

CASE STUDY

Conceal It. Reveal It.

How did **one** metropolitan museum get 500 new members to join in just **ten** days?

The Cleveland Museum of Natural History is a world-class destination for visitors and researchers. For nearly a century it has served as an outstanding resource for public education and environmental conservation.

Membership dollars support the Museum's collections, its curators and their research, and educational programs that benefit one-quarter million visitors per year.

OBJECTIVES:

The Cleveland Museum of Natural History had been seeing a decline in membership dollars in recent years and sought help. A clear primary goal was established: sign up 800 new members. Secondary goals included (1) promote a new traveling exhibit, and (2) entice people to visit.

STRATEGY:

Previous direct mail membership campaigns had yielded a fairly routine 1% average return. This year a different tactic would be taken. Direct mail would still be used, but the **call to action** would be more fun, more attention-grabbing and more 'irresistible'.

TACTICS:

The Museum opted to run an instant prize promotion using 'Conceal & Reveal' scratch off game cards. 50,000 total pieces were mailed. Each envelope included an application and a custom scratch off card.

RESULTS:

The campaign attracted **500 new members** in the first ten days - and more than 1,000 new members mid-way through the promotion. As stated by the Museum's Director of Membership, "The results are the **best we have ever gotten** from a campaign."

Our Fun & Games division offers specialty printing and promotion services to help increase the **SALES** in sales promotions, the **PERFORMANCE** in performance programs and the **FUNDS** in fundraising programs. It works synergistically with the other divisions of your marketing to bring you **RESULTS** that exceed your expectations.



The scratch off incorporated six dinosaur 'eggs' to be scratched and was tied to the chance to win great prizes - from free tickets, all the way up to a party at the Museum for a winner and up to 100 friends!

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