Membership, Giving, and Loyalty:
The Power of Data and Engagement

Lynn Swain
Director of Development

Rosie Siemer
Founder + CEO
What We’ll Cover Today

• Why data is crucial to membership growth and retention
• Strategies to leverage data for engagement
• How to use advanced segmentation techniques
• Trends and best practices
“In God we trust, all others must bring data.”

~ W. Edwards Deming
American Engineer, Statistician, Author
We want data from you!

What’s your role?
Dedicated staff?
With expertise?
Why Data?

- Identify
- Know
- Reach
- Nurture
- Convert
- Renew
- Upgrade
- Cultivate
Competitive Landscape

• Digital growing faster than traditional
• Expectations of personalization
• Technical fluency
• Technology investment
• Content is king
Mobile dominates digital

- 18-24: 98%
- 25-34: 97%
- 35-44: 96%
- 45-54: 89%
- 55-64: 80%
- 65+: 68%

Source: Nielsen Mobile Insights, 2016
Better Marketing
Email Marketing

- Basic segmentation
- Expanded email
- Email append
Desert Botanical Garden updated their cover photo.

Published by Karlynn Marie T

Limited Time Discount on Membership: Join by May 8 and get 20% off your membership plus FREE admission to Bruce Munro Sonoran Light! http://join dbg.org/munro20-1/

Like | Comment | Share

21 Comments | 94 Shares

Desert Botanical Garden

Sponsored (demo)

Enter to Win a Free Bruce Munro Book

Like | Comment | Share

27 Comments

Easy outdoor lighting DIYs to brighten up your summer nights!

8 Bright Ideas to Illuminate Your Garden or Yard

Like | Comment | Share

264 Comments | 60 Shares

Desert Botanical Garden

Sponsored (demo)

This book features images of the artist’s exquisite work, including the eight installations presented in the exhibition, along with an essay by noted art critic Dr. Richard Cork and statements by the artist.

Like | Comment | Share

2 Comments
Engagement

- Crowdsourcing
- Polls
- Contests
- #SocialMedia
VOTE NOW

What is the most important problem facing the world today?

What do you think? Take our poll and see how your answer compares to others.

<table>
<thead>
<tr>
<th>Healthcare</th>
<th>Artificial Intelligence (AI)</th>
<th>The economy</th>
<th>Terrorism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>Vote</td>
<td>Vote</td>
<td>Vote</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rising inequality</th>
<th>Safety and security</th>
<th>Food and water safety</th>
<th>Political instability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>Vote</td>
<td>Vote</td>
<td>Vote</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Government accountability</th>
<th>Religion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>Vote</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foreign relations</th>
<th>Immigrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>Vote</td>
</tr>
</tbody>
</table>

Thanks For Voting!

A NEW HOME FOR BIG IDEAS

Become a member and receive FREE admission and discounts to more than 450 events. Plus exclusive member-only invitations!

Join Today

COMMONWEALTH CLUB
Who does social media marketing?
We'll announce the winner on February 10.
Show your support for the endangered all-American Red Wolf by giving someone you love a Valentine’s Day gift of adoption. #BeOurValentineAdoptUs

With your sponsorship of $135, you’ll receive a valuable adoption package that includes:

- A 1-year membership to the Endangered Wolf Center
- A free Endangered Precautionary Tour for four people
- A personalized Certificate of Adoption
- A 4 x 6 color photo
- Bi-annual updates about your adopted animal
- A plush animal of your adopted species

Endangered Wolf Center

Published by Conn Mark    February 3

ENTER to win a chance to name our beautiful American Red Wolf. Visit: http://woobox.com/sc3aim to enter.

Endangered Wolf Center

Published by Conn Mark    February 3

Win a chance to name a red wolf with an American dream of hope!

Endangered Wolf Center

Published by Conn Mark    February 3

Name Our Nation’s True American Wolf
The Endangered Wolf Center is granting one lucky winner the chance to name a rare red wolf and become part of her comeback story! Enter to win here!

Endangered Wolf Center

Published by Conn Mark    February 3

23,489 people reached

Endangered Wolf Center

Published by Conn Mark    February 3

110 shares

Endangered Wolf Center

Published by Conn Mark    February 3

25,443 people reached

Endangered Wolf Center

Published by Conn Mark    February 3

2,075 people reached
Best Benefit

Engaged a loyal and devoted family that will be active supporters of the Center’s mission
Digital Advertising

• Retargeting (Website, CRM, Behavioral)

• Lookalike audiences

• Mobile
2016: Mommy Blogger

ZOO NEW ENGLAND’S WILD GIFT GIVEAWAY

Tell us who you would take to the Zoo this holiday season and you could win two Zoo New England Wild Gift Prize Packs—one for yourself and one to give to a friend.

