

# MATTATUCK MUSEUM



## PROPOSED MEMBERSHIP PROGRAM

MARGAUX ANCEL  
AUGUST 2018

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## Executive Summary

In 2019, the Mattatuck Museum will undergo extensive renovations along with a new addition of 12,000 square feet to enhance educational programming. The project will bring two new dedicated classrooms and studio spaces which will increase school tours, programs and adult studio classes by 25 percent, as well as the Museum shop, café, community spaces and an outdoor roof deck looking over the historic green.

In the last 4 years, the Museum has seen an increase of exhibitions from 4 to over 20 per year. The second floor galleries and performing arts center and community gallery were renovated. Fundraising increased by 65 percent, and \$5 million were added to the acquisition and conservation fund, which strengthened the Museum's collection with 118 new items. Finally, a new comprehensive marketing campaign was put into place to increase the Museum's visibility and reach online.

As a result, there is an opportunity to recreate the membership program to take advantage of the new and improved building, in order to increase the community of members that contribute to the Mattatuck Museum's achievements.

### **Purpose of Research**

The purpose of this research is to establish a sense of best practices regarding improvements of membership programs, specifically for the use of the Mattatuck Museum based on their current environment and offerings.

The research aims to provide easily applicable changes to the membership program in order to increase its numbers, bring in a larger audience of committed art and history enthusiasts, and contribute to the future of the Museum in the midst of change.

### **Background**

#### *Mattatuck Historical Society / Mattatuck Museum*

Began as a historical society and regional history museum in 1877, its first display hall opened in 1912 and exhibits have been on view ever since. The Museum collects and exhibits American art and cultural history – with a focus on the history of the Naugatuck Valley and the artists of Connecticut. The Museum then moved to a building originally constructed as a Masonic temple in 1914, which was expanded by Cesar Pelli in 1986 with a one-story courtyard addition. A new 5,000 sq. ft. interactive history exhibit opened in 2008.

#### *Location*

144 West Main Street  
Waterbury, CT 06702

### *Nearby Attractions*

YMCA of Greater Waterbury  
Seven Angels Theater  
Palace Theater  
Quassy Amusement Park  
Barker Cartoon Museum  
UConn Waterbury Campus

### *Core Values*

- **Access:** We are welcoming, accessible and collaborative.
- **Stewardship:** We embody integrity, ethical practice and accountability in the care, enrichment and use of our human, financial and physical resources.
- **Community:** We are committed to fostering strong relationships with our community to build a common future.
- **Education:** We promote the unique connections between art and regional history to inform, challenge and engage a diverse public.
- **Inspiration:** We challenge expectations and provide a stimulating environment that inspires curiosity and awe.

### *Mission*

The Mattatuck Museum is a center of art and history, a gathering place that nurtures creativity and learning through transformative experiences to encourage a deeper understanding of ourselves and our heritage.

### *Vision*

The Mattatuck Museum will be known as a vibrant destination inspiring visitors from New England and beyond.

### *In Numbers*

**Attendance:** Over 32,000 people a year in attendance,

**Collection:** Over 100,000 objects, artifacts and specimens,

**Artworks:** Over 2,300 (painting, sculptures, drawing, watercolor, print, etchings.

**Board & Staff:** 23 board members, 20 full time and part time employees, 85 active volunteers.

**Endowment:** \$14 million comingled, (\$5 million for collections)

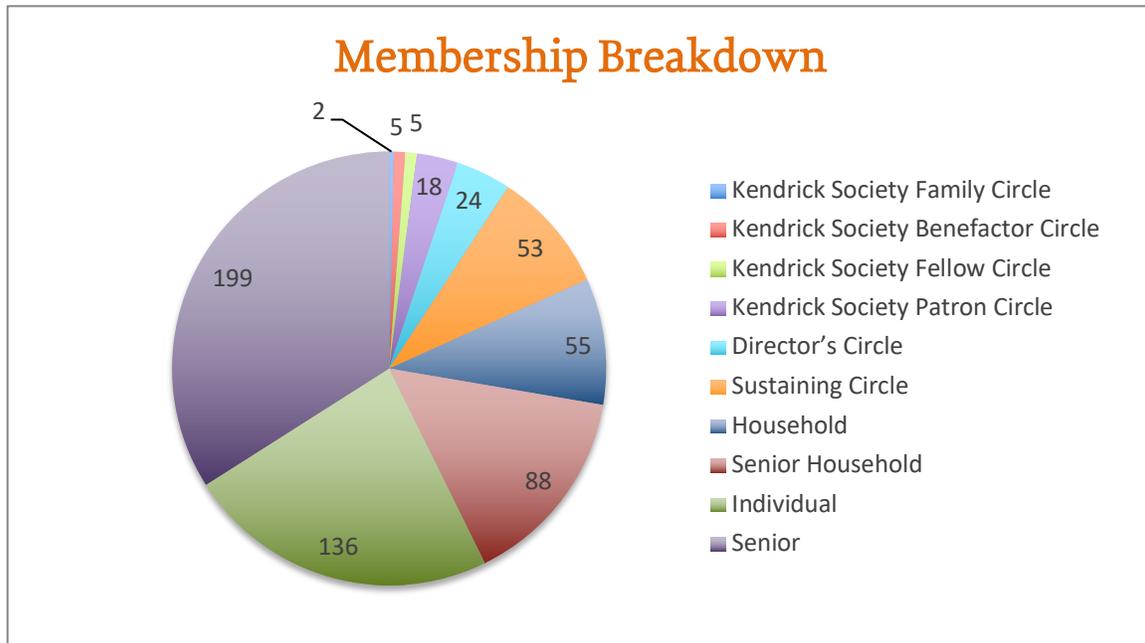
**Membership:** 590 active memberships

### *Current Corporate Partners*

Webster Bank, Bank of America, MacDermid, Albert Bros, Norman Drubner & Family, Blum Shapiro, AT&T, Crystal Rock, Hubbard-Hall, and more.

