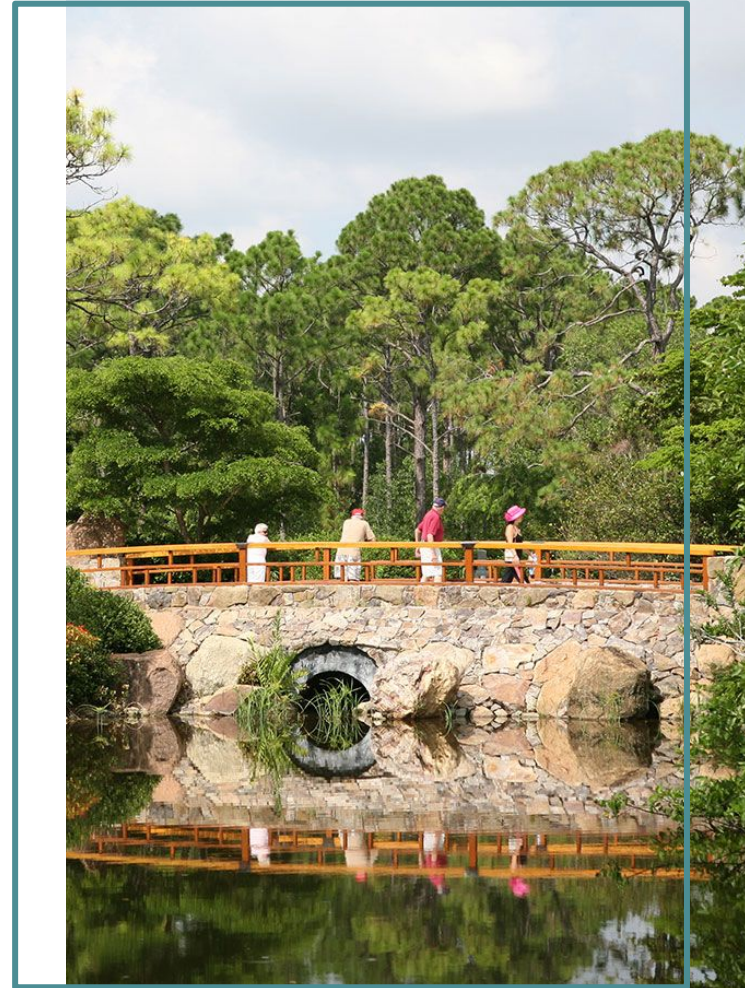


# Creating Innovative Member Experiences WITH Digital Membership

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“ Constantly bringing new ideas to an institution makes long-time members pleased to see that [Morikami] never stops trying to bring them the best services possible. ”

- Sharyn Samuels, Manager of Development and Membership  
Morikami Museum & Japanese Gardens





## The Challenge

The traditional membership fulfillment process was time-consuming and riddled with inefficiencies for Morikami's membership team and also created inconveniences for its members.

## The Solution

Morikami partnered with Cuseum to deploy its [digital membership card solution](#).

## The Result

Morikami achieved a **60% adoption rate** of digital membership cards among its members, and benefits from increased member satisfaction!

# Morikami: At a Glance

The Morikami Museum & Japanese Gardens is an award-winning museum for Japanese arts and culture.



**Location:** Palm Beach County, Florida



**Attendance:** 200,000 / year



**Members:** 8,000



**Founded:** 1977

# Overview

The [Morikami Museum and Japanese Gardens](#) is an award-winning, AAM-accredited museum for Japanese arts and culture located west of Delray Beach in Palm Beach County, Florida. The Morikami Museum has served the residents of Palm Beach County for four decades, and has won awards for the extensive impact it has made on the lives of its constituents and on its community.

As a cultural mainstay of its community, Morikami places high emphasis on providing an incredible member experience. Still, Morikami's Manager of Development and Membership, Sharyn Samuels, saw that there was still more her membership team could do to provide the best experience possible to their members.

**In mid-2018, she decided to partner with Cuseum to launch a digital membership program that would “bring their membership program into the 21st century.”**

# Membership: the Traditional Way

Prior to partnering with Cuseum, Morikami's membership program was managed traditionally. When someone signed up for membership in person, they were given a temporary paper card. Morikami's membership team would then handle the printing of a permanent plastic membership card using their in-house printer and would mail the card together with the new member's official welcome letter.

This process was cumbersome for Morikami's membership team of 3 full-time and 1 part-time staff, especially while dealing with the other troubles physical cards brought, such as replacing lost cards, dealing with cards that were left at home, and needing photo IDs to avoid transferring membership cards.

