

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

Lynn Swain

Director of Development



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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?

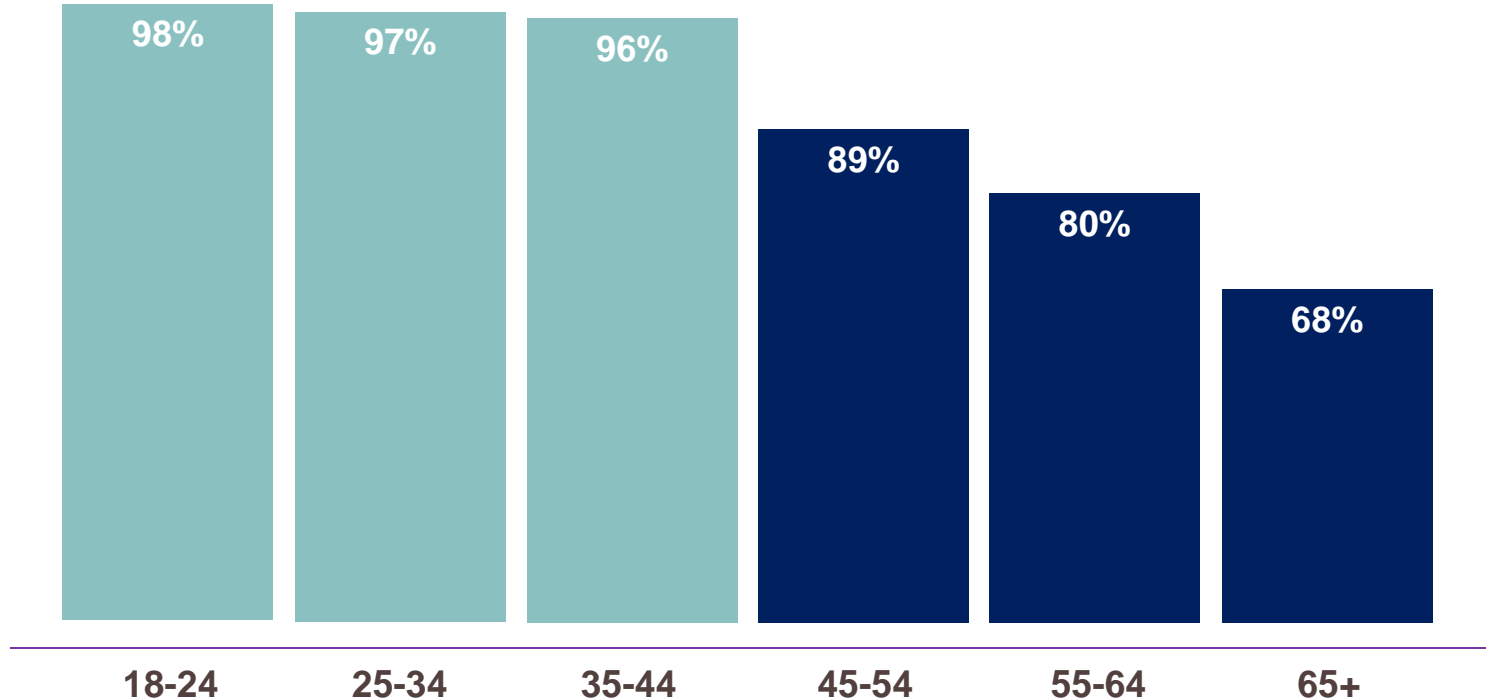
- Identify
- Know
- Reach
- Nurture
- Convert
- Renew
- Upgrade
- Cultivate



Competitive Landscape

- Digital growing faster than traditional
- Expectations of personalization
- Technical fluency
- Technology investment
- Content is king

Mobile dominates digital



Better Marketing

Email Marketing

- Basic segmentation
- Expanded email
- Email append





Desert Botanical Garden updated their cover photo.

Published by Karilynn Marie [?] · Sponsored (demo) ·

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/>



537

21 Comments 94 Shares

Like Comment Share



Desert Botanical Garden

Sponsored (demo) ·

Easy outdoor lighting DIYs to brighten up your summer nights!



8 Bright Ideas to Illuminate Your Garden or Yard

[JOIN.DBG.ORG](http://join.dbg.org)

Learn More

264

10 Comments 60 Shares

Like Comment Share



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.



Enter to Win a Free Bruce Munro Book

[JOIN.DBG.ORG](http://join.dbg.org)

Learn More

27

1 Comment

Like Comment Share



Sonoran Light

at Desert Botanical Garden

Use Promo Code **8MF8-6** for this special offer!



8 Bright Ideas to Illuminate Your Garden or Yard



Now through May 8 enjoy what grows and glows in the Desert Botanical Garden!

For a limited time, nighttime visitors to the Desert Botanical Garden can experience the ethereal beauty of night light based art and installations created by Bruce and Bruce Munro.



Use Promo Code **8MF8-6** for this special offer!

