

The background features a dark blue and purple gradient with numerous out-of-focus circular light spots in shades of blue, green, and magenta. A cluster of fiber optic strands is visible in the upper left quadrant, emitting a bright, multi-colored light.

Where Are They Now? Exploring the Successes and Setbacks of Digital Initiatives

AMMC 2020 - Virtual



Dan Sullivan

Head of Growth and Partnerships @ Cuseum



Sarah Owens

Membership Manager @ Exploratorium



Daniella Cabezas

Associate Director of Special Events and Corporate Relations @ Miami Children's Museum



Sarah Burgess

Senior Donor Relations Coordinator @ Virginia Museum of Fine Arts





Dan Sullivan

Head of Partnerships

Cuseum

MEMBERSHIP TRENDS

-  Greater attention towards digital communication.
-  More digital tools than ever.
-  The rise of virtual events and benefits.
-  Forced ethos of experimentation and digital innovation.

MEMBERSHIP TRENDS

IN THE COVID-ERA



Extending expiration dates.



Need new lines of communication.



Backlogged membership card fulfillment.



Need to cut costs.



Reinvention of the “front desk” experience



Rise of contactless forms of entry.

QUESTION

How have museums adopted new technologies, and what have the outcomes been?





Sarah Owens

Membership Manager

Exploratorium

Founded in San Francisco in 1969, the Exploratorium is an interactive museum, a professional development home for teachers, and a global exhibit-design trailblazer with a mission to transform learning worldwide.

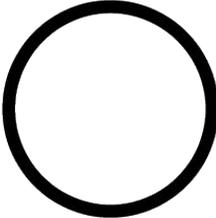
We offer two membership programs with two very different audiences:

Daytime and After Dark Memberships, with ~17,000 households total.

Closed since March 12

Opening ETA: Spring 2021



expl  ratorium[®]



SPECIAL COLLECTIONS

Family-Friendly Snacks

These Snacks are safe and easy to do with things around the house. They will amaze parents, grandparents and children alike!



Groovy Sounds

Make a record player with a pencil, pin, and paper.



Straw Oboe

Two lips make sound.



Condiment Diver

As René Descartes (almost) said, "I sink, therefore I am."



Learning Toolbox

Make sense of timely topics and find general science support for your virtual classroom or learning together at home.

For Educators

For Parents

COVID-19 Science Spotlight

What CAN we offer?!?!?

- Extending all expiration dates
- Started weekly content and retail emails
- Created new content categories to address the needs of parents and teachers
- May is For Members benefits went all-online, creating a library of members-only digital content
- Started After Dark Online

Welcome to the May Is for Members Portal

Here are your weekly members-only programs

While we're closed this May, we want to celebrate you! Our building is not open, but we still have great perks for our members. Check this page weekly for new storytime science, hands-on activities, and curated Cinema Arts short films to delight and inspire!

There are benefits to being an Exploratorium member anywhere you are! During our reimagined member appreciation month this May we're offering:

- Exclusive online programming
- Additional members-only content
- A special 15% discount on all products in our [online store](#) with code MAYISFORMEMBERS

WEEK 5

A Love Letter from Chris Flink, CEO & Sakurako and William Fisher Executive Director



Storytime Science for Kids: Colors with Vivian Altmann



Screen Time with Cinema Arts: A Closer Look



Virtual Backgrounds: Party at the Piers



Exploratorium Stores Discount

Enjoy a one-month only 15% off all retail items online! Use code MAYISFORMEMBERS at checkout.