# Strengths

Current Number of Active Members: 590



## Basic

Household  
Senior Household  
Individual  
Senior

## Mid Level

Director's Circle  
Sustaining Circle

## Kendrick Society

Family Circle  
Benefactor Circle  
Fellow Circle  
Patron Circle

## Upcoming renovation

Increased building size, perfect time for changes.

## Programming

- The Museum offers very strong programming for children, families, and the community.
- Programs include tours for all ages, special art making programs, and after-school outreach.
- Yoga in the Galleries, Tai Chi
- Lunch & Learn
- Art workshops, summer teen immersion, Story Time for Toddlers, Kids Wellness and Meditation, Walking Series, History Bites Lecture Series, Access Autism Family Day

## Events

- Summer Fling
- Febtoberfest
- Brass Button

## Admission costs are low

\$10 for adults, \$7 students, seniors, \$6 AARP and children under 16 are free.

## Difference between Annual Fund and Membership Program

The Annual Fund is entirely separate from the Membership program, memberships are not gifted to high level donors.

## Marketing

- The Museum hired a Marketing Coordinator to promote the museum more effectively, which resulted in an increase of followers on the Facebook and Instagram platforms, thus increasing the Museum's visibility online.
- The Museum was also selected in 2017 by NEMA (New England Museum Association) to receive a publication award for the newly launched website. In 2014, the Mattatuck was a finalist for the National Medal from the Institute of Museum and Library Services, which honors outstanding American museums and libraries that have made extraordinary contributions to their communities.
- Current online following is:
  - Instagram, 932 followers and growing
  - Facebook: 2,666 followers, 4.6 star rating with 65 reviews.

## Weaknesses

The Membership Program has not been updated in decades

The museum will be relocating for a year during renovations, with limited access to the art and history collections.

### Levels Breakdown

- The Museum offers 10 levels. 72% of the membership program is made up of seniors, senior households, and individuals. Seniors (individual and household) represent 50% of the membership program.
- The highest three levels are made up of 5 or less members each.

Membership Type	Member Total
Kendrick Society Family Circle	2
K.S. Benefactor Circle	5
K.S. Fellow Circle	5
K.S. Patron Circle	18
Director's Circle	24
Sustaining Circle	53
Household	55
Senior Household	88
Individual	136
Senior	199

### Limited number of members-only events

Although members gain discounted access to events, the Museum only offers members-only events at the upper circle level.

### Signage & Visibility

The museum currently relies on brochures and word to mouth for the membership program. There is no or limited signage available downstairs to promote the program.

### Acknowledgements could be more segmented

- Acknowledgements are the same for each level and highlight the perks offered through a general list.
- Renewal and lapsed notices are very similar for each level.
- Upgrade notices could be improved from a marketing standpoint.

## Unused Perks

- Members currently do not take advantage of the private guided tour for 10 people with the Director or Curator, the free room rental, or the dinner with the director and curator for 10 people in the galleries.
- Complimentary exhibition catalogue gifts make the membership less tax deductible.
- Members do not take advantage of the 20% discount in the Museum Shop during Kendrick Society Member Shopping Days

## Online View

- The online membership page is not accessible on mobile.
- The current membership page online could be updated to match the style and theme of the rest of the website.

## Donor Fatigue

Donors are often asked to participate both in the Annual Fund and at times receive the membership renewals letters along with it.

# Opportunities

## Types of Levels Breakdown:

BASIC LEVELS TYPICAL BREAKDOWN		
Levels Option 1	Levels Option 2	Levels Option 3
Individual & Family	Senior/Student/Military Individual Dual Family Household	1 Person 2 People 4 People
TYPICAL FEE RANGE		
Individual: \$40-60 Dual: \$50-80 Family: \$60-90		
TYPICAL INDUSTRY CHANGES BROUGHT TO THE BASIC LEVEL		
Several organizations have removed Senior discounts either altogether, or only at the basic level Many suggest upping the fee at the highest basic level to be close to the first mid-level to incite upgrading from basic to mid-level		

