

Membership Communication Strategy



2018

MuseOps Example: Tree Diagram

PRESTON ARGUS



Contents

- Context
 - Current Situation
 - Objectives and Approach
- Data Review
- Tree Diagram
- Paths Forward

Context

Current Situation

- Due to the loss of a grant, all the departments at a historic house museum with a \$5 million budget and 20 person staff have to reduce their departmental budgets by 10%.
- Print production costs are one of the largest line items for the membership department, so the membership coordinator is assessing if any efficiencies or reductions are possible.
- Members are used to a certain level and quality of communications from the museum, so any changes made cannot negatively impact that member expectation.

Context

Objectives and Approach

- The membership coordinator and her team want to rethink their member communication strategies and tactics – with an eye to reducing expenses but without defining expense reduction as the main goal.
- The membership team will use a Tree Diagram to work from the goal to the objectives and then to the tasks for rethinking their member communication strategy.
- The goal is to optimize member communications. Channels, frequencies, and types of communications should be investigated and evaluated.



Data Review

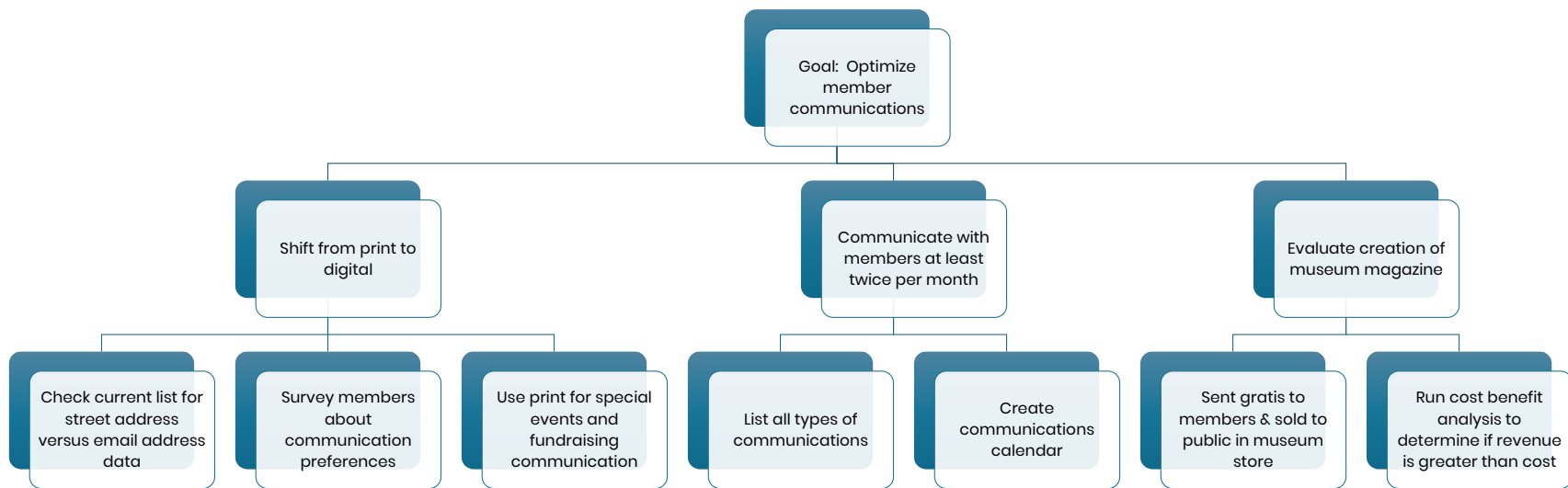
- Documents

- Journal articles about member communication best practices
- Reviews of communication technologies and print collateral options.
- AAM, AASLH, and social media group discussions of this issue

- Interviews

- Current vendors who might be able to offer savings or efficiencies
- Colleagues who have faced similar challenges
- Potential new vendors who might offer new customer discounts

Tree Diagram: Optimize Member Communications





Paths Forward

- Reviewing the member data for addresses, surveying the members about communication preferences, and speaking with vendors are the immediate tasks for the membership team.
- Then, the research into communication trends, costs, and preferences can be conducted and contextualized within the framework of the museum.
- The membership team will evaluate that information and craft the membership communications strategy and tactics plans.
- This process gives the membership team the data and best practices to effectively change its membership communications strategy to maintain established quality and expectations and to effectively manage costs.