

## **We Asked and You Answered**

Recently, through an on-line survey, we asked you what membership benefits are important and what we can do to improve membership at the Eiteljorg Museum. The results were astoundingly positive, and enabled us to see what you want as a member.

Below is a list of the highest ranking responses in the survey and their order:

### **1) Most useful benefits:**

1. Free parking in White River State Park garage when visiting the museum
2. Unlimited admission during regular museum hours for one year
3. Discounted or free admission to museum programs and festivals
4. Ten-percent discount on purchases at the Eiteljorg Museum Store
5. Invitations to members-only exhibition previews

### **2) At which membership level are you currently? (listed in ranking order)**

1. Dual (\$55)
2. Individual Plus Guest (\$50)
3. Supporting level memberships (Contributing \$100-249, Sustaining \$250-499, Patron \$500-999, Advocate \$1,000-1,499)
4. Family/Grandparent (\$60)
5. Family/Grandparent +2 (75)
6. Educator (\$50)

### **3) Which membership level *might* best fit your needs? (listed in ranking order)**

1. Individual Plus Guest (\$50)
2. Supporting level memberships (Contributing \$100-249, Sustaining \$250-499, Patron \$500-999, Advocate \$1,000-1,499)
3. Family/Grandparent (\$60)
4. Family/Grandparent +2 (\$75)

### **4) How valuable is your membership (5-most useful; 1 least useful)?**

5—59%  
4—31%  
3—8%  
2—1%  
1—1%

### **5) Do you think Eiteljorg Museum memberships are priced comparably to other arts organizations?**

Yes—83%  
No—2%  
Not sure—15%

### **6) Of which Indianapolis-area organizations are you also a member?**

Indianapolis Museum of Art—23%  
I am not a member of any other arts organizations—21%  
Indianapolis Zoo—14%

Indiana State Museum—12%  
Indiana History Center—11%  
Children’s Museum of Indianapolis—10%  
Other—6%  
Conner Prairie—3%

**7) What additional incentives would ensure your Eiteljorg Museum membership renewal every year? (listed in ranking order)**

1. Free admission to Indian Market and Festival and WestFest
2. Discount at Sky City Café
3. Exclusive events with Eiteljorg curators or other staff
4. Gift certificates and discounts at local restaurants
5. Members-only trips

**8) Are you aware of the \$5 discount on membership at other Indianapolis-area arts and cultural organizations as a member of the Eiteljorg Museum?**

No—72%  
Yes—28%

**9) What method of payment would you prefer for renewals?**

Mail—48%  
Online—43%  
In person—8%  
Phone—1%

**10) What prompts you to visit the museum? (listed in ranking order)**

1. Special Exhibitions
2. Festivals such as Indian Market and Festival and WestFest
3. Eiteljorg Museum permanent collection
4. Eiteljorg Museum Store
5. Programs such as workshops, lectures and special events
6. Sky City Cafe

**11) How do you find out about museum events?**

Monthly e-newsletter—30%  
Storyteller—22%  
Eiteljorg Museum website—20%  
Media (newspaper advertising, radio etc.)—15%  
On-site advertising—5%  
Other—5%

Thank you for participating and for telling us what is valuable to you. We want you to know that we value your input. In the coming year, we will work to assess our current membership program and implement new incentives and benefits, where we can. Your opinion matters!