

2024 AAM FINANCIAL WELLNESS WEBINAR

60 IDEAS IN 60 MINUTES

MUSEUM PHILANTHROPY AND MEMBERSHIP AFTER A PANDEMIC

HOST & REFEREE

Charles Katzenmeyer

Vice President, Institutional Advancement
Field Museum

charles@fieldmuseum.org

312-665-7132



PRESENTERS

TEAM WESTSIDE

Eowyn Bates

Vice President, Philanthropy and Engagement
San Diego Natural History Museum
ebates@sdnhm.org
619-255-0172

Shannon Joern

Chief Philanthropy & Membership Officer
History Colorado
shannon.joern@state.co.us
303-866-4737

THE MONEYMAKERS

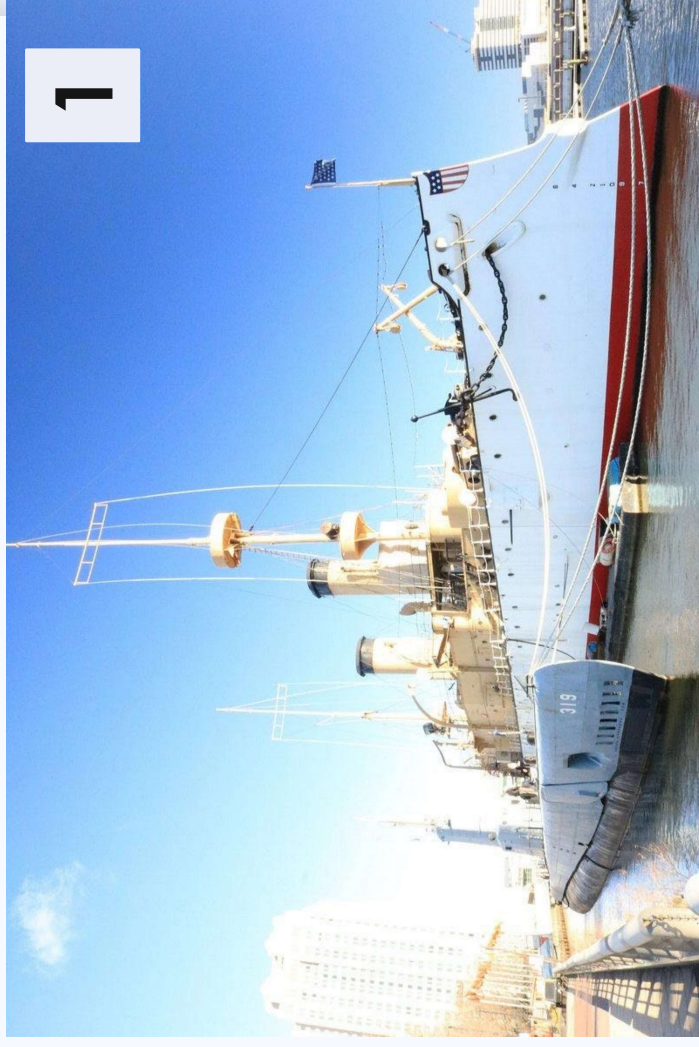
Amy Burt

Vice President, Development and Communications
Children's Museum of Denver at Marsico Campus
amyb@cmdenver.org
303-561-0105

