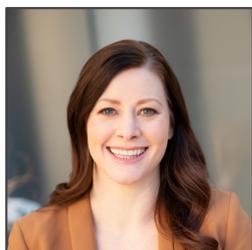


Becoming Audience-Centric

An Empathy-first Approach to Attracting New Members



Rosie Siemer

Founder + CEO

FIVESEED



Brad Ingles

*Membership and
Community
Partnerships Manager*

MCA Denver



Megan Bernard

*Assistant Director
of Membership*

**Museum of Fine
Arts, Boston**



Gabriel Mastin

*Leadership
Giving Officer*

**Columbus
Museum of Art**



Grace Meils

*Deputy Director
of Institutional
Advancement*

Newfields

Inviting New Audiences In

What is an empathy-first approach?

- Understand audience needs
- Remove barriers to participation
- New metrics





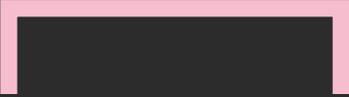
What role does membership play
in advancing the principles of DEAI?





MCA Denver

- Founded in 1996
- Nearly 5,000 Members
- Serves over 11,000 Teens Annually
- Rotating Exhibitions
- Art, Sense, and Nonsense



Broke Heart Club



- Accessible option to join!
- Helps with pipeline development
- Playful, fun, and great for easy sign-ups for those attending events
- Nearly 1,000 members
- Second most successful membership level in terms of members in the program

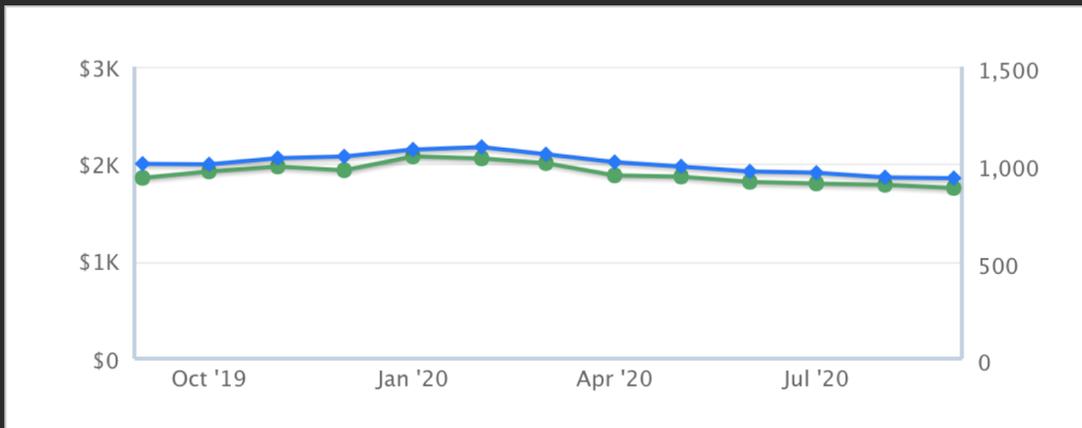
BROKE HEART CLUB

MCA Denver membership for less than two bucks a month... what?!?! Experience all the museum has to offer with an affordable monthly subscription of just \$1.95 a month:

- Free admission to all MCA Denver exhibitions
- Advanced notice & discounted ticketing to special events and programs
- 10% off MCA Shop, Café and Bar
- Digital membership card
- 6-month minimum commitment, cheapskates

DUH! NO BRAINER!





Drawbacks to the Broke Heart Club Membership

- Integration into our main database can be tricky
- During the pandemic, we had more members dropping their monthly membership
- Members must email me to cancel their membership
- Twice a week entering in new members into our database.





Ways We Continue to Listen and Respond!

- Partnership with EnChroma for colorblind visitors like myself
- Wall texts translated into Spanish
- Free digital programs
- Partnership with the Equity Project LLC and MCA Denver
- Penny Saturdays
- Special visitation hours for members and at-risk populations
- SNAP and Museums for All





Outreach With Meaning

Megan Bernard
Assistant Director of Membership
mbernard@mfa.org

Outreach With Meaning...Who Are We?