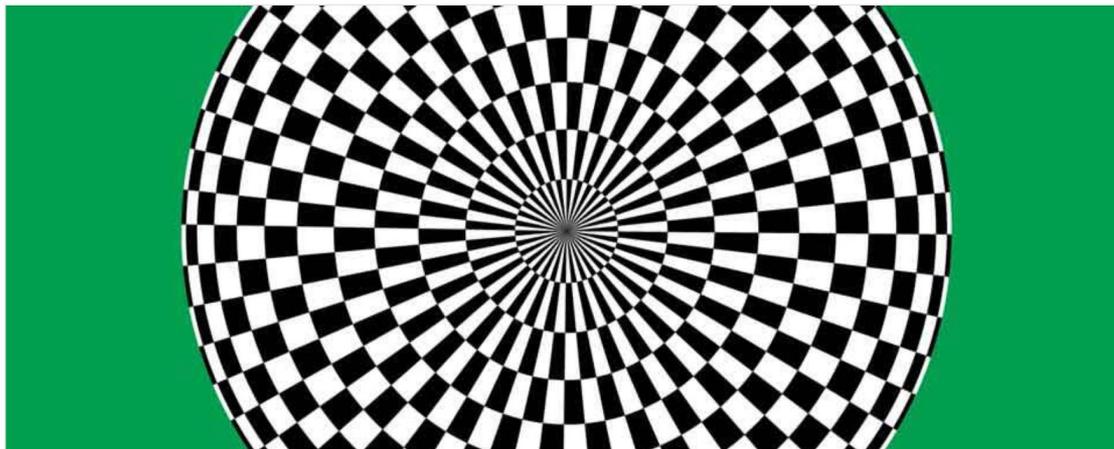
Shop now →



Support our Mission with an Additional Donation

The Exploratorium is a nonprofit organization. We create joyful, inquiry-based science learning that empowers people to understand the world around them. Now more than ever, we cannot do it without you.

Give today →



After Dark Online

See for Yourself

Every Thursday Night ▪ 7:00–8:00 p.m.

Adults Only (18+)

From our home to yours, we're transmitting digital dispatches from After Dark at the Exploratorium. Tune in each week for a free online revue of thoughtful and innovative science, arts and perceptual experiences. From compelling conversation and hidden histories to hands-on how-tos and breaking science news, After Dark Online serves a cocktail of curiosity to supplement your screen time.

  [Sign up](#) for our newsletter



Members See More After Dark.

Enjoy a year of access to every After Dark evening for less than the cost of three tickets.

Stay Connected

Sign up for our weekly After Dark newsletter and never miss out on event announcements.

Upcoming Events



OCT 15
AFTER DARK
ONLINE

After Dark Online: OK With Decay—All That Remains

Thursday, October 15, 2020 - 7:00 p.m. PDT

Organic matter can be defined as material in the process of decay. Scale down to the smallest forms of life to discover how organisms break down, and understand the journey they take to reincarnate anew.



OCT 22
AFTER DARK
ONLINE

After Dark Online: OK With Decay—Under the Bay

Thursday, October 22, 2020 - 7:00 p.m. PDT

Join us as we pull our NOAA research buoy out of the water for its yearly servicing—get a look at the critters that colonize it and learn about some key concerns around ocean health and resilience.



OCT 29
AFTER DARK
ONLINE

After Dark Online: OK with Decay—Cemetery of Dead Science

Thursday, October 29, 2020 - 7:00 p.m. PDT

Take a walk in the Cemetery of Dead Science—look at debunked science from pasts both distant and recent and dig into the scientific process to better understand how questionable concepts can gain legitimacy.



NOV 5
AFTER DARK
ONLINE

After Dark Online: Sustenance—Home Movies

Thursday, November 5, 2020 - 7:00 p.m. PST

Indulge in a bit of joyful voyeurism as we screen and celebrate home movies—we'll pair screenings of exceptional home movies with stories and ideas from those who collect, archive, and study them.



NOV 12
AFTER DARK
ONLINE

After Dark Online: Sustenance—Animal Intelligence

Thursday, November 12, 2020 - 7:00 p.m. PST

What do animals know, and how do they know it? Author Peter Godfrey-Smith discusses his latest book, an inquiry into animal intelligence considering ocean creatures from sponges and shrimp to octopuses and whale sharks.

[See Past Thursday Nights](#) →

Preparing for Reopening:

- Creating a digital content strategy that continues after reopening
- Timed ticketing with Siriusware
- Email updates
- Working with Cuseum to implement contactless, digital membership cards



And so do we.