Ginevra Stirling Ranney

Vice President, Development
Lincoln Park Zoo
granney@lpzoo.org
773-742-2169

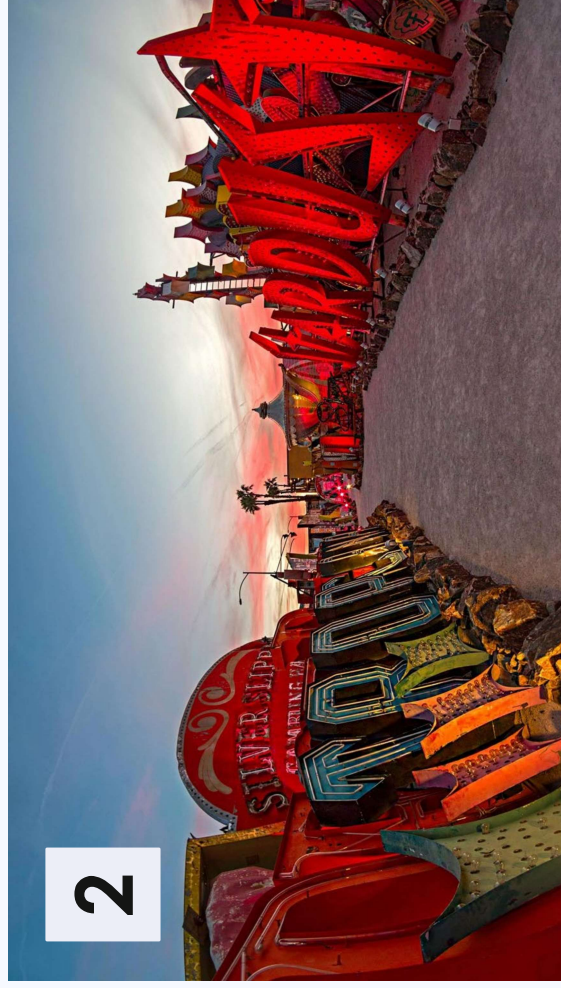
ROUND 1: What Have We Learned Since 2020?



1

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TEAM WESTSIDE

- Do the simple things right!
- The “front door” is now physical and virtual
- New government funding sources
- Will museum galas continue?

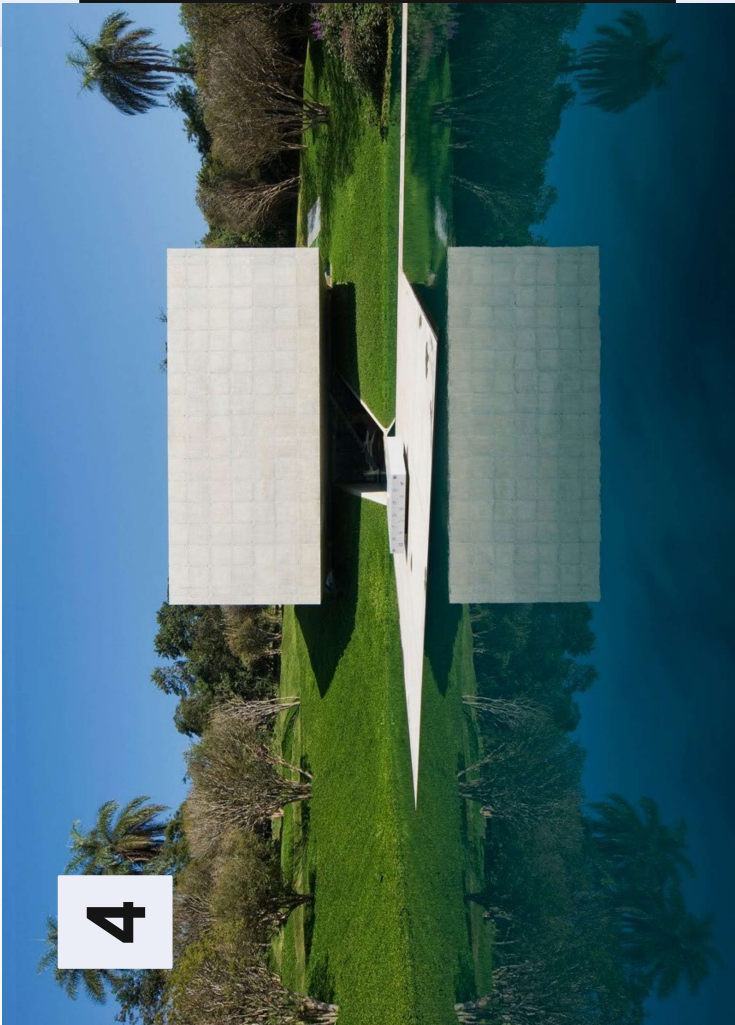
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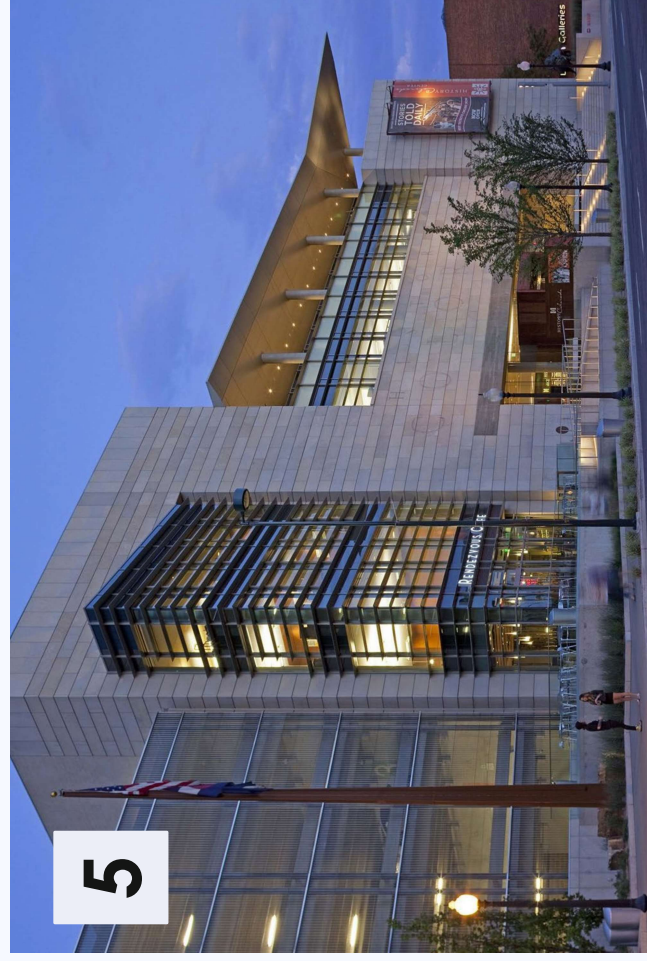
THE MONEYMAKERS