MFA **LOVES**
MEMBERS

- 70,000 members
- Five general member levels up to \$2,999
- Most members fall into the first two levels of membership



Outreach With Meaning....MFA Citizens



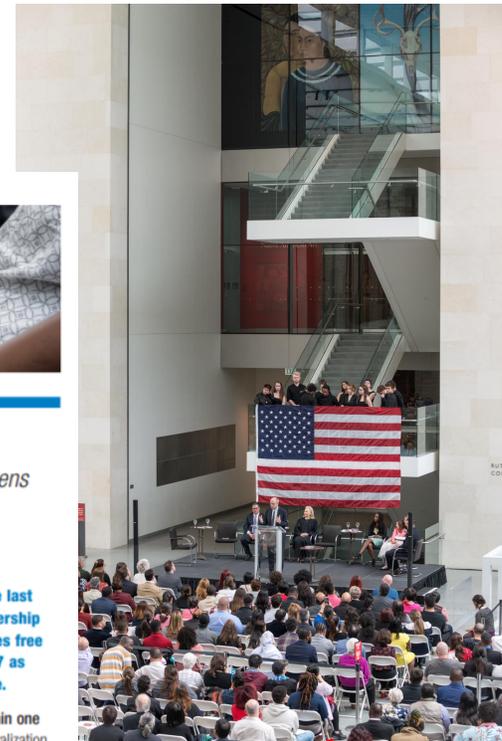
MFA Citizens

Free one-year membership for new US citizens

If you have become a naturalized US Citizen within the last year, you are eligible for a free one-year family membership to the Museum of Fine Arts, Boston (MFA), that includes free admission for two adults and all children under age 17 as well as discounts on events, parking, dining, and more.

To sign up for the MFA Citizens program, **visit the Museum within one year of your naturalization date**, and show a copy of your naturalization certificate at any ticket desk.

The MFA has more than 140 galleries displaying art that spans the globe and many time periods. The Museum is dedicated to world cultures and making connections between them, through art, programs, and events for all ages. We offer courses, concerts, community events, talks, and films, as well as family activities during school vacation weeks and holidays.



- Over 4,500 active members from over 150 countries
- Direct outreach at naturalization ceremonies

Outreach With Meaning....MFA Citizens Benefits



- Welcoming signage
- Welcome bag received when they join



WELCOME

Bienvenido
 Bienvenue
 欢迎
 Willkommen
 Benvenuti
 Добро пожаловать
 Byenvini
 Bem-vindo
 ようこそ

Thank you for choosing to become an MFA Citizen.
 We're thrilled that you'll be a member for the next year.

READY TO GET STARTED? HERE'S WHAT'S NEXT!



TODAY

Use your temp card to get 10% off at MFA shops, 15% off at all dining locations, up to 40% off parking, discounted tickets at any ticket desk, and your free mobile MFA Guide rental at the Membership desk.



IN TWO WEEKS

Expect your membership card in the mail. Your card is your passport to all your member benefits and discounts! You can visit free anytime before you get your card by checking in with us at any ticket desk.



SHARE THE LOVE!

During the MFA's 150th anniversary year in 2020, members can bring at least one guest for free every visit, so start planning your next visit today!



WE'RE HERE TO HELP!

Stop by Membership in Sharf Visitor Center or any ticket desk, or e-mail Julián Cancino, membership programs administrator, at jcancino@mfa.org.

MFA Citizens is generously supported by Larry and Atsuko Fish. Additional support provided by Nancy and Kent Van Zant.

Outreach With Meaning....First Year Free Members



Goals:

- Convert 25% of all free event attendees
- Convert 13% into paid members

The When and How

- Community Celebrations and Late Nite Events
- Personal connection with staff signing up members
- We said it with a smile!



Outreach With Meaning....Engaged Communication

MFA Late Nites—Fun, Right?



[Explore the benefits of being an MFA member](#)

Dear Friend,

Welcome to the Museum of Fine Arts Boston, as a new member! I'm Makeeba McCreary and as Chief of Learning and Community Engagement, I'm here to ensure that you feel a sense of belonging at the MFA, every day.