Join Now and Be Enchanted

Choose the Level That Meets Your Needs and Get These Additional Benefits:

Santa Club	Cholla Club	Agave Century Club	Joshua Tree Club
\$99 \$72	\$199 \$160	\$299 \$160	\$399 \$200
<ul style="list-style-type: none"> Free annual membership for one adult and one child (12 and under) to Quesada Canyon under 10 miles of day. A FREE single visit guest pass. 	<ul style="list-style-type: none"> FREE annual admission for one adult and one child (12 and under) to Quesada Canyon under 10 miles of day. A FREE single visit guest pass. One FREE member rental pass. Exclusive drink service at New Member Garden Discovery Event. Annual recognition in the Sonoran Quarterly magazine. 	<ul style="list-style-type: none"> FREE annual admission for one adult and one child (12 and under) to Quesada Canyon under 10 miles of day. A FREE single visit guest pass. One FREE member rental pass. Exclusive drink service at New Member Garden Discovery Event. Annual recognition in the Sonoran Quarterly magazine. 	<ul style="list-style-type: none"> FREE annual admission for one adult and one child (12 and under) to Quesada Canyon under 10 miles of day. A FREE single visit guest pass. One FREE member rental pass. Exclusive drink service at New Member Garden Discovery Event. Annual recognition in the Sonoran Quarterly magazine.

JOIN TODAY AND SEE IT FREE

Engagement

- Crowdsourcing
- Polls
- Contests
- #SocialMedia





Healthcare Artificial Intelligence (AI) The economy Terrorism

[Vote](#) [Vote](#) [Vote](#) [Vote](#)

Rising inequality Safety and security Food and water safety Political instability

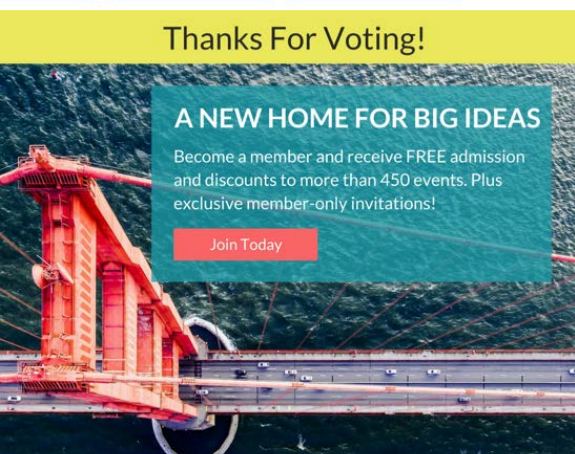
[Vote](#) [Vote](#) [Vote](#) [Vote](#)

Government accountability

[Vote](#)

Foreign relations

[Vote](#)



COMMONWEALTH CLUB

#UncommonThinking with DJ Patil:
"We should only think about technology as radical if it benefits every person in the world."

Watch the video clip below to see more about what the country's former chief data scientist thinks should be driving technology:



A NEW HOME FOR BIG IDEAS

What is The Commonwealth Club? The Commonwealth Club of California is the nation's oldest... more than 450 programs on tour...

Joining The Commonwealth Club of POPIn Shelley Wood asked on June 6, 2017 - June 13, 2017

"Tell us about the most memorable or unexpected experience you've had at The Commonwealth Club"

Top Answers

- | | | | | |
|----|---|---|---|---|
| 1 | je - Well of course, there have been many. As a Past Commonwealth Club President (1997), I have had the opportunity to meet... | 6 | - | - |
| 2 | kimars: I had a real 'a-ha' moment at the program with Kareem Abdul-Jabbar when he pointed out everyday sexism that unfairly... | 4 | - | 1 |
| 2 | bartollett: In March 2015, only a week after Russian leader Boris Nemtsov was killed on a bridge near the Kremlin, we heard... | 4 | - | 1 |
| 2 | craigbrammer: Perhaps 10 years ago, CWC had a joint program with Bulletin of Atomic Scientists. I made a point to attend. L... | 4 | - | - |
| 2 | therpo: I was fortunate enough to travel with the Commonwealth Club. I had the best trip of my life, visiting Galapagos and... | 4 | - | - |
| 2 | aluminumguru: Through the Commonwealth Club, I've learned more about American history in the last year than I did throughout... | 4 | - | - |
| 2 | lyle: barrior: I have been a member of the club for over 40 years. While I have not been able to participate actively due to... | 4 | - | - |
| 2 | erberman: For me, the Commonwealth Club events are a way to build relationships with my new friends and colleagues in San Fra... | 4 | - | - |
| 2 | mineline: Two months after I started as a producer at the Club, I found myself in a small green room at the Castro Theater, lo... | 4 | - | - |
| 10 | karen billett: I'm always impressed with the level of professionalism of the speakers, seriousness of the subject, and through... | 3 | - | 2 |

Total Activity
193

53
Answers
from 53 users

122
Votes
122 Agree | 0 Disagree

18
Comments
from 7 users

8231 Invited
143 Logged In
62 Contributed

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 Preda-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

SHOP NOW



Endangered Wolf Center updated their cover photo.

Published by Cohn Mark · February 3 ·

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



23,486 people reached

View Results

Love

Comment

Share

Hootlet

1K

Top Comments

110 shares

49 Comments



Endangered Wolf Center

Written by Cohn Mark · February 2 ·

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



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!

