

## Guelph Museums Membership Program Renewal

Based on the research attached, the Guelph Museums Advisory/Community Connections Committee proposes that the Museum's membership program transition from a transactional-focused approach to a relationship-building approach beginning in January 2021. The goal of the program is to build, strengthen and sustain relationships with people who are committed to supporting the mission of the Museum. This approach will require a whole-organization effort, ensuring exceptional customer service, exclusive benefits, and personalized communication with those who choose to be most closely associated with the Museum.

	<b>Current</b>	<b>Proposed</b>
<b>Program Title</b>	Membership	Museum Friends & Family
<b>Categories</b>	Individual - \$30 Family - \$50	Friends - \$30 Family - \$50 Collaborators - \$100 Friends from Away - \$25
<b>Features</b>	Unlimited general admission to Guelph Civic Museum and McCrae House  Unlimited general admission to Waterloo-Wellington Museum Network locations  Newsletters and advanced notice of upcoming events and exhibitions  10% discount on gift shop purchases  20% discount on birthday party bookings  Discounted admission to select special events  Member-only events	Unlimited general admission to Guelph Civic Museum and McCrae House  Unlimited general admission to Waterloo-Wellington Museum Network locations  Newsletters and advanced notice of upcoming events and exhibitions  10% discount on gift shop purchases  20% discount on birthday party bookings  20% discounted tickets to all special events  Member-only events/online content  First look at online content, exhibitions, new objects

		<p>Pre-sale registration for admission and all special events</p> <p>Research assistance and waived fees on printing collection images</p> <p>Plus, unadvertised value-adds</p>
<b>Messaging</b>	Membership gets you these benefits	<p>You belong here</p> <p>You are connected</p> <p>You make a difference</p>
<b>Renewal Process</b>	One renewal letter timed with expiry date	<p>Advanced renewal letter with incentives</p> <p>Renewal letter timed with expiry date</p> <p>Renewal phone call</p> <p>Sorry to see you go letter/survey</p>
<b>Fulfillment Responsibility</b>	Administration	<p>Cross-organizational (administration, visitor experiences, curatorial, community relations) with membership relations built into existing Customer Services position</p>

# Guelph Museums Membership Review Report

## Member survey analysis

### Top motivators for purchasing membership

- Support the Museum
- Free admission to Guelph Museums
- Free admission to partner museums

### Most important membership benefits

- Unlimited admission to Guelph Museums
- Unlimited admission to partner museums
- Newsletters, brochures, notifications
- Gift shop discounts
- Exclusive member events

Current members: 76% intend to renew; 18% are unsure; 5% do not intend to renew

Lapsed members: 38% intend to renew; 38% did not know their membership had lapsed; 13% indicated changing interests/priorities/children outgrew the museum; or had no specific reason

### Suggestions:

- Auto renewal option
- More special events
- Allow grandparents/caregivers to use the membership
- "Remind me of renewal; several times."
- More 8+/tween/young adult content
- More adult events
- Staff awareness about what donations support
- Improved, seamless renewal process
- Improved communication about events
- Additional donation opportunity on membership form

## Environmental scan findings

Member retention is important

- retaining existing members is more cost-effective than acquiring new members
- renewed members contribute more financial value – additional donations, purchases
- building relationships takes time; the longer the membership, the deeper the understanding, engagement and level of support

New members have a different relationship with an organization than long renewed members

Members have higher satisfaction levels than other types of visitors

Members who care about supporting the Museum's mission have higher satisfaction rates than members who join for transactional benefits; mission-based messaging is key

Frontline staff have the power to make or break member experiences

Dissatisfied members report the worst thing is negative interactions "membership police."

Membership fraud rate is only 1.9%

Some people do not know that they are not members. A "bad cop" experience may actually turn away long-term support

Top reasons for not renewing:

- Intend to renew on next visit
- Forgot
- Did not know membership lapsed

Membership retention requires ongoing visitor cultivation

Membership is intertwined between departments; part of everyone's job

Top benefits:

- Free admission
- Supporting organization's mission
- Discounted guest tickets
- Member events

Millennials value supporting museum's mission as the top benefit

Non-local members provide an important opportunity

- They purchase more expensive memberships
- They have greater intent to renew
- They do not visit as often as local audiences
- They are mission-motivated