



Growing retention in your membership program is vital to the success of your museum's future. Set up reports to track your monthly membership statistics to include:

- a) **New Members:** First Time Membership Sales
- b) **Renewals:** Expired Memberships That Renewed
- c) **Lapsed:** Expired Memberships That Have Not Renewed

Schedule outreach programs to contact members about 30-90 days before their renewal dates. Set up value added membership benefits, such as free passes, VIP exhibit showings and lectures, events only available to members, and discounts to your museum store.

General Outreach Path for Membership Renewals

Memberships that expire **in 90 days** should receive a postcard and email to renew.



Memberships that expire **in 60 days** should receive a letter and email to renew.



Memberships that expire **in 30 days** should receive a phone call and email to renew.



Memberships that expired in the **last 30 days** should receive a phone call to renew.



Annual Renewal Mailing

All memberships should receive this opportunity to renew, before their membership expires. We recommend a direct mail oversized postcard connected with the timing of a signature event. The promotion to renew includes a special free gift for incentive.

Annual Lapsed Membership Drive

All memberships that have expired over 3+ years should be included in this annual promotion. Do not include lapsed memberships that have expired in less than 3 years or renewals. This is the most compelling of offers but can also turn into an accounting and budget challenge if not documented and tracked. Offer: Renew for 2 Years for the Price of 1 Year. This is recommended for direct mail only and can be redeemed with a special unique participant promo code online or at the gate.