- Togetherness matters
- Mission over transaction
- Proactive communication about finances is more important than ever

ROUND 2: Sustaining Our Institutions/Unrestrict ed Operating Support



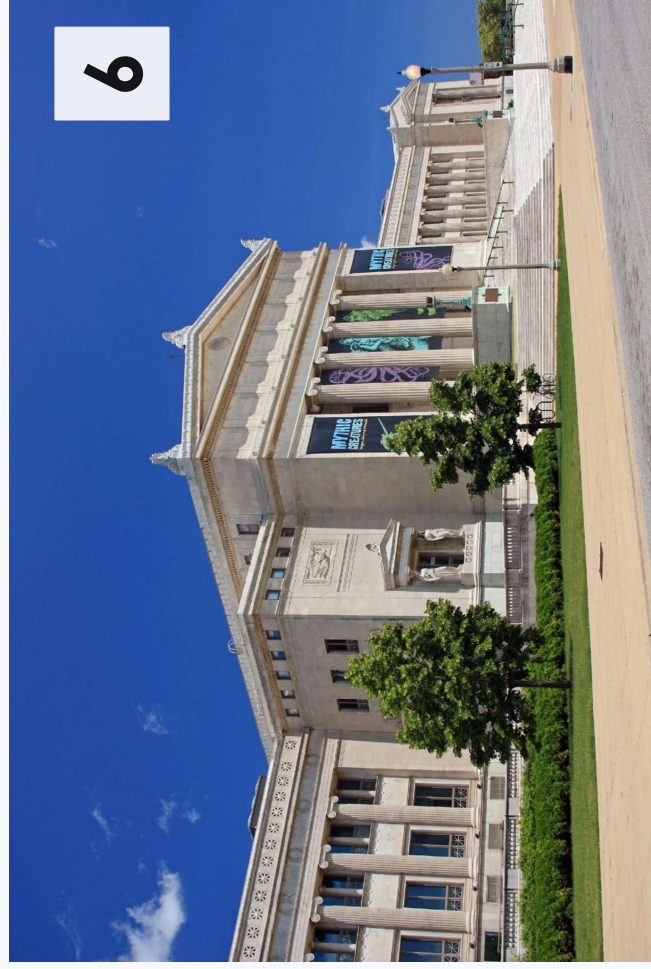
ROUND 2: Sustaining Our Institutions/Unrestricted Operating Support



TEAM WESTSIDE

- Focus on building more diverse funding strategies, to support sustainability and mitigate future financial crises
- Pandemic members are true friends