Sarah Owens
sowens@exploratorium.edu





Daniella Cabezas

**Associate Director of Special
Events and Corporate Relations
Miami Children's Museum**



miami children's museum

our mission

Miami Children's Museum is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential.



our snapshot

- Established in 1983
- Demographic: Families with children ages 0 to 10
- Average Ticket Price: \$16
- Average Membership Price: \$150
- Membership Base: 2,000
- CRM: Raiser's Edge
- Digital Membership Cards since 2017
- Development Department: Three team members



membership events

Life Before COVID-19:

- Exhibit Preview Parties twice a year
 - Average attendance: 65 families (200 guests)
- Monthly activations either giveaways or exclusive events
 - Average attendance: 20 families (60 guests)
 - Bigger events, i.e. Starwars Day, 37 families (115 guests)
- RSVPs collected via Google Forms
- 65% Attendance/RSVP rate

During The New Normal:

- Digital two exclusive weekly events
 - Average attendance: 20 families
- Monthly themed virtual events
 - Average attendance: 42 families
- RSVPs collected via Google Forms
- 56% Attendance/RSVP rate



what pivoting looked like

March 14 | Closed to public

March 21 | Launched Museum At Home

April 14 | Launched Members Virtual Story

May 4 | Launched Members Masterpieces

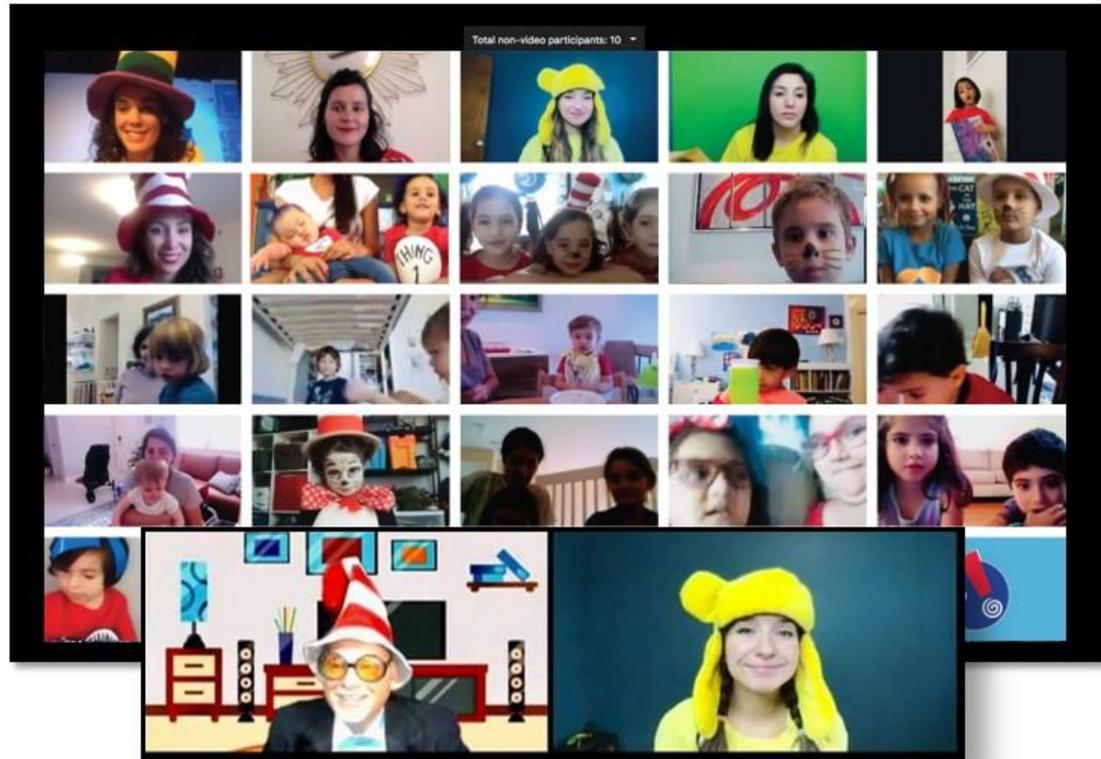
July | Launched Monthly Themed Virtual Members Events

Things To Keep In Mind:

- Interactivity
- Themes
- Pre-Event & Post-Event
- Structure
- ROI



virtual themed event





Sarah Burgess

Senior Donor Relations Coordinator

Virginia Museum of Fine Arts





VMFA AT A GLANCE

The Virginia Museum of Fine Arts is a state agency and a privately endowed educational institution created for the benefit of the citizens of the Commonwealth of Virginia.