WOOBX.COM

Learn More

25,443 people reached

Like

Comment

Share

Hootlet

Steven M. McGeehan, Carla M. Armistead and 301 others

Top Comments

55 shares

21 Comments



Write a comment...



Endangered Wolf Center updated their profile picture.

Published by Cohn Mark · February 3 ·

Enter to win the chance to name one of our beautiful American Red Wolves! <http://woobox.com/sc3aim>

(Please note, comments will not be accepted as valid entries.)

#NameAnAmericanRedWolf #BeOurValentineAdoptUs #HeartRedWolves



2,213 people reached

Boost Unavailable

1.2K

16 Comments 60 Shares

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 \$139 Friends,
- \$140 \$125 Family Plus,
- \$110 \$99 Family,
- \$95 \$90 Dual,
- \$80 \$75 Individual

SHOP NOW



Dec 2016 **ZOO NEW ENGLAND'S WILD GIFT GIVEAWAY: WIN A MEMBERSHIP FOR YOU & A FRIEND**

By eQuinn / © / animals, boston, buy one get one, children's, contest / Permalink



We push past the wrought iron gates and enter the park. My kids are brimming with excitement as they start to point in all different directions, debating on where to go first. I notice parents trotting after their little ones who have started to make their way across the grassy knoll to a lookout platform. An earthy mineral smell with a hint of popcorn tinges my nose. Everything turns to slow motion as I'm struck with the most vivid memory from my own childhood: standing in front of a grassy knoll and watching 3-Tiger frolic in the water.



Give a **WILD** holiday gift!

2017: Radio Partner

More Stations By Location | SIGN UP FOR NEWSLETTERS | Log In | Register | Search

Mix 104.1
BOSTON'S BEST VARIETY

HOME MUSIC K&K ON-AIR PLAYLIST PHOTOS CONTESTS EVENTS

ZOO NEW ENGLAND'S MEMORY MAKER GIVEAWAY

Enter to win one of three amazing prizes including a behind the scenes tour to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, a birthday party at the Zoo, or a Family Membership to Zoo New England!

CASH CODE: Ten Chances To Win \$1,000 CASH Every Weekday!

Waiting for rta.critico.com...

We'll announce the winner on May 9, 2017

Membership Offer

Sign up for a Zoo Membership by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!

JOIN TODAY

Franklin Park Zoo
Sponsored

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 who you would take to the Zoo to make your experience more memorable!

WOODOX.COM [Learn More](#)

Stone Zoo
Sponsored

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 who you would take to the Zoo to make your experience more memorable!

WOODOX.COM [Learn More](#)

Mix 104.1 is with Franklin Park Zoo.
Sponsored (demo)

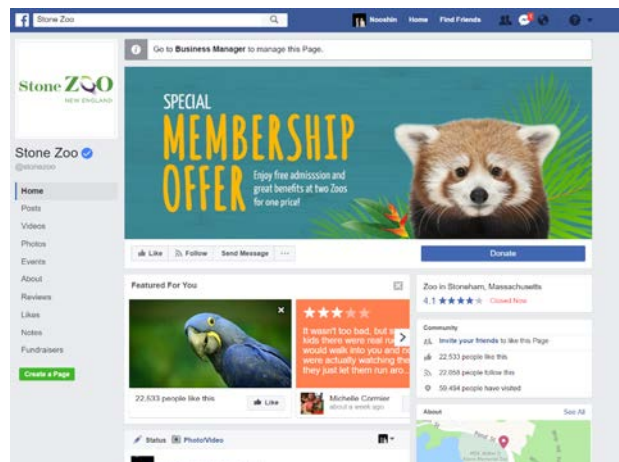
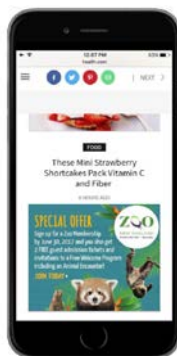
Go behind the scenes to see the sloths at Stone Zoo or the red pandas at Franklin Park Zoo, host your next birthday party at the Zoo, or spend the year making memories with a Family Membership to Zoo New England (Franklin Park Zoo and Stone Zoo)!

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

WOODOX.COM [Learn More](#)

You and 70 others 11 Comments 14 Shares

2017: Digital Campaign



Every Membership Includes:

- FREE daytime admission at Franklin Park Zoo
- FREE daytime admission at Stone Zoo
- Discounted admission to more than 140 reciprocal zoos and aquariums nationwide
- EXPRESS ENTRY on most high attendance days
- Invitations to members-only events
- FREE subscription to e-newsletter, Wild Words
- Discounts on party and event rentals
- Discounted tickets to ZooLights. Stone Zoo's beloved holiday light show
- Discounted tickets to Midnight Zoo, Franklin Park Zoo's nighttime event
- Discounts on Wild Adventures education programs
- 10% off at Zoo New England food and gift shops
- Invitation to a FREE Welcome Program including an Animal Encounter

JOIN NOW!

