

Yale University Art Gallery

Free Membership

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History of Membership Program

Three concurrent membership programs

- **Members of the Yale Art Museums** shared entry level membership with Yale Center for British Art
- **Patrons of Yale University Art Gallery:** upper level membership program for Gallery
- **Friends of American Arts at Yale:** supporting two curatorial departments

Free admission and limited benefits at all levels

Existing Bureaucratic Challenges

- Processing of dues versus gifts
- Waiving of benefits
- Transfers to split revenue with sister museum
- Non-ownership of program

Existing “Free Membership”

- eNews subscribers
- Facebook Friends
- Twitter

Membership Program by the numbers for FY12

Program	# households	Average Gift
Members of the Yale Art Museums	1,034	\$ 66
Patrons of Yale University Art Gallery	66	\$ 4,955
Friends of American Arts at Yale	98	\$ 488

New Free Membership Program

- Do away with confusion of multiple programs
- Remove financial transaction barrier caused by non-tax deductible portion of gifts
- Make institution even more accessible to a diversity of audiences
- Same “entry level” benefits
- Separate program for museums

What we gain from Free Membership

- Institutional identity
- Grow constituency for exhibitions and programs
- Gain access to new groups by self-identified interest
- PR opportunity
- Increase base for annual support

How do we make up for loss of membership revenue?

- Annual Fund model
- Appeals across communication platforms
- More compelling requests
- Gifts fully tax deductible
- Larger list to solicit

Mathematic assumptions of the risk

Red notes assumptions

Program	Donors	Response Rate	Average Gift
Historic Members annual fund response	44	4%	\$ 196
Grow to <i>8,000</i> Free Members	<i>320</i>	4%	<i>\$ 196</i>

Timeline 2013

- January: Presentation of idea to director
- April: Present to Governing Board
- May-June: Coordinate role out and develop materials
- July: Convert existing members
- August: On-site promotion begins
- October-December: First annual fund appeal

Role out of new program

- Phone calls to all upper level and long time members to discuss changes
- Letter from both museum directors announcing new programs
- Letter and new membership cards automatically sent to active members
- Fulfilling upper-level benefits through 6/14

Update on Free Membership

- Launched July 1, 2013
- **1,224** previous Members of the Yale Art Museums automatically enrolled
- **3,008** new members enrolled July 1–April 21

Plans to grow membership

- More active promotion of the program through marketing to key audiences
- Online marketing through website, eNews, social media
- Partnering with other Yale groups to spread the word

Fall 2013 Annual Fund Multiplatform Campaign

- Letters sent in October and December
- Email
- Facebook
- Twitter

FY13 through 2/1/13

- \$50,330
- 50% for YUAG
- \$114 average gift
- 441 donors

FY14 through 2/1/14

- \$105,113
- 100% for YUAG
- \$357 average gift
- 292 donors
- 13% response rate
- Greater stewardship

Where are these donors?

- 220 in Connecticut
- 33 in New York
- 96 new donors
- 34 gifts of \$500+

Next Steps

- February
 - Begin analysis who are our members
- May
 - Direct mail promotion for membership
- May-June
 - Second Annual Fund Campaign