Thank you for joining us for our 19th Annual Martin Luther King Jr. Day and becoming a new member. The joy that art can bring was palpable through spotlight talks and pop up tours showcasing the important works of art created by African American artists. No matter what you did, simply being together as a community honored the legacy of civil rights leader Rev. Dr. Martin Luther King, Jr.

In celebration of our 150th anniversary, you can bring members to the Museum with you always, for free. No hassle. They will get scanned right in, and you'll be off, showing them your favorite corners of the Museum. You can even get them \$10 off their own membership if they choose to sign up.

- Welcome Messages
Handouts
Email
Voice Broadcast
- Visit Emails
3, 6, 9 month

Outreach with Meaning...Program Evaluation

Mechanism	Focus
Email Surveys	Gauge awareness and effectiveness of communications
Phone Interviews	Dig deeper into questions from the survey which we would like deeper insight on
Focus Groups	Get fuller picture of insights and provide more direct feedback on communication efforts
Engagement Reporting	Understanding member behavior and using this to understand their likelihood to renew

Outreach With Meaning....Using What Members Tell Us

Membership is...memorable experiences rooted in community, learning, culture, and people.



Outreach With Meaning...All Around the Museum

Edward Greene becomes the first Black president of the MFA's board of trustees

By [Malcolm Gay](#) Globe Staff, Updated October 1, 2020, 2:15 p.m.



For the first time in its 150-year history, the Museum of Fine Arts has elected a Black president to lead its influential board of trustees.

Edward E. Greene, a global human resources consultant who previously served as chair of the MFA's board of advisors, was appointed to the three-year term during the board's annual meeting on Sept. 21.

Nominated in 2019, Greene, 57, will share leadership responsibilities with Cathy E. Minehan, who was appointed board chair at the annual meeting. Board members also elected Azi Djazani to chair the museum's board of advisors, where she will succeed Greene in the role, and approved numerous other trustees and advisors.



Edward E. Greene has been named president of the MFA's board of trustees. BRAD FOWLER, SONG OF MYSELF PHOTOGRAPHY

HYPEBEAST SECTIONS VIDEOS BRANDS HBX

MFA Appoints First-Ever Director Of Belonging And Inclusion

This MFA Exhibition Tells Art History Through The Female Gaze

ARTS & CULTURE

January 15th, 2020

Youth curators of color shine in 'Black Histories, Black Futures' at MFA

"Writing the Future: Basquiat and the Hip-Hop Generation" Exhibition Launches Virtually

Preview rare works by Basquiat, RAMMELLZEE, Futura and more.

Decades of Gender Bending Fashion Are Coming to the MFA

From the runways and red carpets to the everyday rebels, explore the long history of designers and wearers who rewrote the rules of gendered fashion.

ARTS & CULTURE

September 30th, 2020

In addition to its community integration initiatives, the MFA will also be launching a discussion group called "Table of Voices," which gather local stakeholders to "formalize interpretive strategies" for exhibits according to a recent press release. "Table of Voices" will draw on a range of diverse perspectives in order to expand the MFA's reach.

Museum of Fine Arts reopens with focus on artists of color

Outreach With Meaning...Is A Team Effort!