Printing in-house also added additional costs for materials, such as ink, plastic cards, and replacement pieces.

# Rolling out Digital Membership

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While Sharyn was aware that there could be risks in rolling out a revamp of their membership program, especially in terms of member buy-in, she saw that [Cuseum's Digital Membership](#) offering would ultimately breathe new life into Morikami's current program.

Sharyn and her team took various steps to roll out Morikami's digital membership initiative, highlighting the simplicity of the opt-in and download process.



Poster on the membership desk announcing the new digital membership offering, and cards handed out to new membership sign-ups.



Email blast to the member base with simple opt-in instructions.



Leveraging their social media presence over Facebook, Twitter, and Instagram.



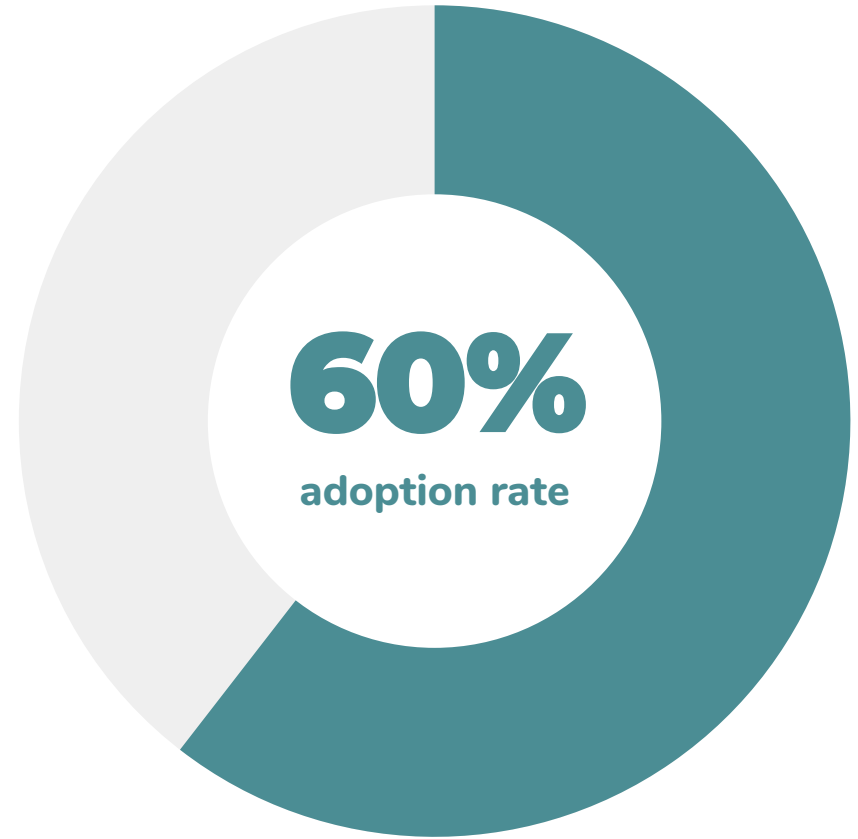
Renewal letters inviting members to opt-in to digital membership.

# Results

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Their rollout strategy has continued to be a success, with a **60% adoption rate** among its members. Reception to the new program has been positive, with members noting that they are happy about the change and are glad they can now explore the gardens without the burden of carrying a bag or a purse. They also appreciate the steps Morikami has taken to go green.

Through digital membership, Sharyn and her team are also now able to track strategic metrics such as how many times a member visits a museum through the Cuseum platform's [integration with their Raiser's Edge database](#).



# Impact

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## Drive Renewals.

According to Sharyn, the main value that Cuseum's Digital Membership partnership provides for Morikami is the way in which it has helped keep membership numbers and retention rates high.



## Save Time & Money.

Non-profits always have to consider the return on investment when deciding to make any purchase.



## Innovative Outreach.

Innovation is a necessity for museums so they can continue to “strive and thrive”, based on Sharyn's experience. As she says, “Constantly bringing new ideas to an institution makes long-time members pleased to see that [Morikami] never stops trying to bring them the best services possible.”





# Let's get in touch!

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Cuseum's digital membership card solution helps cultural institutions of all sizes streamline the membership process and reduce the costs associated with physical card creation and distribution.

Cuseum integrates with the most popular CRM systems in the industry.

To learn more, contact us at [hello@cuseum.com](mailto:hello@cuseum.com)