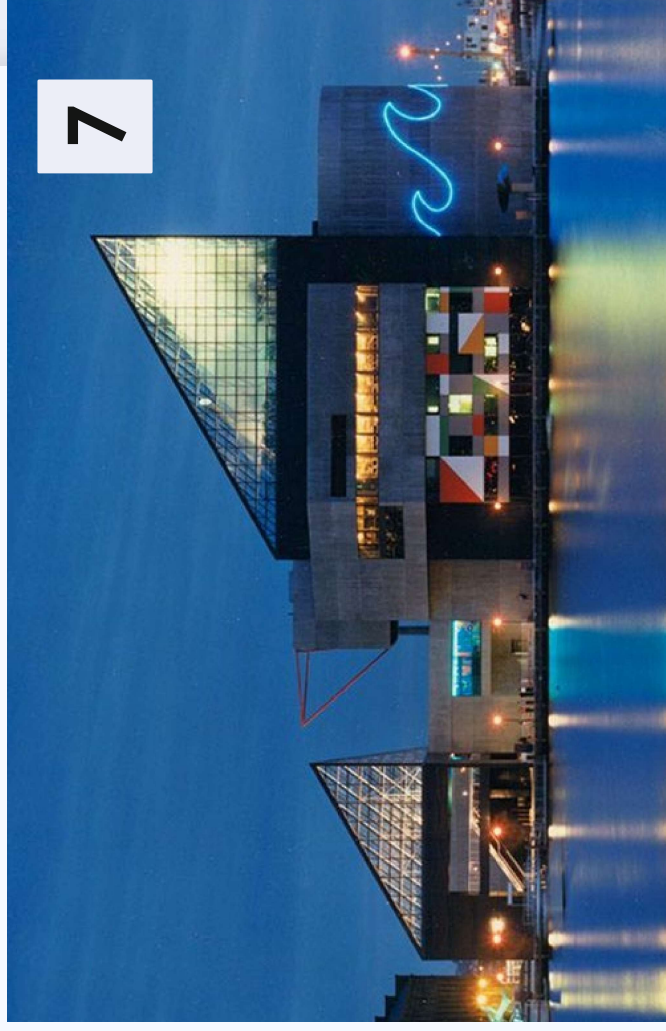
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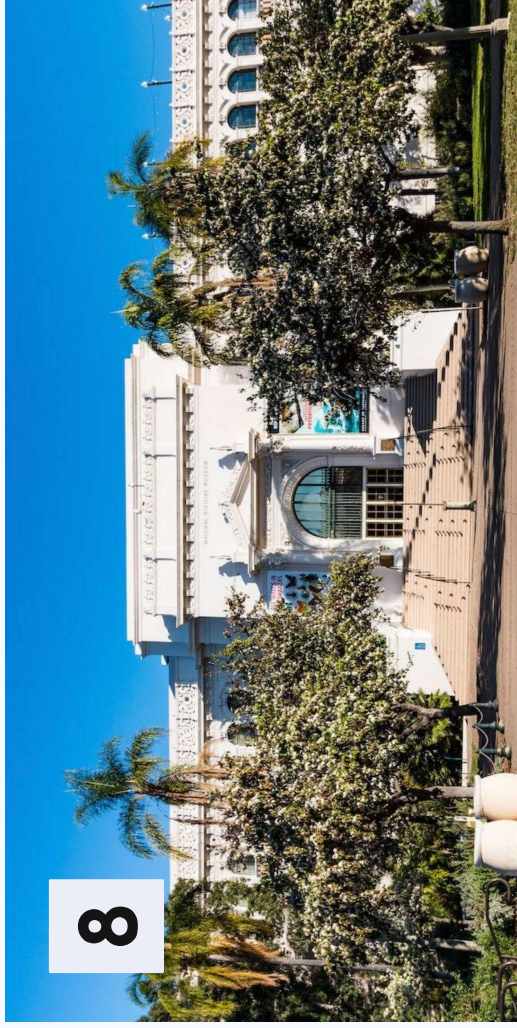
THE MONEYMAKERS

- Use your experts as storytellers and solicitors
- “Brand” your Annual Fund
- Make the case for staff living wages
- Build on a post-pandemic openness for unrestricted support