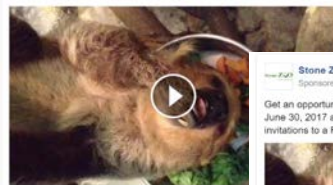


Do the Math

Save \$89 family membership over three pay-as-you-go tickets! The end is finally in sight. You will be able to visit both zoos and see the world's most famous sloth.

Franklin Park Zoo
Sponsored

Get an opportunity to hang out with the sloths and other wild friends. Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!



Limited Time Membership Offer

Enjoy free admission and great benefits at two Zoos for one price!

Stone Zoo
Sponsored

Get an opportunity to hang out with the sloths and other wild friends. Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter!



Limited Time Membership Offer

Enjoy free admission and great benefits at two Zoos for one price!

Learn More

Mix 104.1 is with Franklin Park Zoo.
Sponsored (sponsored)

Join by June 30, 2017 and you also get 2 FREE guest admission tickets and invitations to a Free Welcome Program including an Animal Encounter at Stone Zoo and Franklin Park Zoo!



Limited Time Membership Offer!

Get an opportunity to hang out with sloth and other wild friends at The Stone Zoo and Franklin Park Zoo.

Learn More

68

8 Comments 15 Shares 8.5K Views

Best Value!		
Family \$110 \$99	Family Plus \$140 \$125	Friend \$160 \$139
JOIN NOW	JOIN NOW	JOIN NOW
<ul style="list-style-type: none"> Benefits for 2 named adults and 4 children 	<ul style="list-style-type: none"> Benefits for 2 named adults, 4 children, plus 2 accompanying guests 	<ul style="list-style-type: none"> Benefits for 3 named adults, 4 children, and 2 accompanying guests including 4 Free ride tickets with this offer!