COMPLETE THE FORM BELOW TO ENTER

THANKS FOR ENTERING!

We’ll announce the winner on December 12

HOLIDAY MEMBERSHIP OFFER
GET-ONE-GIVE-ONE
Family membership plus two tickets to ZooLights.
Discount on gift membership:
- $160 $135 Friends,
- $140 $125 Family Plus,
- $110 $99 Family,
- $96 $90 Dual,
- $80 $75 Individual

SHOP NOW

Give a WILD holiday gift!
2017: Radio Partner

Go behind the scenes to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, host your next birthday party at the Zoo, or spend the year making memories with a Family Membership to Zoo New England (Franklin Park Zoo and Stone Zoo).

Enter to Win!
Tell us what you would take to the Zoo to make your experience more memorable!

Enter to Win!
Tell us what you would take to the Zoo to make your experience more memorable!
2017: Digital Campaign
Niche Audiences

Kaitlyn, 34
Mom with Young Kids

Harrison, 40
Single Adult Male
Who does SEO/SEM?
Who has a Google Grant?
Google Grants

- Search Engine Optimization and Marketing (SEO/SEM)
- Up to $10K per month in in-kind ad spend
- Promote mission and initiatives
Who has more than one data repository?
Big Data

• Modeling
• Predictive Analytics
• Actionable
• Leverage data
- Web Traffic
- Email House File
- Facebook Fans
- YouTube Subscribers
- Merlin App Downloads
- Merlin Bird Photo ID Users
- Bird Cams Watchers
- Citizen Scientists
- NO Advocates

New Contributors
FREE gift inside. Open and SAVE!

Yes, I'm for the birds!

[Image of a bird]

Member Benefits Enclosed

FULL NAME
ALTERNATE ADDRESS
CITY STATE ZIPCODE

FREE BOOKMARK INSIDE!

Please complete and return the enclosed form to receive your members-only subscription to Living Bird magazine.
Trends
Persona Development

Gender: Male
Age: 64
Location: Washington DC (within 50 miles)
Interests: Philanthropy, Charity & Causes, etc

Similar matches: 53,000 people
(Source: Facebook Ad Network)
Customer Journeys

Awareness & Research
- Permission Email
- Social Media (earned media)
- Display
- Content Marketing

Consideration
- Lead Aggregators
- Landing Page / Website
- Retargeting
- PPC
- Paid Search & SEO

Convert
- Retargeting
- SEO
- Email Marketing
- Social Media (earned media)

Retention
- Mobile SMS/MMS
Marketing Automation

- **Journey Start**
  - Supporter query match
  - DAILY - 07:00
  - US/Eastern

- **Send Email**
  - Please open this message

- **Wait**
  - 4 Days

- **If**
  - Email clicked

- **Send Email**
  - $100 enclosed

- **If**
  - Email sent (unopened)

- **Wait**
  - Email clicked

- **If**
  - Email sent (unopened)

- **Journey End**
Younger Audiences

• Underserving Millennials by 24%

• Most ethnically and racially diverse generation in U.S. history

• Different motivations, attitudes & expectations

SOURCE: colleendilen.com, 2016 and The Brookings Institution, 2018
Loyalty Programs
Digital Member Cards

- Consumer expectations
- Improve retention rates
- Better tracking
- Technology implications
The “F” Word

• Third-party data
• General Data Protection Regulation (GDPR)
• Certify explicit consent
• More to come…

#DeleteFacebook
Consumers In Control

Browse without being tracked

Remember when you looked at that mountain bike online? And then saw mountain bike ads everywhere you browsed? Safari now removes cross-site tracking data — so it’s more difficult for advertisers to follow you.
Best Practices
Content First

• Valuable
• Micro-moments
• Top of mind
Non-Traditional Audiences

• Ask, don’t guess
• Be where they are
• One-size does not fit all
Be Prepared

- Explicit consent
- Technology
- Hire expertise
“…really listening to, and emotionally [connecting] with, prospective audiences can help you to uncover new and loyal customers.”

~ Mondy Herndon, TOMS
THANK YOU!

Rosie Siemer
rosie@fiveseed.com
303-880-7105
fiveseed.com

@RosieSiemer
fb.me/RosieSiemer
linkedin.com/in/rosiesiemer

Lynn Swain
lswain@cornell.edu
607-255-7416
Cornellbotanicgardens.org

@RosieSiemer
FB fb.me/RosieSiemer
LinkedIn linkedin.com/in/rosiesiemer

@RosieSiemer
FB fb.me/RosieSiemer
LinkedIn linkedin.com/in/lynnswain