ROUND 3: Sustaining Our Institutions/Endowment Giving



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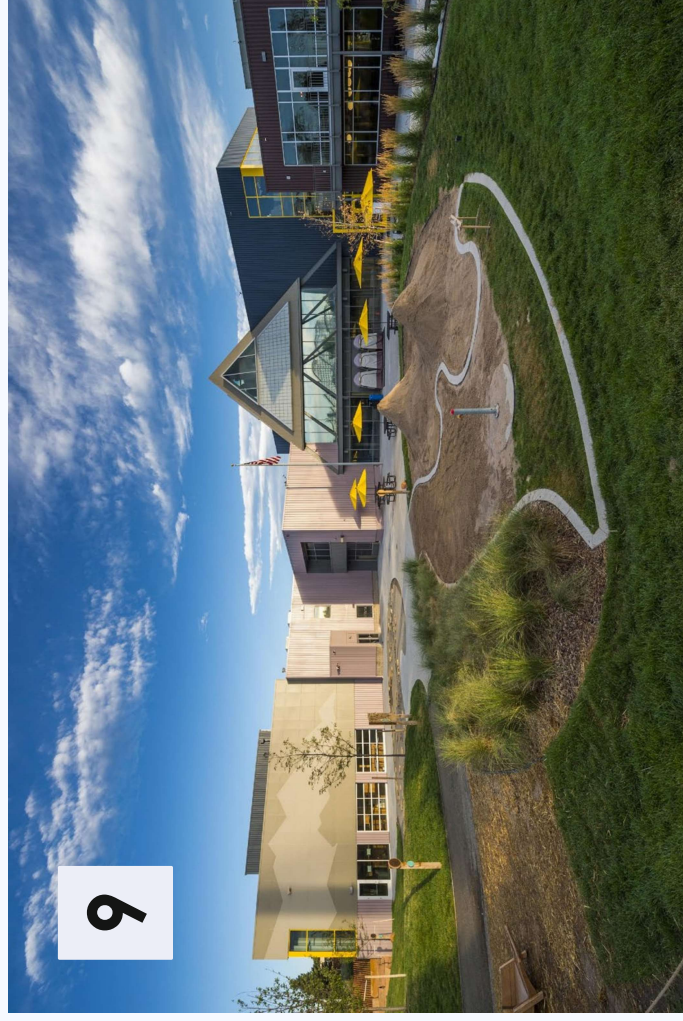


TEAM WESTSIDE

- ESG investing
- Endowments for public museums are special

ROUND 3: Sustaining Our Institutions/Endowment Giving

9



THE MONEYMAKERS

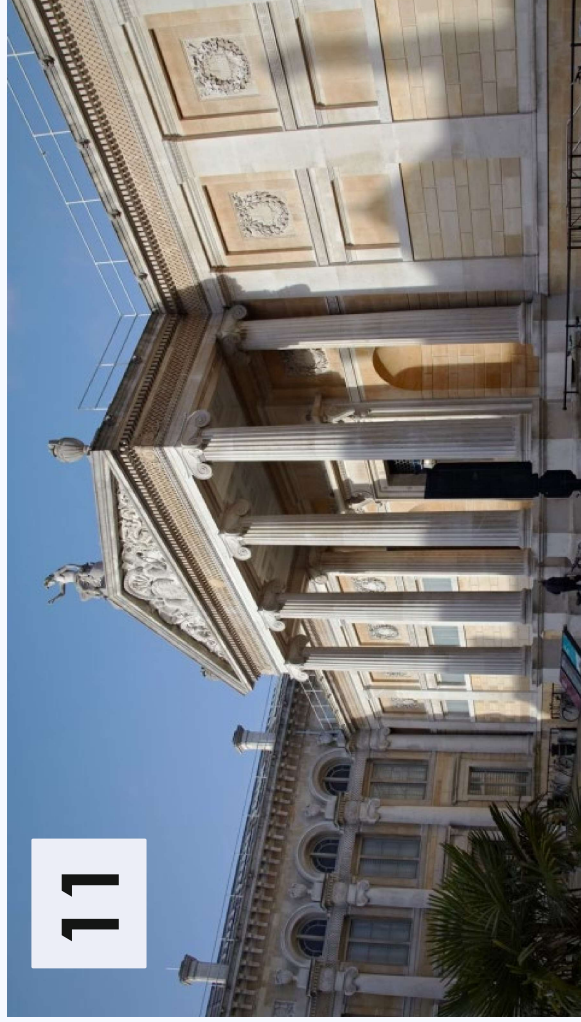
- You – yes, you! – have a case for endowment
- Funding model builds consensus with leadership
- Think BIG when accepting endowment
- Timing and other considerations