GREAT EVENTS FOR KIDS OF ALL AGES

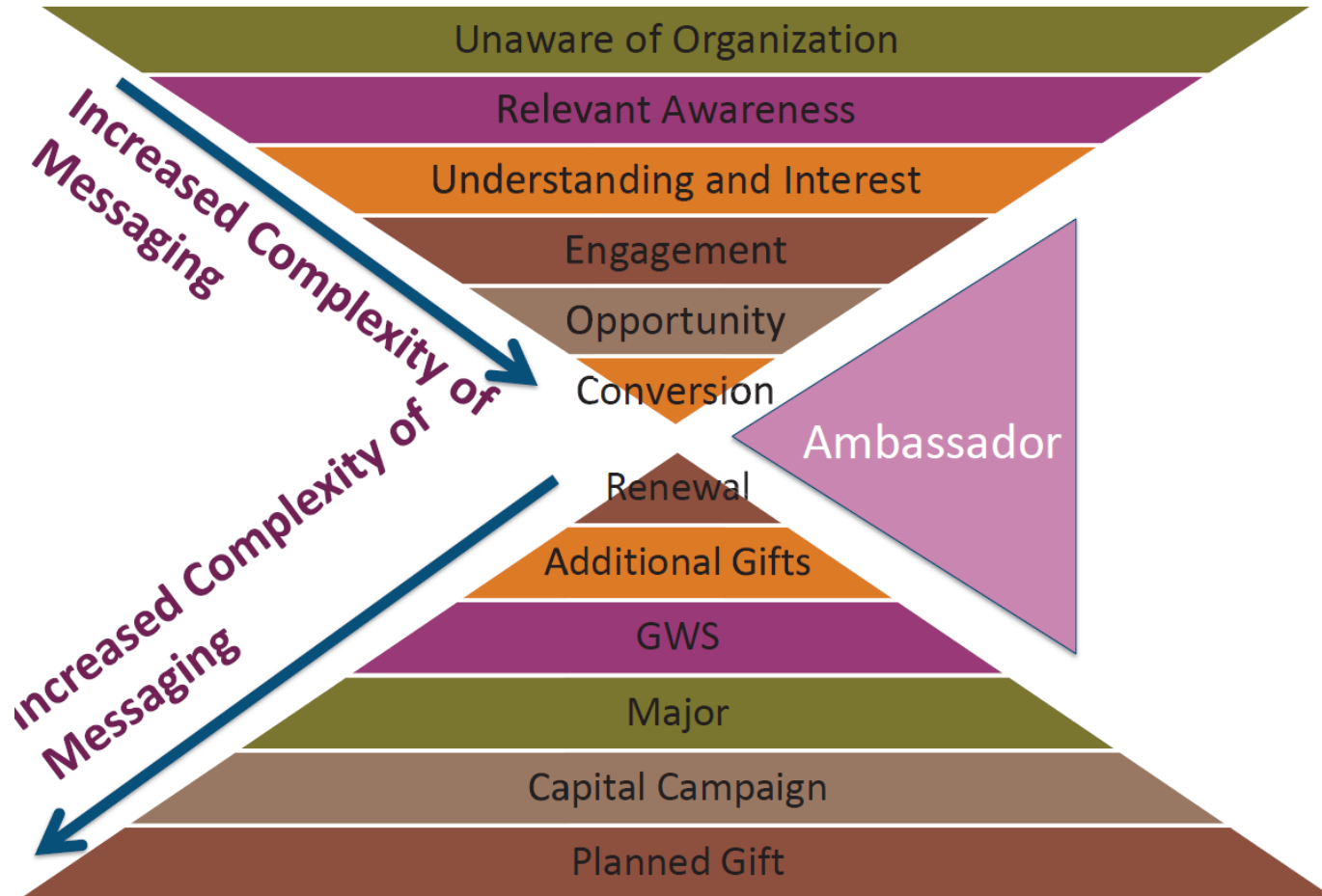
Niche Audiences

Kaitlyn, 34
Mom with Young Kids



Harrison, 40
Single Adult Male

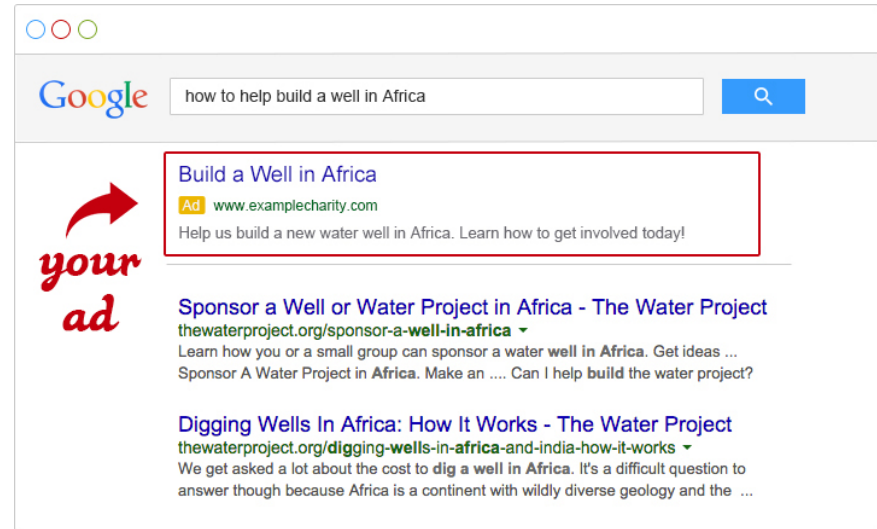




Who does SEO/SEM?
Who has a Google Grant?

- Search Engine Optimization and Marketing (SEO/SEM)
- Up to \$10K per month in in-kind ad spend
- Promote mission and initiatives

Google Grants



Topics

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Go

Or Browse Bird Guide by EAZO, DREHLE, ZORN

Baltimore Oriole by Bryan Ho

Living Bird Summer 2016-Table Of Contents

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www.allaboutbirds.org/

Audio, Facts, and Images from the Bird Experts at the Cornell Lab

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bit.ly/IDwarblers

Laura Erickson

TheCornellLab of Ornithology

Exploring and Conserving Nature

Download the NestWatch Pocket Guide

Learn More About Nesting Birds!

This pocket guide will help you find and identify nests of six common bird species. It comes as a PDF file that you can view online or print at home.

Species included in the pocket guide:

- American Robin
- Northern Mockingbird
- Northern Cardinal
- Mourning Dove
- Barn Swallow
- House Finch

You'll also learn how you can participate in NestWatch, a citizen-science project that needs people like you to help track the nesting success of birds.

By providing your email address you will be added to our monthly Cornell Lab eNewsletter. You can manage your subscriptions or unsubscribe at any time. We will not share your email address with any other organizations.

First Name*

Melissa

Last Name*

Tinklepaugh

Email (We'll send you our monthly eNews about birds and conservation. You can unsubscribe at any time. [Privacy policy](#)*)

mt583@cornell.edu

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Address Line 2

City

Ithaca

State/Province (Please Select)

NY

Postal Zip Code

14850

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United States

Submit

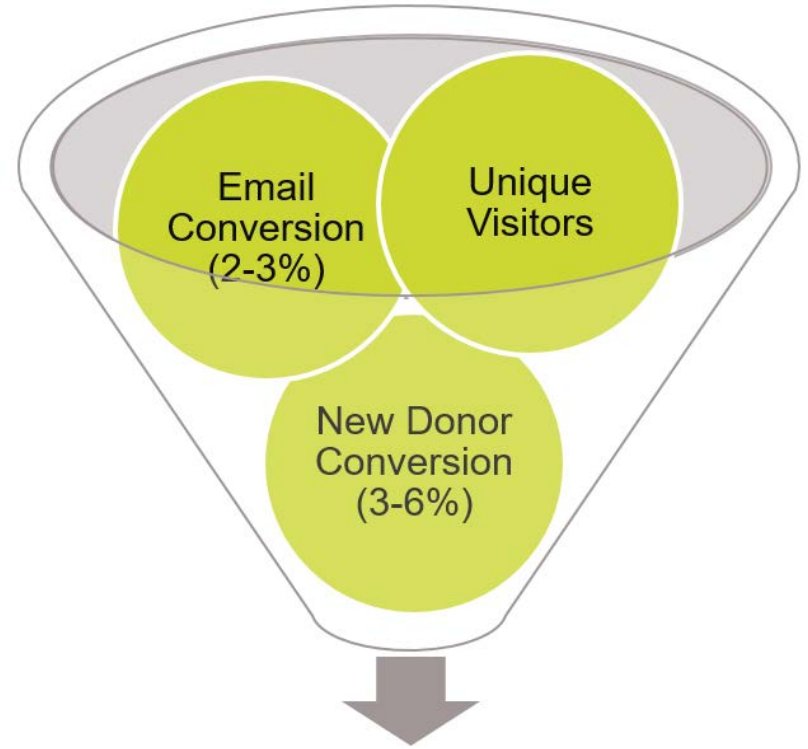
Who has more than
one data repository?

