



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

Patricia Rich, Dana S. Hines, Rosie Siemer

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Because of limited (or no) staff, membership management in libraries and museums is often undertaken by staff and volunteers with no experience in membership. This can mean that museum membership levels are stagnant or dropping or Friends of the Libraries groups have few members. In either case, the organization suffers because of less-than-optimal revenues.

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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