ROUND 4: Leadership: People, Ideas, Practices



**ROUND 4: Leadership: People, Ideas,
Practices**

11



TEAM WESTSIDE

- Staff turnover is real – deal with it!
- The “Great Recruitment” is upon us
- New roles for executive leaders

ROUND 4: Leadership: People, Ideas, Practices



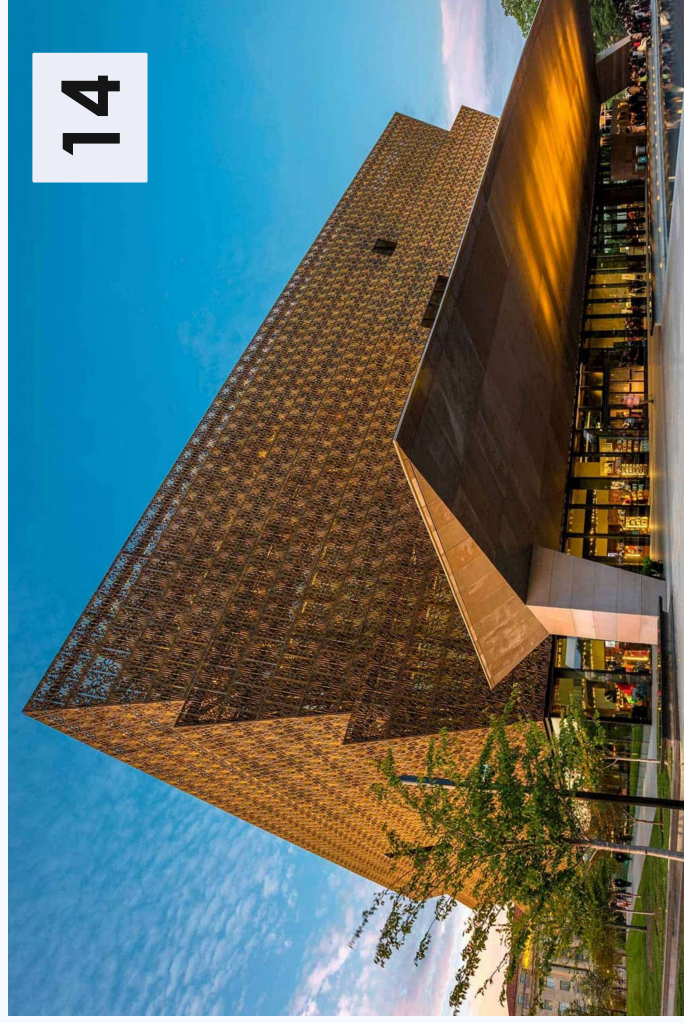
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- Strategic plans can't be everything to everyone
- Use milestone moments to re-engage past donors/leaders
- Connection is key - bring back in-person meetings and visits

ROUND 5: Wild Card



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- Surviving tough times requires change