MID-LEVEL TYPICAL BREAKDOWN			
Levels Option 1	Levels Option 2	Levels Option 3	Levels Option 4
1. Reciprocal (NARM, ROAM) 2. One Upper Mid Level	1. Reciprocal 2. Mid Level 1 3. Mid Level 2	1. Friend	1. Mid Level 1 2. Mid Level 2 3. Mid Level 3
TYPICAL NAMES FOR LEVELS		TYPICAL FEE RANGE	
Supporter Insider Sustainer Sponsor Partner Patron Contributor Associate Benefactor Premier		Reciprocal / Friend / Level 1: \$100-150 <i>Often kept near the highest "basic" level</i> 2nd level: \$250 3rd Level: 500	
TYPICAL PERKS OFFERED			
NARM access Complimentary Guest Passes Lunch & Learn VIP Events Events with Museum Director Museum Rental Access/Discounts Listing in Annual Report			

UPPER LEVELS TYPICAL BREAKDOWN			
<i>Levels Option 1</i>	<i>Levels Option 2</i>	<i>Levels Option 3</i>	<i>Levels Option 4</i>
1. Patron 2. Benefactor 3. Circle	1. Society 2. Junior Associates	1. President's Council 2. Circle	1. Premier Circle/Fellows 2. Society
TYPICAL FEE RANGE			
Circle Levels: \$500 and up Society Levels: \$1,000 and up			
TYPICAL PERKS OFFERED			
Private Tours with Curator/Director Behind-the-Scenes Events (art handling, etc) Complimentary Gift Membership Annual Party for Upper Level Members Only Listing in Annual Report and Donor Wall Upper Level Members Only Openings			

## Renaming Levels

- Several museums and organizations step outside the typical language when naming their membership levels, especially at the mid and upper levels.
- Levels are typically named using words and adjective that inspire or respond to what the museum stands for or collects.
- In the case of the Mattatuck Museum, the organization's close ties to Waterbury and its history gives an opportunity for names relating to the brass industry, for example.
  - The Kendrick society is named after a former Waterbury Mayor. This trend could be continued through the rest of the levels.
- Its vision and motto relate to adventures in both art and history, which also gives an opportunity for key words relating to those ideas.

## Combining Levels

- Upper level members account for 3% of the membership program. The top three levels count 12 members in total, while the lowest Kendrick Society Level has 18 members.
- These levels could be combined into a "Kendrick Society" umbrella, with a listed range from \$500 to \$5,000, with perks to be discussed with a membership or development staff directly.

## Perks

### Unused perks

- 20% discount in the Museum Shop during Kendrick Society Member Shopping Days

- Guided Tours for 10 people with Museum’s director or curator, followed by wine and cheese
- One complimentary exhibition catalogue
- Free room rental for one event
- Dinner with the curator for 10 guests of your choice, or cocktail party in the galleries for 25.

### *New Perks Ideas*

- Invitation to private benefits
- Behind-the-Scenes Events (hands on with artifacts, installations, etc)
- Invitation to events by Museum Director
- Private Tours of exhibits (specifically ones offered for the next year)
- Lunch Tours
- Discounts on Site Rentals for all
- Free Family Visits
- Exhibition Previews for all members levels
  - Possibility of offering two types of previews, one for lower levels and one for mid and upper levels with added perks/different catering.
- Exclusive Artist Talks for members only
- VIP Events (Paint Night with artists, cocktail hours)
- Complimentary exhibition catalogues
- Private Group Tours, members only
- Discounts on Birthday Parties
- Early Access / Late Access to the museum

### **Discounts to Local Shops**

The Museum could consider doing partnerships with local vendors, shops and restaurants for a discount (10-20%) to create a complete visitor’s experience of the area. Discounts could include pizzerias, restaurants, delis, PetSmart, florists, etc.

### **The “A La Carte” Option**

Many museums struggle to find perks that will be used by their upper level members. An “A La Carte” option could offer members at the highest level the ability to customize their experience at the museum.

#### **Option 1:**

Select 1, 2, or 3 perks based on upper level

#### **Option 2:**

Select a pre-determined package of perks

### Option 3:

At the highest level, discuss perks with a Development Staff or the Director.

## Members Only Events

The Mattatuck does not offer events for all members at the moment, only for circle level members.

Other museums offer a variety of Members Only events for exclusive access to the museum.

- Members Only Openings or Early Access with cocktails and hors d'oeuvres
- Members Only Tours (Museum or Sightseeing of local areas)
- Family Members Special Openings on weekends
- New Members only tours
- Behind The Scenes event before the exhibition, Meet & Greet with Artist
- Private Studio Tours of exhibited artists/local artists
- Collaboration for Tours to other nearby museums
- Farm to Table Dinners, Exclusive Tastings, Cocktail Hours
- Exclusive Members Appreciation Programs:
  - Appreciation Month, Week, Day
  - Special Programming for the week with tours, cocktail hour etc.
  - Free guests with each visit for a month or discounted admission
  - Discounted memberships for new members
  - Members Early Hours with Brunch/Lunch/Snacks

## Pricing Change

The Museum has not changed its membership prices for over three decades. Most museums increase their basic memberships by about \$5, a model the Mattatuck should follow.

Several museums have pointed out the value of keeping the highest “Basic” level fee close to the lowest Mid-level or Reciprocal level fee in order to promote upgrading.