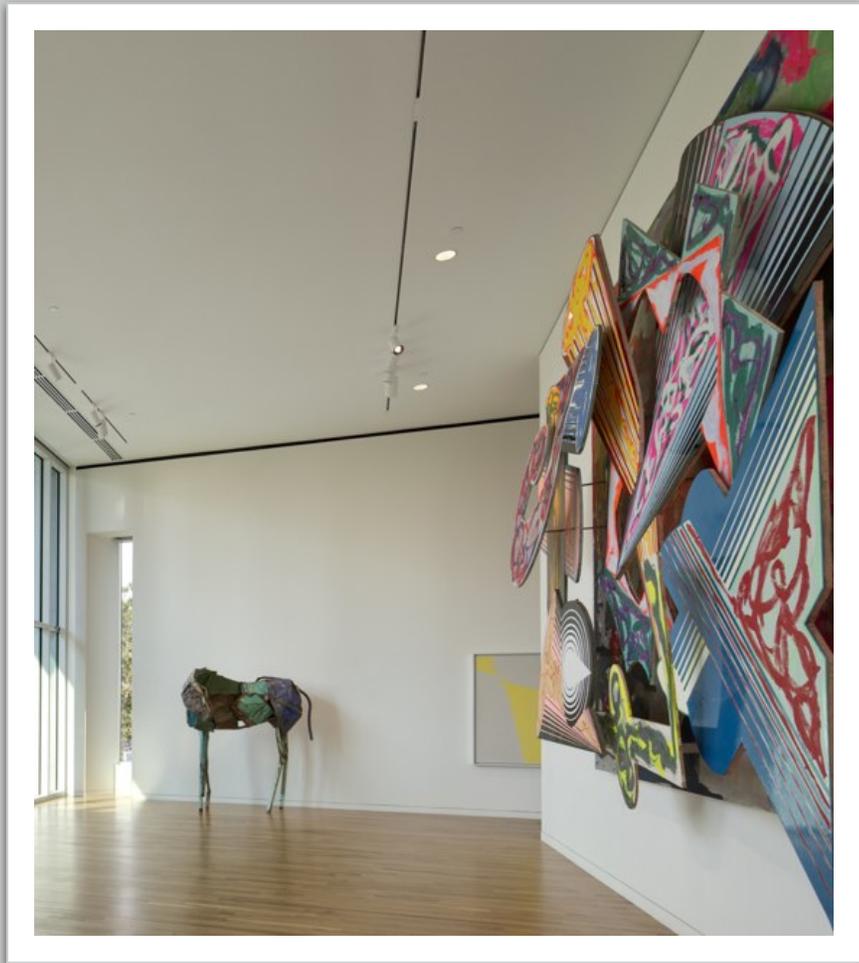
And hard work, but it's worth it



Getting Loud & Proud

CMOA

Columbus
Museum of Art



- Mission to create great experiences with great art for everyone
- At CMA, there's a willingness to try new things
- 5,500 member households

CMOA
Columbus
Museum of Art

Loud & Proud at the Columbus Museum of Art

- Our first ever LGBTQ+ and Allied membership level
- Launched in September 2018 with 800 attendees
- Exceeding expectations by 167%



Breaking Through Museum Stigma

- Inviting the LGBTQ+ community to make their home at the CMA
- Great experiences with great art for everyone
- Seeing yourself on the wall
- Feeling safe to have the tough talks





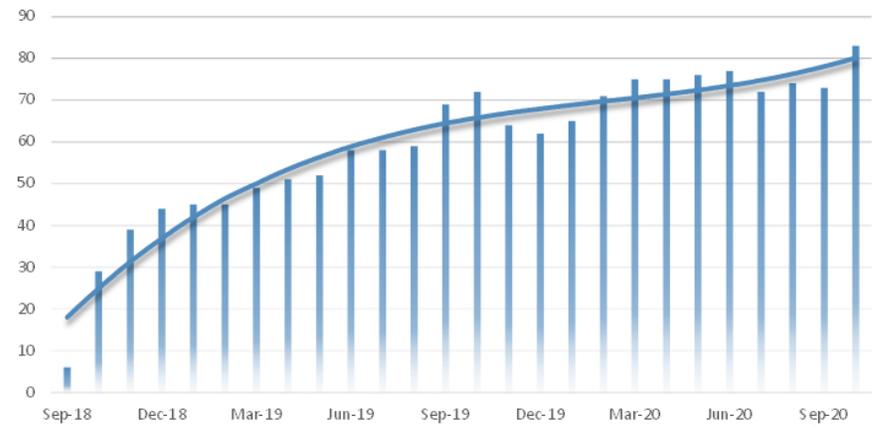
We are connecting our patrons to artists from the LGBTQ+ community

- Invite across the community
- Offer a free day every Sunday
- Offer one major free LGBTQ+ party each year
- Ask members to bring guests

