



Membership Marketing in the Digital Age: A Handbook for Museums and Libraries (American Association for State and Local History)

By Patricia Rich, Dana S. Hines, Rosie Siemer



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Membership marketing and management is an ever more demanding role within the institutions served—meeting fiscal demands, keeping pace with online marketing opportunities, and making data-driven decisions. The demands are diverse and ever-changing. This book addresses all aspects of management, expectations and productivity of a membership program in the digital age. Benchmarking, best practices and realistic outcomes are presented.

Membership Marketing In The Digital Age is a membership manager's reference book to what works and how on relevant topics such as:

- Member acquisition
- Membership planning and projections
- Membership retention and renewals
- Membership servicing, engagement and loyalty

It features over seventy illustrations including reproductions of marketing pieces and management tools used by leading museums and libraries across the country. Here's a book that will help your museum or library generate many times the purchase price through better practices that will increase your membership many times over.



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Editorial Review

Review

"This book on membership management is a "go-to" reference guide on all aspects of best practices in membership marketing. I recommend it for anyone at any stage of their membership career!"

-Phyllis Evans, Director of Membership and Annual Giving, Abraham Lincoln Presidential Library Foundation (Phyllis Evans, Director of Membership and Annual Giving, Abraham Lincoln Presidential Library Foundation)

"As a membership professional who is constantly looking to move the dial forward in growing our program and working to stay relevant in an ever-changing digital environment, this book is a bible. It not only provides definitive information for benchmarking and best practices, but connects me to ideas and promotes critical thinking. It's a great resource to have at my fingertips."

-Camille Pons, Development Officer and Membership Manager, Arizona-Sonora Desert Museum (Camille Pons, Development Officer and Membership Manager, Arizona-Sonora Desert Museum)

"A must-read for anyone looking to build, rebuild, grow, refresh, or reengage their membership programs, policies, and offerings. This in-depth marketing examination encourages the reader to step back and examine their current strategy in a world gone digital. . . . Rich, Hines, and Siemer have provided examples and case studies that not only provide insight but inspire new ideas and approaches regarding membership acquisition, retention, testing, and more. As the field continues to 'reinvent' the museum experience and identity . . . Rich, Hines, and Siemer remind us that membership must be represented at the digital 'table' in order to successfully respond and adapt to the evolving needs and expectations of our audiences."

—Jamie Glavic, director of marketing and communications, National Underground Railroad Freedom Center

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About the Author

Patricia Rich is a founder of EMD Consulting Group and has consulted throughout the country and overseas on fundraising, membership, planning, search, and nonprofit management issues for all types of organizations. She has been the president/CEO of the Arts and Education Council of Greater St. Louis and the director of planning and development at the Missouri Botanical Garden, being responsible for all phases of fundraising, membership and strategic planning, which she currently teaches at the University of Missouri-St. Louis.

Dana S. Hines is the President and CEO of Membership Consultants, Inc. Dana founded Membership Consultants in 1987 and has served over 500 membership organizations nationally, providing Membership Audits and Strategic Plans, direct mail and multi-channel campaigns to acquire, renew, upgrade and convert members to donors. Dana and Membership Consultants have been leaders in the membership arena, serving clients such as the National Baseball Hall of Fame, Museum of Science Boston, Desert Botanical Garden,

Phoenix Zoo, History Colorado and Forest Park Forever. Dana served as a membership manager for the Missouri Botanical Garden prior to her membership consulting career.

Rosie Siemer is the founder and CEO of FIVESEED, a digital marketing agency and interactive design studio delivering integrated online marketing, social media, and mobile solutions for visitor-serving organizations, education, associations, and nonprofits. Rosie has consulted for leading institutions across the U.S. including the Museum of Science Boston, History Colorado, Phoenix Zoo, Museum of Contemporary Art San Diego, University of Nebraska, Colorado Center for Nursing Excellence, and the Association of Zoos and Aquariums. Rosie serves on the Board of Directors at the World Trade Center Denver, and is an instructor at the Rocky Mountain World Trade Center Institute on the topics of international social media and mobile marketing.

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