### Current

Senior: \$25

Individual: \$40

Sr. Household: \$50

Household: \$70

Sustaining: \$150

Director's Circle: \$250

Patron Circle: \$500

Fellow Circle: \$1,000

Benefactor Circle: \$2,500

Family Circle: \$5,000

### Average (compared to similar sized museums)

Basic Range: \$30-100

Mid-Level Range: \$100-300

Upper Level Range: \$500 and up

## Reciprocal Programs

### **New England Museums Partnership**

Offers access to 11 museums in the New England area. Included museums listed in link below and in attachment.

<http://www.nbmaa.org/pdfs/reciprocal-museums-with-map.pdf>

### **Fairfield Westchester Museum Alliance (FWMA)**

Currently has 8 museum members within the Fairfield Westchester Area. Unsure as to who to contact to join the alliance.

### **ASTC Travel Passport Program**

Gives access to over 600 science centers and museums in 48 countries and all 50 states.

[http://www.astc.org/wp-content/uploads/2018/05/Application\\_SCM-2018-with-Contributions\\_fillable.pdf](http://www.astc.org/wp-content/uploads/2018/05/Application_SCM-2018-with-Contributions_fillable.pdf)

### **MARP: 40 Museums**

Museum must offer members with MARP free admission to permanent collection, admission to members' previews, and member discounts.

<https://sites.google.com/view/marplist/program-information>

### **ROAM: 330+ Museums all over the country**

Benefits offered in exchange must include access for at least 2 guests, shop discount, members-only events/lectures, and member pricing for special events.

Only available to members at the \$100 level and up.

See attachment for complete museum list.

<https://sites.google.com/site/roammuseums/home/list-of-roam-museums>

### **ModCo: 73 Museums all over the country**

Only offered for memberships at \$150 level and up.

Must offer free admission and member discounts.

The organization is managed by the Museum of Contemporary Art Chicago.

[https://www.themodern.org/sites/default/files/04\\_modco\\_brochure\\_171203\\_-\\_final.pdf](https://www.themodern.org/sites/default/files/04_modco_brochure_171203_-_final.pdf)

### **NARM: 500+ Museums (\$100 level and up)**

[http://narmassociation.org/wp-content/uploads/2015/12/2015\\_4thQNARM\\_4pages.pdf](http://narmassociation.org/wp-content/uploads/2015/12/2015_4thQNARM_4pages.pdf)

## Visibility

- Most museums use signage in their lobby to promote membership programs
- Panels, signs, banners and marketing efforts aim to promote membership
- Most mention a heavy emphasis on the "Visit for Free Today" incentive

- Signage of this kind has been shown at other organizations on windows, banners, parking lot, elevators, etc.

## Promotions

- Membership Campaigns during the holidays
- Membership Discounts during major holidays or graduation
- Program to apply admission fee toward a membership (valid until the end of the visit, or for up to 30 days after).
  - This can be advertised directly on the receipt, or added on to Versai through the visitor center.
- Gift packages options: buy a membership, comes with a small gift in a gift packaging
  - Using shop merchandise that may have been overstocked, or unsold (e.i. Jane Catalogues)
- Campaign to renew before prices rise
- Exclusive gifts when joining at the mid or upper levels
  - Special edition prints from an artist or a show
  - New members totes

## Acknowledgements

### Segmentation

- Several museums highly recommended segmenting acknowledgements for all levels, especially between basic, mid and upper levels.
- Most use an automated email to confirm online membership purchases
  - Some suggested requiring emails if memberships are purchased at the front desk
  - Emails should mention that a letter (for tax deductibility purposes) and a card will be mailed out soon after
- New members that received gift memberships will receive a welcome letter
- Some museums instruct new members to pick up their membership card during their next visit
  - Gives the opportunity to discuss in depth the perks and benefits
  - Option to get the membership card mailed in when applying
- Email members on the day their membership is lapsing and let them know they have until midnight to join and take advantage of the next events/programs coming up that month.

### Lapsed Membership

- Join at the highest basic level, be upgraded to the first mid-level
- Offer two months free when rejoining

- Free gift when coming in to rejoin, with an expiration date on the coupon

### *Upgrade*

- Several museums use segmented language to promote upgrading
- Specifically, by only showing levels and their benefits at their level or higher.
- Use the reciprocal programs as an incentive, mention exhibits in our own museum, as well as successful exhibits in nearby museums they can gain access to.

### *During the Campaign*

- Reward a multiyear membership renewal (corresponding to the run of the renovations)
- Call lapsed members about the upcoming changes to the museum to incite them to rejoin
- Use “See the MATT change” events for a unique look at the transition

### *Online View*

- The current online view of the membership on the website is not mobile friendly.
- The view on the website is drastically different from the rest of the website and could easily be spruced up to match the current aesthetics.
- The membership sign up form in Donor Perfect can be edited through HTML coding, or through their editing software.
- Some museums link their membership page right below their website description so it is easily accessible in a Google search of the museum through SEO coding. (See “Google View of Link” below)
  - Currently, the Board of Director is one of the main links, indicating that it is either a regularly visited page or the “Support” page is hidden too far inside the website to be selected by Google as an important search related to the Museum.
  - You can make a page show up as a sitelink as shown below by setting up internal links to it throughout the website.
  - Sitelinks are selected by Google based on what they think will be useful to the user. The more links bring the user to the Membership page, the more likely it is to appear as a sitelink.