CMA MEMBERSHIP COUNTS



LOUD & PROUD MEMBERSHIP COUNTS





NEWFIELDS

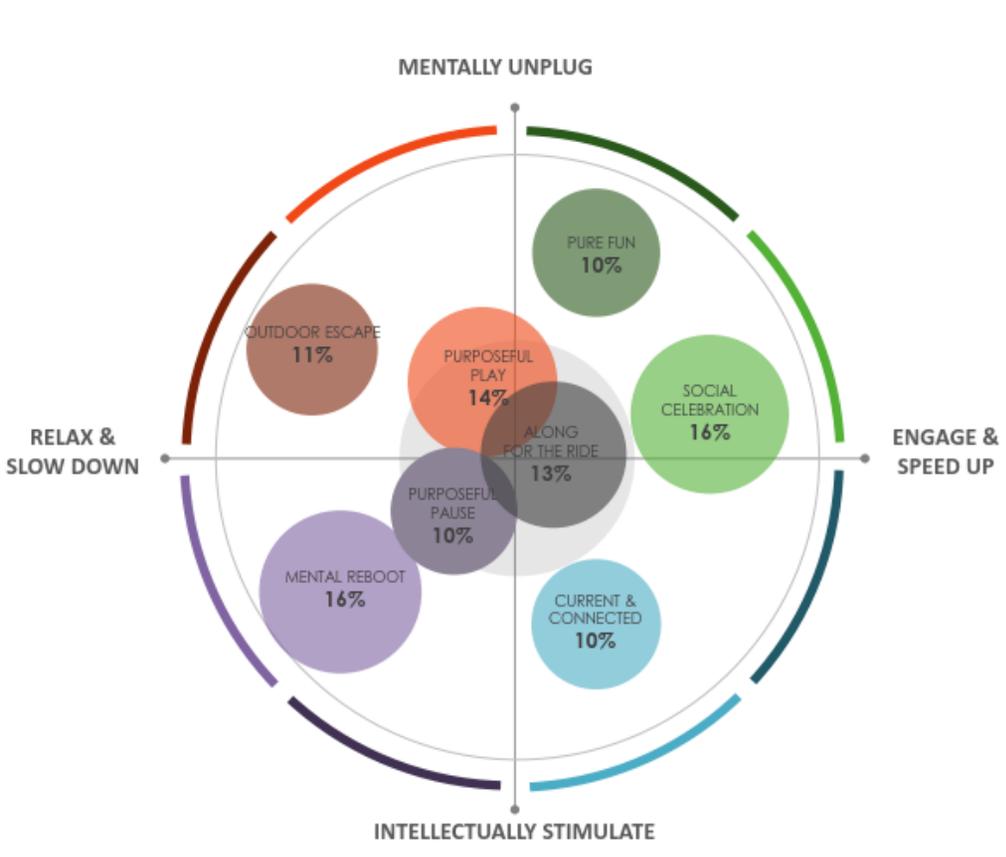
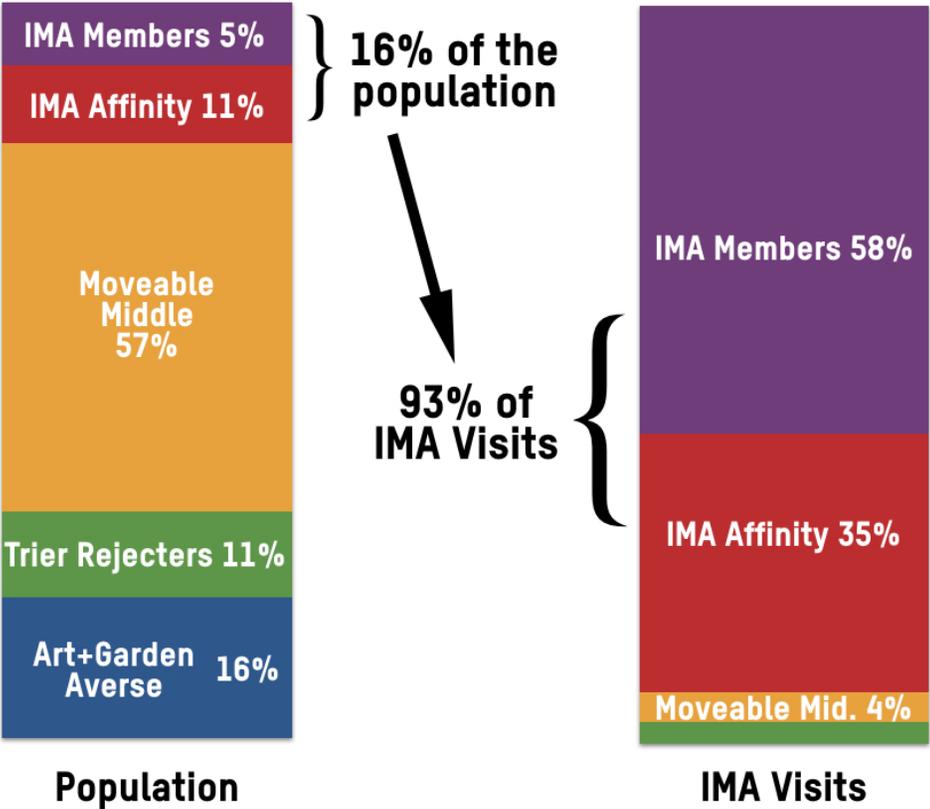
A PLACE FOR NATURE & THE ARTS