Its purpose is to collect, preserve, exhibit, and interpret art, to encourage the study of the arts, and thus to enrich the lives of all.

The art and facilities belong to the citizens of the Commonwealth.

COLLECTION

VMFA's permanent collection encompasses nearly 50,000 works of art spanning 6,000 years of world history.

PUBLIC SERVED

In 2019, more than one million people were served at the museum and throughout Virginia at our 1,200+ Statewide Partners.

ADMISSION

General admission is always free; special exhibitions and programs may require fees. Open 365 days a year.

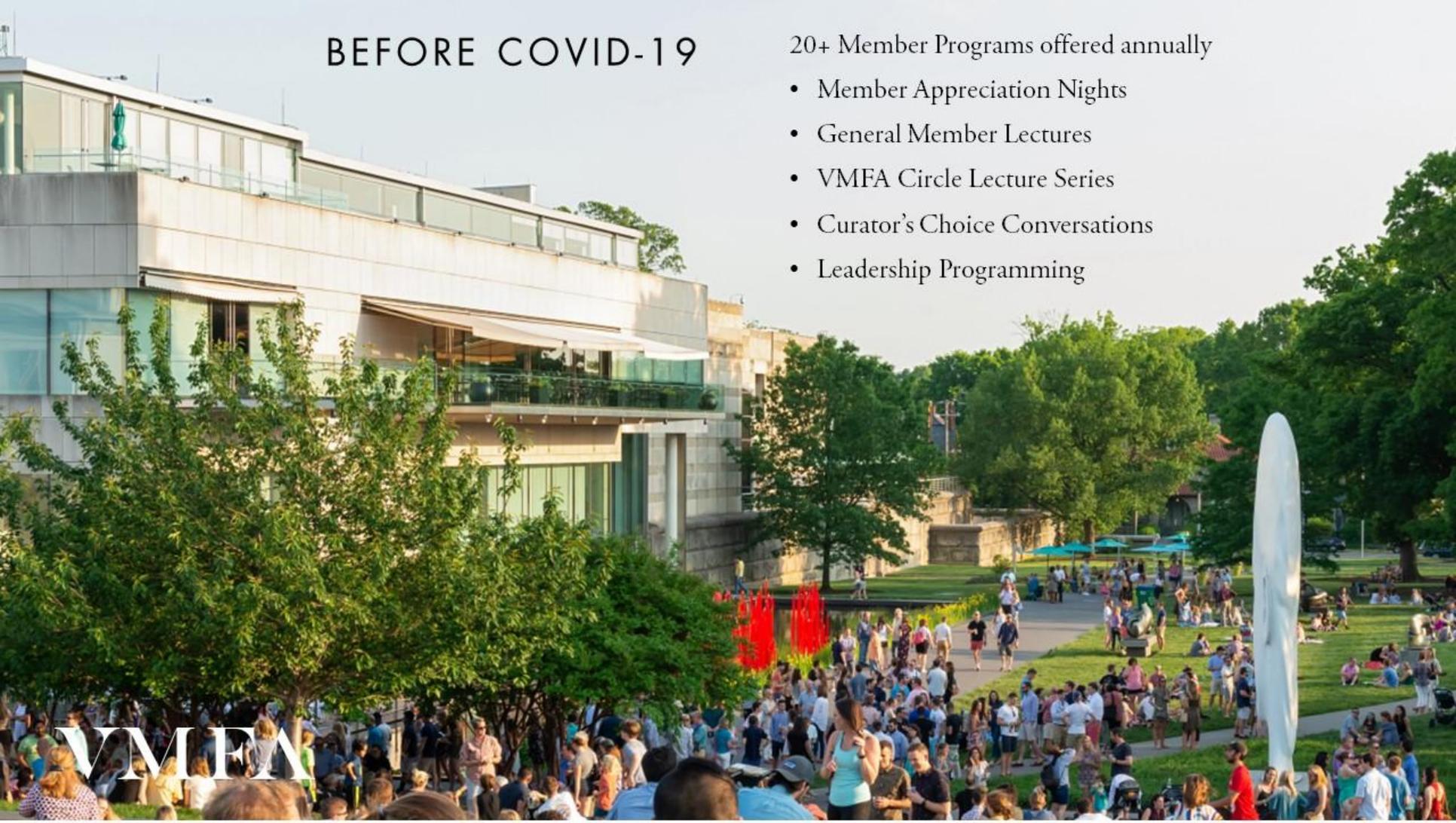
MEMBERS

VMFA members represent 36,000+ households.

BEFORE COVID-19

20+ Member Programs offered annually

- Member Appreciation Nights
- General Member Lectures
- VMFA Circle Lecture Series
- Curator's Choice Conversations
- Leadership Programming

A large crowd of people is gathered on a lawn in front of a modern building with large glass windows and balconies. The scene is outdoors, with many trees and a tall, white, abstract sculpture on the right. The crowd is diverse in age and appearance, and many are sitting on the grass. The building has a prominent balcony with a glass railing. The overall atmosphere is one of a large public event or gathering.