## Google View of link to Membership page

[pem.org](https://www.pem.org/) | Welcome to PEM

<https://www.pem.org/> ▼

Drop by anytime, there's always something amazing to do. Adults \$20, seniors (65 and over) \$18, students (with ID) \$12, Youth (16 and under) and Salem, Mass.

### Directions & Parking

Directions and map to PEM from:  
MapQuest | Google For driving ...

### Explore Art

Chinese Art - Maritime Art and  
History - Architecture - ...

### Maritime Art and History

... Maritime Art and History. PEM's  
internationally renowned ...

### Contact Us

Visit \ Contact Us. Questions? Get in  
touch. Peabody Essex ...

### 2018 General Admission

Peabody Essex Museum. About PEM ·  
Visit ... submit. 2018 ...

### Join & Give

Join & Give. Be a part of our shared  
community. What sparks ...

## Online View

**MATTATUCK MUSEUM**  
Membership @ The MATT

To choose a membership option, please check the box next to the desired level.  
*Gift of Membership* is located at the bottom of this screen.

Membership Options ▼

Kendrick Society Family Circle

Amount \$5,000.00

**All of the benefits of basic membership plus:**

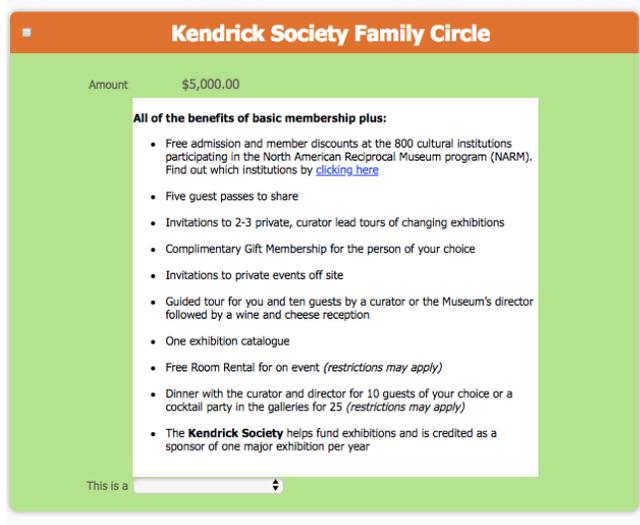
- Free admission and member discounts at the 800 cultural institutions participating in the North American Reciprocal Museum program (NARM). Find out which institutions by [clicking here](#)
- Five guest passes to share
- Invitations to 2-3 private, curator lead tours of changing exhibitions
- Complimentary Gift Membership for the person of your choice
- Invitations to private events off site
- Guided tour for you and ten guests by a curator or the Museum's director followed by a wine and cheese reception
- One exhibition catalogue
- Free Room Rental for an event (*restrictions may apply*)
- Dinner with the curator and director for 10 guests of your choice or a cocktail party in the galleries for 25 (*restrictions may apply*)
- The Kendrick Society helps fund exhibitions and is credited as a sponsor of one major exhibition per year

This is a ▼

## Mobile View



## First Draft of New View (Found as Membership View Draft on DonorPerfect)



## Examples from other Museums

See attached PDF.

## Concerns

- The capital campaign for the renovation of the building may have created some donor fatigue.
  - Before starting a membership drive, the difference between the Annual Fund and the Membership Program may need to be mentioned again in order to avoid confusion and more fatigue as donors are asked to rejoin just after being asked to donate to the museum.
- There may be some push back from higher-level donors when establishing the separation between the annual fund and membership, as some donors will not be receiving any membership.
- Removing the senior levels may result in push back, as Seniors (individual and household) represent 50% of the entire membership program. These members may need to be grandfathered in forever, or just for a few years.

## Solutions

1. Several museums that have undergone a capital campaign mentioned the appeal of offering several promotions for memberships in order to delay donor fatigue and give a sense of a great deal when rejoining as a member during the museum's time of transition.

- Offer reduced rate membership through the run of the renovation
- Reward multiyear membership renewals
- Call lapsed members instead of emailing
- Send handwritten notes to higher tier members
- Organize membership breakfasts with tours
- Reward early renewals with 3 months free

2. Many museums offer a senior discount at the household level or higher, which is not marketed as its own level, but instead shown as a promotional discount.

This occurs more often with organizations that segment their basic membership levels based on the number of members (ei. Individual and dual or household levels). This technique incentivizes members to upgrade from individual to dual/household levels in order to receive the discount and gain the ability to come with a guest.

3. Drawing a clear line between the Annual Fund and the Membership fund enables the museum to recognize both forms of donors differently. Some museums offer complimentary memberships to sponsors of exhibitions only in order to grant them access to the museum for free, along with several perks.

The main incentive is to invite donors to join the community of members their contributions are actively serving.

## Case Examples

### **Akron Art Museum**

November 2017

The Museum obtained 10,000 new members during a #GivingBackTuesday campaign that offered free membership for one year, and 50% off every other levels for one year.

<http://www.crainscleveland.com/article/20171130/news/144026/akron-art-museum-signs-over-10000-new-members-single-day>

### **Lincoln Children's Museum**

In November 2017, the Museum began offering 2,000 free memberships to Lincoln Public Schools families in need. The Museum previously had a "Have a Heart" program subsidizing memberships for low-income families to purchase for \$15 for the year. That cost was lower than the admission cost of two people and allowed hundreds of families to join.