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

Cornell University
159 Sapsucker Woods Road
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birds.cornell.edu

\$24
introductory
offer!

FREE gift inside. Open and SAVE!

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UNIVERSITY

Common Yellowthroat
by Donald MacLick

Yes, I'm for the birds!

- ☐ \$24 special introductory Membership offer, valid through July 31, 2015
☐ \$44 Supporter *New only \$39, including Living Bird magazine!*
☐ \$60 Family* ☐ \$250 Patron* ☐ Gift membership
☐ \$84 Contributor* ☐ \$500 Sponsor* ☐ Other \$ _____
☐ \$120 Guardian*

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 ID# Source code

Please make any corrections to your name and address above.
Do not underline last name if it appears as initials.

JOIN TODAY!

JOIN TODAY!
Call 866-989-2473 or sign up online at birds.cornell.edu/discount
to receive the Cornell Lab

- ☐ My check is enclosed, payable to the Cornell Lab of Ornithology.
☐ Please charge my credit card:

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Card # _____
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- ☐ Please do not send a free gift and have more of my contribution support the Lab.



The Cornell Lab is a self-funded unit of Cornell University, a registered 501(c)(3) nonprofit that uses 76 cents of every dollar on positive outcomes for birds and conservation. Your membership contribution is tax-deductible (please subtract \$20 if your membership includes Living Bird magazine.)

The Cornell Lab of Ornithology

For Sample Work Book - Black, New York 1-800-777-3939 or www.conrad.com

Gift memberships:

Gift memberships:
Please use the form below. Your membership gift is deductible as permissible by law.

Name _____
Address _____

Gift card message _____

From _____

From _____
Your friend will receive an announcement of your gift
and we will send you a receipt when we've processed
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Member Benefits Enclosed

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FREE BOOKMARK INSIDE!

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

2008 The Cornell Lab

Trends

Persona Development

A close-up portrait of a middle-aged Black man with a grey beard and mustache, looking directly at the camera with a slight smile. He is wearing a white collared shirt. The background is blurred, showing an indoor setting with windows.