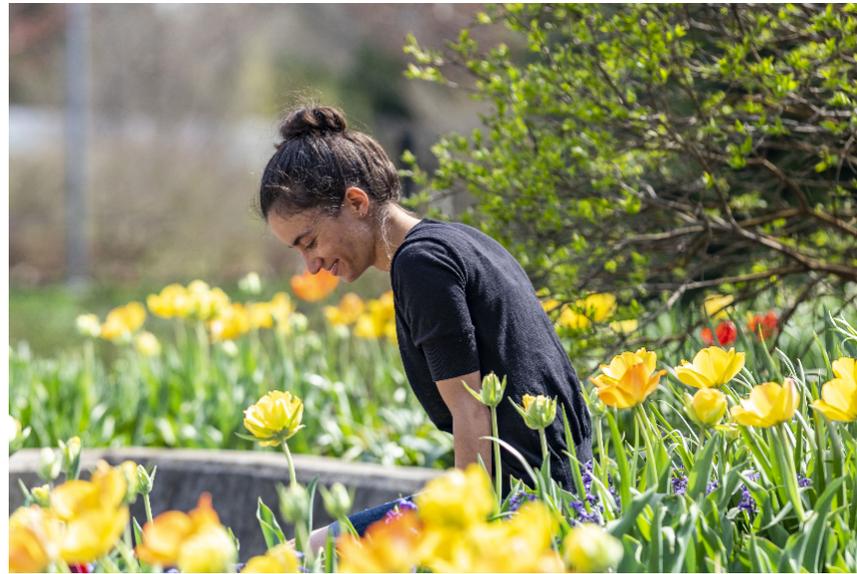
What is Newfields?



- Rebranded in 2017 as Newfields, A Place for Nature & the Arts
- Campus includes Indianapolis Museum of Art, Lilly House, Garden, The Virginia B. Fairbanks Art & Nature Park, Elder Greenhouse, and more
- 15,000 member households

Audience Assessment & Leisure Study







**What does all this
mean for membership?**

What Does This Mean For Membership?

- Now multiple points of entry for potential supporters.
- Membership “core” is expanding and evolving.
- Opportunity to look at our membership program more critically:
 - What are we trying to achieve through the membership program?
 - Can we serve members better by offering more specialized products, rather than a homogenous membership program?

The Art of Relevance

Leadership Team has been inspired by the book, “The Art of Relevance,” by Nina Simon. The basic premise is that we need to “build a bigger room with more entry points” (rather than a lot of specialized programs) to be more relevant and inclusive to diverse audiences.

- Focus on community partners
- “Gallery re-envisioning” project, experiments to re-hanging galleries to tell new stories
- Internal Inquiry: multi-year assessment and DEIA training with Phyllis Braxton of PINK Consulting, hiring, board recruitment and procurement practices, etc.



Q&A