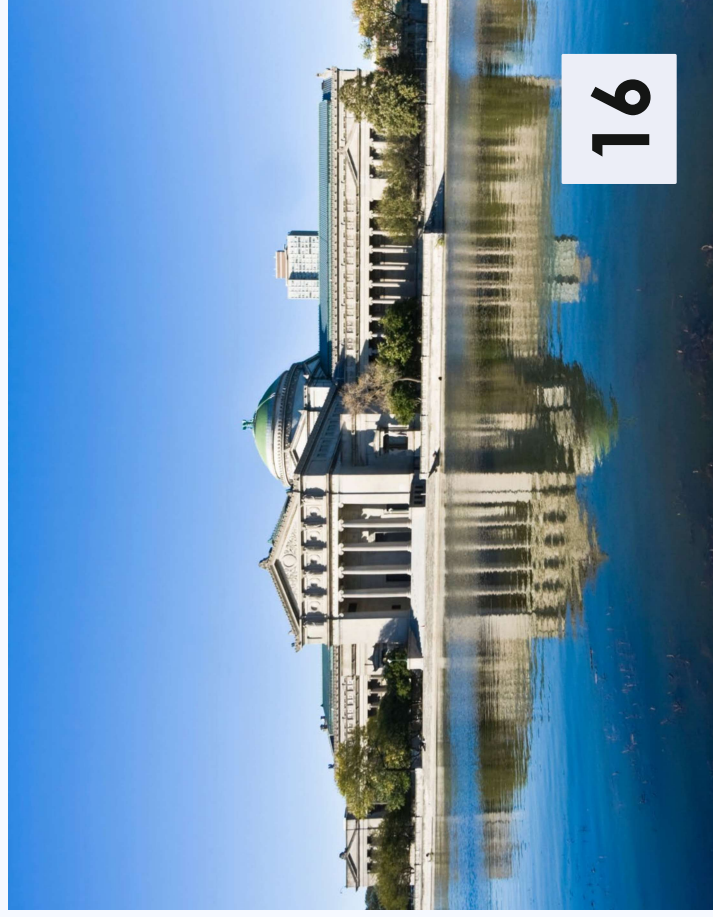
ROUND 5: Wild Card



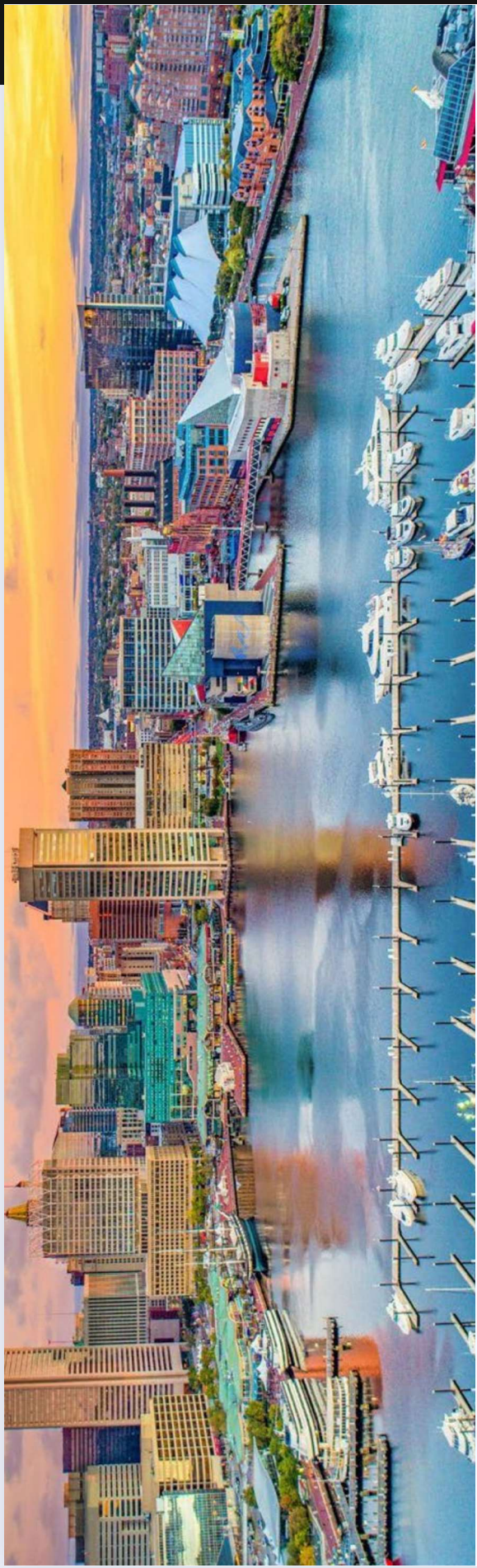
THE MONEYMAKERS

- Travel is back
- Fundraising and membership sales start in the parking lot

A FEW WORDS FROM CHARLES



- High touch is still everything
- No garlic. No onions. No shellfish. No pork. No nuts.
- Hire musicians and actors
- Where's the "teachable?"
- Don't create a "Maleficent effect"



THANK YOU!

Join us in Baltimore for 60 Ideas in 60 Minutes.

