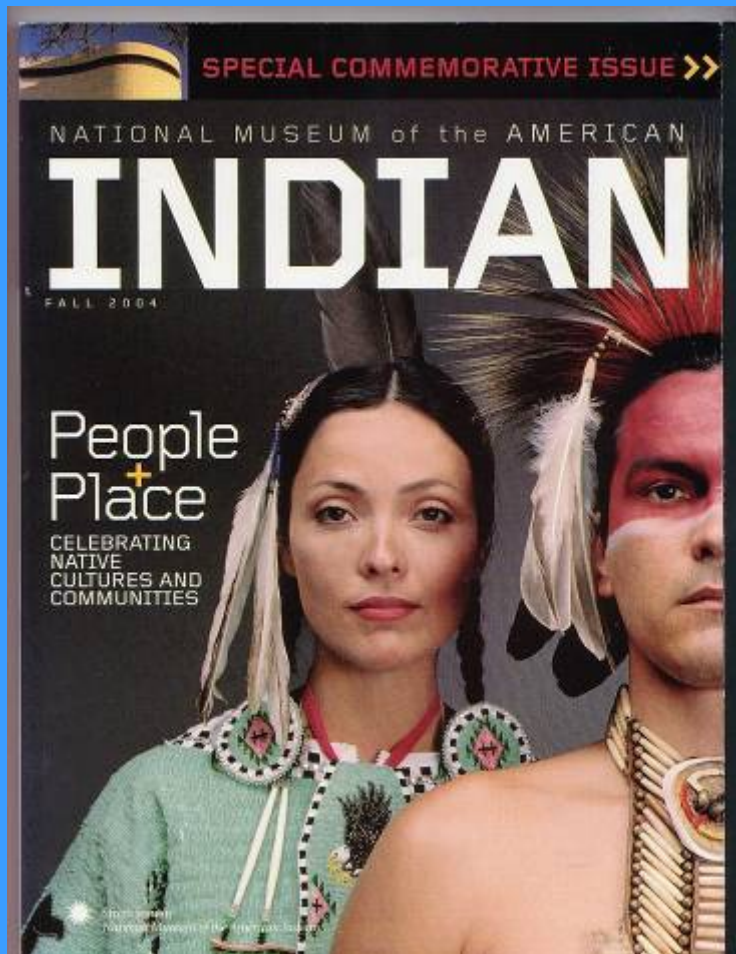


Own this hand-cast collector's piece, exquisitely designed on both sides, for \$550.00 (chain not included). Special offer for Museum members: \$495.00 including shipping.

All proceeds to benefit the Museum.

1-800-242-NMAI (6624) [www.AmericanIndian.si.edu/give](http://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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