Gender: Male

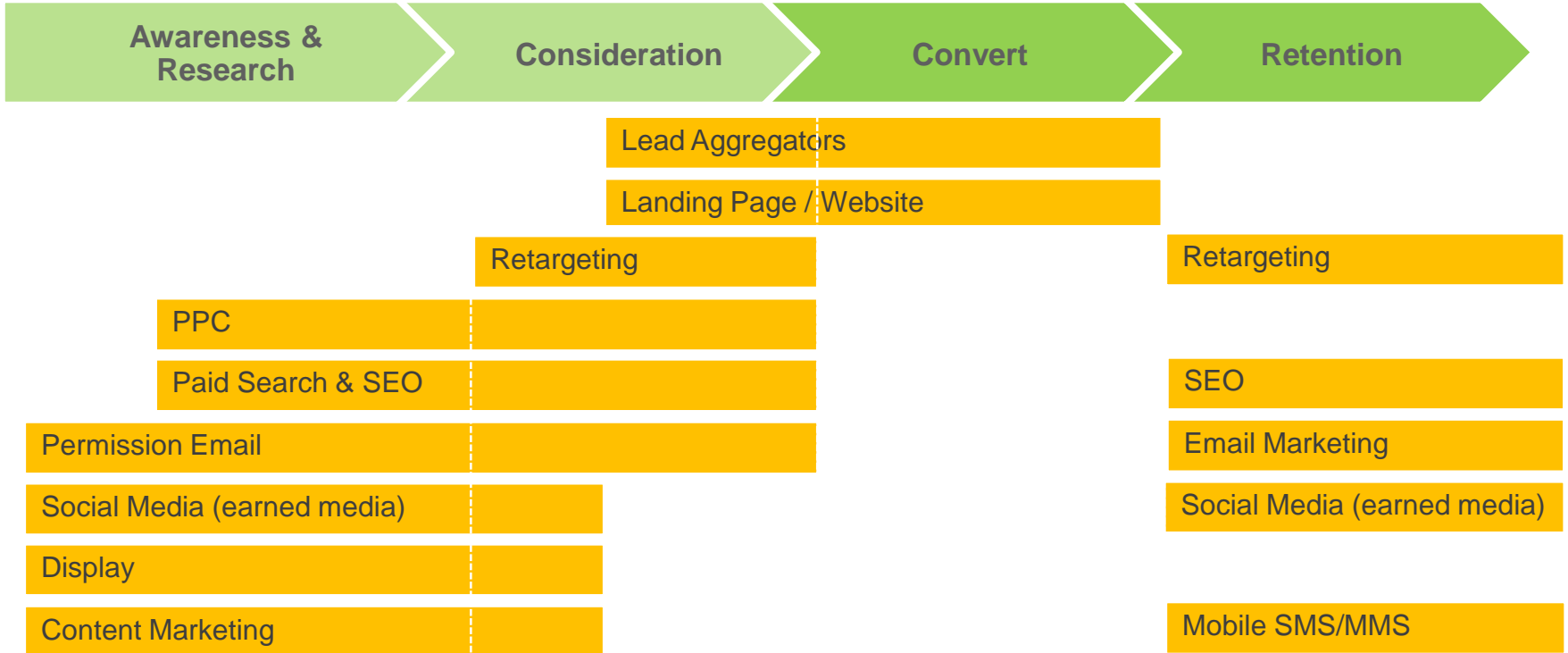
Age: 64

Location: Washington DC
(within 50 miles)

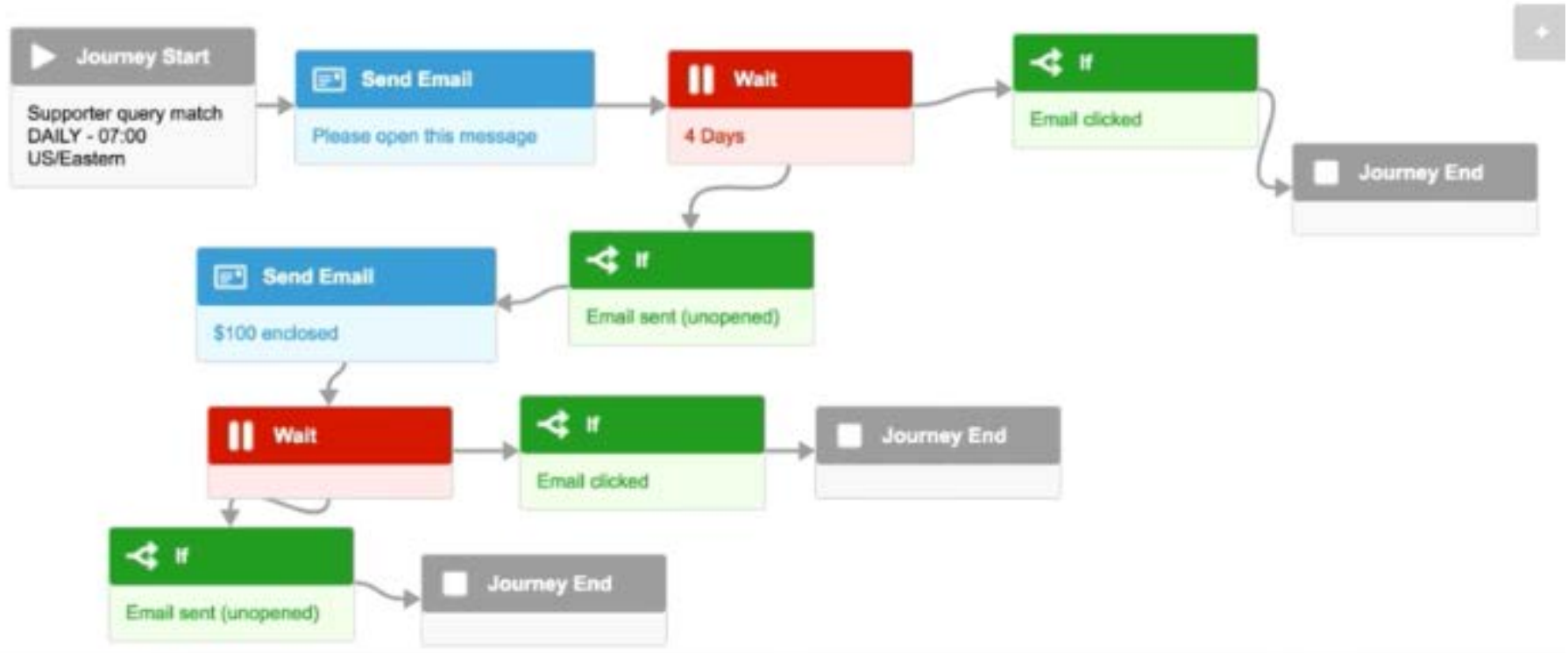
Interests: Philanthropy, Charity &
Causes, etc