Audience Ideas

- **Anne McNulty:** We at the Fleet Science Center "branded" our annual fund this past year.
- **Lisa Kupfer:** I can't claim this idea - a fantastic board member brought this to the table - but during our first ever informal member meet up (new program for us), he really took the time to bring them "into the circle" and appeal them to become future advocates for the Museum when eventually launch our capital campaign. The combination of a very warm and informal atmosphere helped.
- **Kim Simmons:** As we look to the future, I feel it's important to look to how younger folks spend and where. Examples: Kickstarters, online content creators, Patreon, art creators, etc. And to see how those types of interactions can be leveraged by museums.
- **Willia Vogel:** We have special branding for our top tier membership level - Silver Dollar Society. Our founder was known for handing out silver dollars to people he liked, especially kids. There's an annual Silver Dollar Society recognition event which we treat more like a homecoming than a gala. We invite potential SDS members to it.
- **Phillip Bevans:** Museums can use digital media to ensure greater continuity of their mission, message, and activities. Digital participation in museum activities can engage participants with the museum "in between" or apart from visits. Digital media can eliminate barriers to access to libraries, museums, and other cultural sites which may sometimes be felt to disadvantaged families. It also eliminates cost and time of transit and can be available on demand. Digital participation in museum activities can connect the museum's "real" and "virtual" identity and activity. It can unify real and virtual reality.

Audience Ideas

- **Phillip Bevans:** The experience of COVID has demonstrated the importance of communities to health and well-being. As in past pandemics, research shows that members of well-functioning communities fared better in terms of physical and emotional well-being and displayed more resilience as the pandemic continued. Museums, which remain among the most highly trusted entities overall, are in a great position to position themselves at or near the center of communal life, at least of some sorts and in some ways. This pro-social behavior should be rewarded by the community, donors, governments, and other constituencies.
- **Phillip Bevans:** We think that, as COVID winds down, museums and other community organizations and their communities have a unique, one-time, opportunity to leverage community spirit, resilience, and other concomitant advantages to create opportunities for the educational, social and emotional, and economic progress of those communities and their families. Museums that do this should point out that this merits financial and other recognition.
- **Phillip Bevans:** Eowyn, as to staff, museums have experts on staff who can moderate various kinds of digital discussions and other activities, that are interactive and not just outward-facing as are digital presentations. Generating higher levels of engagement in this way should have beneficial effects. It can also be multi-generational.
- **Marvel J Carrol:** Anniversaries give you a chance to invite people you haven't seen.
- **Phillip Bevans:** Museums providing education and encouragement of learning can help to knit communities together, expressing values that are shared generally. This is essential for our economy, society, and polity, especially when every method of creating civility and community is required.

Audience Ideas

- **Anne Ruffley:** We host behind-the-scenes tours of our spaces, such as where our exhibits folks create and experiment. We've found that folks love seeing those unseen areas like the wood shop!
- **Arash Daha:** Sincere connoisseur of museums, not a representative (maybe one day!), though I believe it is vital for educational learnings, perspective and outreach, that make for a grand picture of a society locally or at large, historically or culturally, which sparks dialogue, discussion and experience, furthermore enhancing community.
- **Willa Vogel:** Our final board meeting of the year is held at the Museum, staff is invited to a post-meeting reception with the board. And we hold it in the Museum Store and the board shops like crazy for the holidays :)
- **Ruth Hyde:** Maintaining "pandemic permission" ... to try something new, think broadly, change things up and "give it a go!"
- **Marvel J. Carrol:** We try to do reenactments.
- **Anne Ruffley:** We host behind-the-scenes tours of our spaces, such as where our exhibits folks create and experiment. We've found that folks love seeing those unseen areas like the wood shop!
- **Rebecca Guest:** Look up Soundscapes in Newport News, VA. A local nonprofit with child musicians. The org requests to do free performances at our museum. It's a wonderful experience for our guests.
- **Kara Schwartz:** We did a silent disco and it was a huge hit with all ages.
<https://www.floridamuseum.ufl.edu/pressroom/2023/08/24/discovery-nights/>

Audience Ideas

- **Erin Shield:** Donuts with the Director!
- **Rebecca Guest:** At The Mariners' Museum, we do a similar program. It's called What's Brewing at The Mariners'.
- **Willa Vogel:** We've done some new acquisition *surprise* unveilings mid-day -- coffee, donuts, etc.
- **Arash Daha:** One thing I love with Art Museums (MoMa, NGA, NPG) is virtual engagements or workshops to learn from a piece of their collection. Though in person is better, we don't have the luxury to travel museum to museum so digital occurrences can encourage thoughtful dialogue in our communities, too!
- **Leah Murray:** I put it on our website in our event products. It goes into our social media event pages too