<http://www.klkntv.com/story/36776788/lincoln-childrens-museum-providing-174000-of-free-memberships>

### **Boston Museum of Fine Arts**

The Museum offers new U.S. citizens a free year-long membership in an effort to foster diversity. Between June and August 2017, 37 new citizens from 19 different countries had joined the program. The museum advertised the program through social media, newsletter, and some advertising throughout the city.

<http://www.wbur.org/artery/2017/08/23/new-citizens-program-mfa>

The museum also launched the McLane Family New Hampshire Student membership program in December 2012, offering free admission to 1,000 NH students regardless of residency. P. Andrews "Andy" McLane was a member of the MFA Board of Trustees, and his wife was Linda Harper McLane. This also extends to all residents of New Hampshire attending schools out of state.

[https://mfas3.s3.amazonaws.com/MFA\\_NH%20Membership%20Program%20press%20release\\_0.pdf](https://mfas3.s3.amazonaws.com/MFA_NH%20Membership%20Program%20press%20release_0.pdf)

### **Massachusetts Cultural Council (MCC)**

Launched a new program to provide low-income residents with free or reduced admission to over 100 cultural institutions. The EBT Card to Culture program enables all Massachusetts residents with an EBT card to access a variety of cultural organizations within the states for free or at a minimal cost. The Museum of Science showed the number of EBT visitors increased from a few hundred to 13,000 a year in the last five years.

<http://www.wbur.org/artery/2017/08/30/low-income-residents-discounts-massachusetts-museums>

## CT State Museums

50 museums in Connecticut are now offering free admission to military members and their families through the Blue Star Museums Program from Memorial Day to Labor Day.

<http://www.courant.com/news/connecticut/hc-news-malloy-museums-20180604-story.html>

## The Metropolitan Museum of Art

The Museum changed their membership program entirely, offering early/late hours to members, as well as free guests, and opening nights options, all for a unique look at memberships. Members living over 200 miles from the Museum receive a discount.

<https://www.dnainfo.com/new-york/20170619/upper-east-side/the-met-museum-membership-program-overhaul/>

## Brooklyn Museum

The Brooklyn Museum attempted to launch a social-network-based museum membership. Through the program, members get exclusive access to events at the Museum, and particularly, to networking opportunities with other members and staff. It was meant to act as an exclusive digital platform where members could receive unique news and content, as well as direct access to staff members for \$20 a year. Images and news shared by members would be spread out and shared with other members through social media platforms, as an incentive to keep the conversation going.

<https://www.brooklynmuseum.org/community/blogosphere/2008/12/05/introducing-1stfans-a-socially-networked-museum-membership/>

## Milwaukee Art Museum

The Museum launched a new membership program to give access to more local families. The membership, priced at \$20, was offered to families who qualify for specific forms of public assistance, as well as Family Sundays.

<https://onmilwaukee.com/ent/articles/mamfamilyaccessmembership.html>

## Mennello Museum of American Art

The Museum offers a membership for pets, to attend “Yappy Hour” on Fridays. The Museum is surrounded by dog-friendly parks and offered happy hours with pets. The membership is \$25 with admission to pet-friendly events included, as well as 10 percent discounts to local businesses. Photos of the pet members are shared on the website, and professional portraits are available for a nominal fee to members.

<http://www.orlandosentinel.com/entertainment/arts-and-theater/the-artistic-type/os-et-mennello-pet-memberships-20170816-story.html>

## Kern County Museum

The Museum just started offering reciprocal admission to 4 other museums in the area for two adults and up to six children.

<https://bakersfieldnow.com/news/local/kern-county-museum-announces-new-updates-to-membership-program>

## Next Steps

- Select news levels, pricing and associated perks
- Apply to other reciprocal programs
- Develop a new brochure and signage for the lobby
- Code new design for the membership page online and on mobile
- Select promotions offered during the renovation
- Write down information to train the front desk staff on the new membership program
- Brainstorm members events
- Plan new membership program celebration
- Draft acknowledgement letters for new/lapsed/renew members
- Draft news release about new membership program
- Create marketing plan to continuously promote the membership program through social media

## New Levels Suggestions

Increase all basic levels by \$5 and transition to an individual count type membership. Find unique new titles for various levels of the Kendrick Society.

### OPTION 1

#### Basic:

**Individual** (1 adult): \$45

**Dual** (2 adults in the same household): \$75

#### Perks:

- Free admission to the Mattatuck Museum
- Free reciprocal admission to our 9 partner museums (as well as MARP)
- Invitations to members only openings and gallery talks
- Discounts on museum events, and shop
- Subscription to our e-newsletter for information on programming, invitations to openings, and events.

