

Membership Acquisition: Surviving 2020

Four diverse institutions will share their hard won experiences.

LONGWOOD
GARDENS

CHICAGO HISTORY MUSEUM

DENVER MUSEUM OF
NATURE & SCIENCE

WINTERTHUR

Presenters

Colleen Conaty, Assistant Director of Membership
Winterthur, cconat@winterthur.org

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Chicago History Museum, doyle@chicagohistory.org

Jennifer Stone, Membership Manager
Denver Museum of Nature & Science, jennifer.stone@dmns.org



Longwood Gardens By the Numbers

Before COVID

\$10.8m

1.5m

\$819,000

750,000

73,000

Membership revenue

Total annual visitation

Operating expenses

Member visitation

Member households

After COVID

\$8m

1.02m

\$518,142

621,227

69,699



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Winterthur By the Numbers

Before COVID

\$902,956

99,261

\$260,371

29,000

10,042

Membership revenue

Total annual visitation

Operating expenses

Member visitation

Member households

After COVID

\$600,000

84,609

\$189,909

18,227

9,200



Denver Museum of Nature & Science By the Numbers

Before COVID

\$6.5m

2m

\$660,000

325,382

60,000

Membership revenue

Total annual visitation

Operating expenses

Member visitation

Member households

After COVID

\$4m

765,000

\$564,000

164,346

45,000



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Chicago History Museum By the Numbers

Before COVID

\$350,000

280,600

\$153,900

5,200

3,658

Membership revenue

Total annual visitation

Operating expenses

Member visitation

Member households

After COVID

\$316,000

67,000

\$142,371

1,733

3,141

Let's Start Sharing

Campaign Ideas

**Virtual Interactive Member
Engagement Ideas**

Thank you!

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