VMFA



GOING VIRTUAL

- Museum closed March 14, 2020
- First virtual program May 6, 2020
- Offered Weekly through June
- Museum re-opened July 1, 2020
- Continuing to offer programs monthly

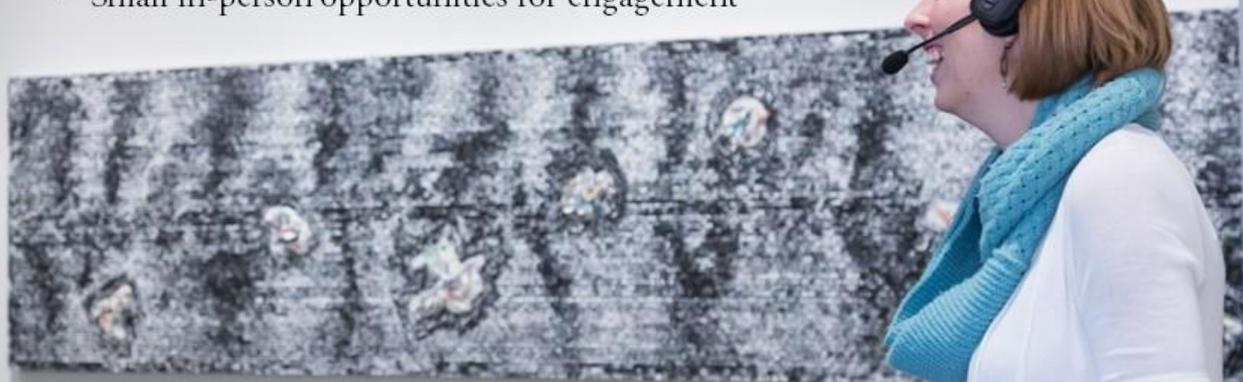
COCKTAILS WITH A CURATOR

- Offered to VMFA Circle Level Members (\$175+)
- Approximately 3,800 (of 36,000+) households
- 10% participation / 70% attendance



WHAT'S NEXT?

- Converting existing programs to virtual format
- Collaboration with other departments
- Technology upgrades (hopefully!)
- Small in-person opportunities for engagement



QUESTION

What's the first step of launching a new digital project in membership?



QUESTION

How do you evaluate the success of a new digital initiative?



QUESTION

Have you faced any significant challenges or setbacks when implementing a new digital initiative?



QUESTION

How important is it to be retrospective about past experiments and projects, as we plan for future ones?