#### Mid Level: (with NARM reciprocity)

**Friends** (2 adults + 1 guest): \$100

**Sustaining Circle** (2 adults + 1 guest + children under 19): \$150

**Director's Circle:** \$250

*(Seniors get \$25 off Circle Memberships)*

#### Perks:

- All basic level perks
- Invitations to upper level members only behind-the-scenes events
- 5 extra guest passes
- Early access to the museum once a month
- Invitation to 2-3 private curator-lead tours of changing exhibitions
- Reciprocal admission to NARM and ROAM at Friends level and up
- Reciprocal admission to NARM + ROAM + Mod/Co at the Sustaining level and up
- Complimentary membership for 1 person at the Director's Level
- Two NARM / ROAM / Mod/Co membership cards at Circle Level

#### Upper Level:

**Kendrick Society**, from \$500 to \$5,000.

The different levels could be discussed with a staff member directly, and a separate brochure could be sent out to those interested in joining in order to increase the perception of exclusivity.

“Kendrick Society donors support all the Mattatuck Museum does, from presenting an eventful calendar of unique and exceptional exhibitions, to protecting our collections, and serving over 7,500 children through our interactive learning programs each year. We recognize their generous commitment to the vital operations of the museum through their donations of \$500 or more, by offering unique benefits and exclusive access. For more information about becoming a Kendrick Society member, contact Cyndi Tolosa at [Cyndi@mattmuseum.org](mailto:Cyndi@mattmuseum.org) or 203-753-0381 x 120”

### Perks

Through an A La Carte system, each level can select a specific number of perks, and some base perks

- Base Perks:
  - Invitation to private events on and off site
  - Credit as a sponsor of one major exhibition per year
  - Recognition in the museum lobby
- A La Carte:
  - One free room rental for one event
  - Cocktail party in the galleries for 25
  - Guided tour for up to 10 guests by the Museum’s director or curator
  - Exclusive artist studio visits and talks
  - Brunch or cocktail hour tour of new exhibits
  - Organize your own VIP event @ The Matt

### Naming

Kendrick Society levels could be renamed based on terms that relate to the museum, such as:

- Steel, Brass, Bronze, Gold.
- Founder’s Circle, President’s Circle, Historian’s Circle
- Founder, Leader, Ambassador, Pioneer

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## OPTION 2

### Basic:

**Individual**, 1 adult: \$45

**Individual Plus**, 1 adult, 1 guest (not in the same household): \$70

**Household**, 2 adults and kids under 19 living at the same address: \$80

### Mid Level (With NARM reciprocity)

*(\$25 off for Seniors)*

**Friends**, 2 adults, 1 guest, kids under 19: \$125

**Sustaining Circle**: \$150

**Director’s Circle**: \$250

### Kendrick Society:

\$500 to \$5,000. Perks to be discussed with staff member.

# Reciprocal Programs

## New England Museum Members:

### **Massachusetts**

Art Complex Museum  
(Duxbury MA)

Cape Museum of Fine Arts  
(Dennis MA)

Danforth Art Museum  
(Framingham MA)

Provincetown Art  
Association & Museum  
(Provincetown MA)

### **Vermont**

Bennington Museum  
(Bennington VT)

### **Maine**

Farnsworth Art Museum  
(Rockland, Maine 04841)

### **Connecticut**

Lyman Allyn Art Museum  
(New London CT)

Mattatuck Museum  
(Waterbury CT)

New Britain Museum of  
American Art  
(New Britain CT)

## Fairfield Westchester Museum Alliance (FWMA)

No website listed, may need to contact one of the organizations directly.

### **Connecticut**

- The Aldrich Contemporary Art Museum (Ridgefield, CT)
- The Barnum Museum (Bridgeport, CT)
- Bruce Museum (Greenwich, CT)

### **New York**

- Hudson River Museum (Yonkers, NY)
- Hudson Valley Center for Contemporary Art (Peekskill, NY)
- Katonah Museum of Art (Katonah, NY)
- Neuberger Museum of Art (Purchase, NY)
- Wave Hill (Bronx, NY)

## ASTC Travel Passport Program:

Applicable for science and museums located within 90 miles of the museum

<http://www.astc.org/about-astc/>

Bruce Museum  
Greenwich, CT

Discovery Museum and Planetarium  
Bridgeport, CT

Lutz Children's Museum  
Manchester, CT

Stepping Stones Museum for Children  
Norwalk, CT

The Children's Museum  
West Hartford, CT

Yale Peabody Museum of Natural History  
New Haven, CT

## Museum Alliance Reciprocal Program

<https://sites.google.com/view/marplist/participating-museums>

Albright-Knox Art Gallery, Buffalo, NY  
Amon Carter Museum of Art, Fort Worth, TX  
Art Gallery of Ontario, Ontario, Canada  
The Baltimore Museum of Art, Baltimore, MD  
Brooklyn Museum, Brooklyn, NY  
Bruce Museum, Greenwich, CT  
Chrysler Museum of Art, Norfolk, VA  
Cincinnati Art Museum, Cincinnati, OH  
Colorado Springs Fine Arts Center, Colorado Springs, CO  
Crocker Art Museum, Sacramento, CA  
Currier Museum of Art, Manchester, NH  
Solomon R. Guggenheim Museum, New York, NY  
High Museum of Art, Atlanta, GA  
The Indianapolis Museum of Art, Indianapolis, IN  
The Institute of Contemporary Art/Boston, Boston, MA  
Knoxville Museum of Art, Knoxville, TN  
Milwaukee Art Museum, Milwaukee, WI  
Modern Art Museum of Fort Worth, Fort Worth, TX  
Montclair Art Museum, Montclair, NJ  
Montreal Museum of Fine Arts, Montreal, QC