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

Customer Journeys



Marketing Automation



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

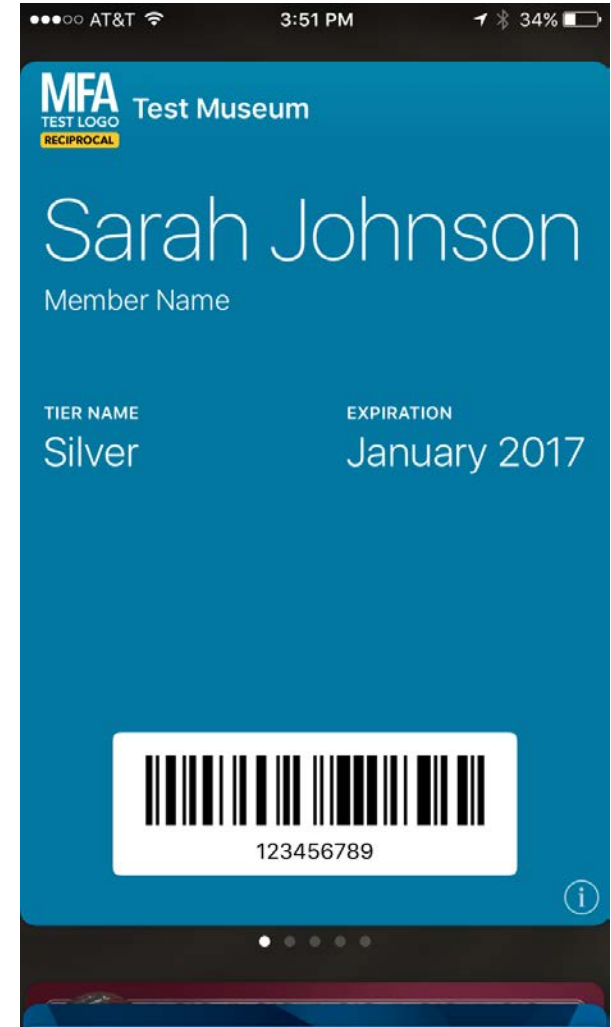


VS.



Digital Member Cards

- Consumer expectations
- Improve retention rates
- Better tracking
- Technology implications



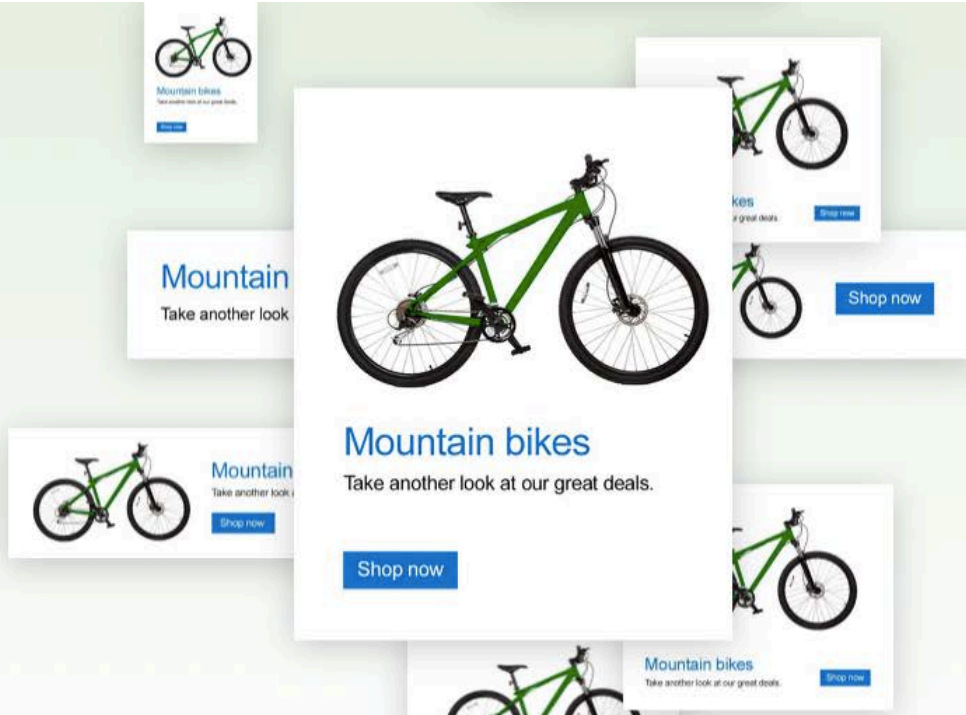
The “F” Word

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



#DeleteFacebook

Consumers In Control



Safari

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

Copy and paste the solicitation code **MP1E14** and use at checkout to receive 2 EXTRA Omni

[Buy Now](#)


Museum of Science.



Sizzle, Fizzle, Fun Summer Experiment Guide

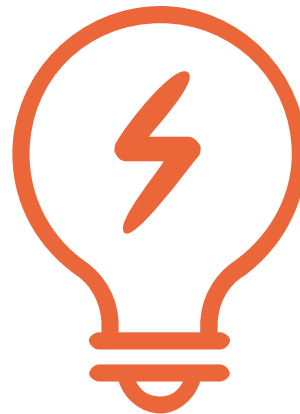
Get ready for some sizzling, fizzling, fun science experiments! (Remember that we always recommend adult supervision for at home experiments.) After performing these experiments at home, come visit us at the Museum of Science for more in-depth learning!

[Get your membership today and visit us throughout the summer!](#)

Plus you'll receive 2 EXTRA Omni passes with your membership when you join by July 6.

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

I VOTE
I GIVE BLOOD
I



FOR EVERY PAIR PURCHASED,
TOMS GIVES A PAIR OF SHOES
TO A CHILD IN NEED.
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TOMS

THANK YOU!

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