Museum of Contemporary Art, Chicago, IL  
The Museum of Contemporary Art, Los Angeles\*, Los Angeles, CA  
The Museum of Fine Arts, Houston\*, Houston, TX  
New Orleans Museum of Art\*, New Orleans, LA  
Newark Museum, Newark, NJ  
The Norton Museum of Art\*, West Palm Beach, FL  
Parrish Art Museum, Water Mill, NY  
Pérez Art Museum Miami, FL  
Phoenix Museum, Phoenix, AZ  
Portland Museum of Art, Portland, ME  
The John and Mable Ringling Museum of Art, Sarasota, FL  
Royal Ontario Museum\*\*, Toronto, ON  
San Francisco Museum of Modern Art\*, San Francisco, CA  
San Jose Museum of Art, San Jose, CA  
Skirball Cultural Center, Los Angeles, CA  
The Vancouver Art Gallery, Vancouver, BC  
Virginia Museum of Contemporary Art, Virginia Beach, VA  
Walker Art Center, Minneapolis, MN  
Wexner Center for the Arts, Columbus, OH  
Worcester Art Museum, Worcester, MA

## Mod/Co

Available for memberships over \$150 level. Offers reciprocal admission for North American modern & contemporary art museums. Currently 75 museum members.

<https://mcachicago.org/Support/Membership/Mod-Co>

Museum of Contemporary Art, Tucson, AZ  
The Contemporary Jewish Museum, CA  
Craft and Folk Art Museum, CA  
di Rosa Center for Contemporary Art, CA  
Hammer Museum, CA

Institute of Contemporary Art, Los Angeles, CA  
Los Angeles Contemporary Exhibitions, CA  
Museum of Contemporary Art, LA, CA  
Museum of Contemporary Art San Diego, CA

Museum of Contemporary Art Santa Barbara, CA  
Museum of Latin American Art, CA  
Orange County Museum of Art, CA  
The San Diego Museum of Art, CA  
Yerba Buena Center for the Arts, CA  
Aspen Art Museum, CO  
Boulder Museum of Contemporary Art, CO  
Center for Visual Art, MSU Denver, CO  
Museum of Contemporary Art Denver, CO  
The Aldrich Contemporary Art Museum, CT  
The Phillips Collection, DC  
The Delaware Contemporary, DE  
Institute of Contemporary Art, Miami, FL  
Museum of Contemporary Art, North Miami, FL  
Pérez Art Museum Miami, FL  
Atlanta Contemporary, GA  
Des Moines Art Center, IA  
Krannert Art Museum and Kinkead Pavilion, IL  
The Renaissance Society at the, IL  
Museum of Contemporary Art Chicago, IL  
Contemporary Arts Center, New Orleans, LA  
deCordova Sculpture Park and Museum, MA  
The Institute of Contemporary Art/Boston, MA  
Cranbrook Art Museum, MI  
Museum of Contemporary Art Detroit, MI  
UICA (Urban Institute for Contemporary Arts), MI  
Rochester Art Center, MN  
Walker Art Center, MN  
Contemporary Art Museum St. Louis, MO  
Kemper Museum of Contemporary Art, MO  
Missoula Art Museum, MT

CAM Raleigh, NC  
Montclair Art Museum, NJ  
Georgia O'Keeffe Museum, NM  
IAIA Museum of Contemporary Native Arts, NM  
SITE Santa Fe, NM  
Albright-Knox Art Gallery, NY  
Dia:Beacon, NY  
El Museo del Barrio, NY  
Neuberger Museum of Art, NY  
New Museum, NY  
The Noguchi Museum, NY  
Storm King Art Center, NY  
Akron Art Museum, OH  
Contemporary Arts Center, OH  
Museum of Contemporary Art Cleveland, OH  
Wexner Center for the Arts, OH  
Institute of Contemporary Art at the University of Pennsylvania, PA  
Mattress Factory, PA  
Artpace San Antonio, TX  
Blaffer Art Museum, TX  
Blue Star Contemporary. TX  
The Chinati Foundation, TX  
Contemporary Arts Museum Houston, TX  
McNay Art Museum, TX  
Modern Art Museum of Fort Worth, TX  
Nora Eccles Harrison Museum of Art, UT  
Utah Museum of Contemporary Art, UT  
Virginia Museum of Contemporary Art, VA  
Frye Art Museum, WA  
John Michael Kohler Arts Center, WI  
Madison Museum of Contemporary Art, WI  
Museum of Contemporary Art Toronto, ON  
The Power Plant, ON

## North American Reciprocal Museum Association

[http://narmassociation.org/wp-content/uploads/2015/12/2015\\_4thQNARM\\_4pages.pdf](http://narmassociation.org/wp-content/uploads/2015/12/2015_4thQNARM_4pages.pdf)

## Reciprocal Organization of Associated Museums

Benefits offered in exchange must include access for at least 2 guests, shop discount, members-only events/lectures, and member pricing for special events.

Only available to members at the \$100 level and up.

<https://sites.google.com/site/roammuseums/home/list-of-roam-museums>