

Attracting Young, Diverse Audiences WITH Digital Membership

“ [Digital membership cards] are easy and modern for museums like ours that are moving into a digital focus over traditional paper methods. ”

- Brad Ingles, Membership and Community Partnerships Manager
Museum of Contemporary Art Denver

MCA
DEN
VER

 CUSEUM





The Challenge

The traditional membership process at [MCA Denver](#) relied on old fashioned physical cards, which “caused a lot of extra work and confusion.”

The Solution

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

The Result

Averaged across all membership levels, MCA Denver achieved a baseline 30% adoption rate for digital membership cards. Among Broken Heart Club members (their entry level membership), the adoption rate was 53%!

MCA Denver: At a Glance

MCA Denver is a premiere museum exploring the art and culture of our time.



Location: Denver, CO



Attendance: 100,000



Members: 6,000



Founded: 1996

Overview

[MCA Denver](#) is an AAM-accredited contemporary art museum in Denver, CO. MCA Denver explores the art and culture of our time through rotating exhibitions and public educational programs.

MCA is particularly renowned for its engagement with young audiences. 30% of all visitors to the museum are under 25, and it offers a variety of special programming for teens. Among these is the [Failure Lab](#), which is a leadership program for Denver-area high school students that emphasizes creativity and risk-taking.

Membership: the Traditional Way

Prior to partnering with Cuseum, MCA Denver's membership program utilized a very traditional approach. All members received paper membership cards, and printing could be a slow and arduous process.

This process was especially laborious for MCA Denver's membership team of 2 full-time staff. Physical membership cards "caused a lot of extra work and confusion." The traditional cards also didn't reflect the museum's pioneering spirit.

Rolling out Digital Membership

MCA Denver makes a constant effort to optimize efficiency and use technology to appeal to younger audiences. That's why [Cuseum's Digital Membership](#) offering was a perfect right choice.

Rolling out the new membership program, MCA Denver advertised a “digital membership card” as a special feature of Broken Heart Club membership, which is the least expensive and most appealing membership option for young people.

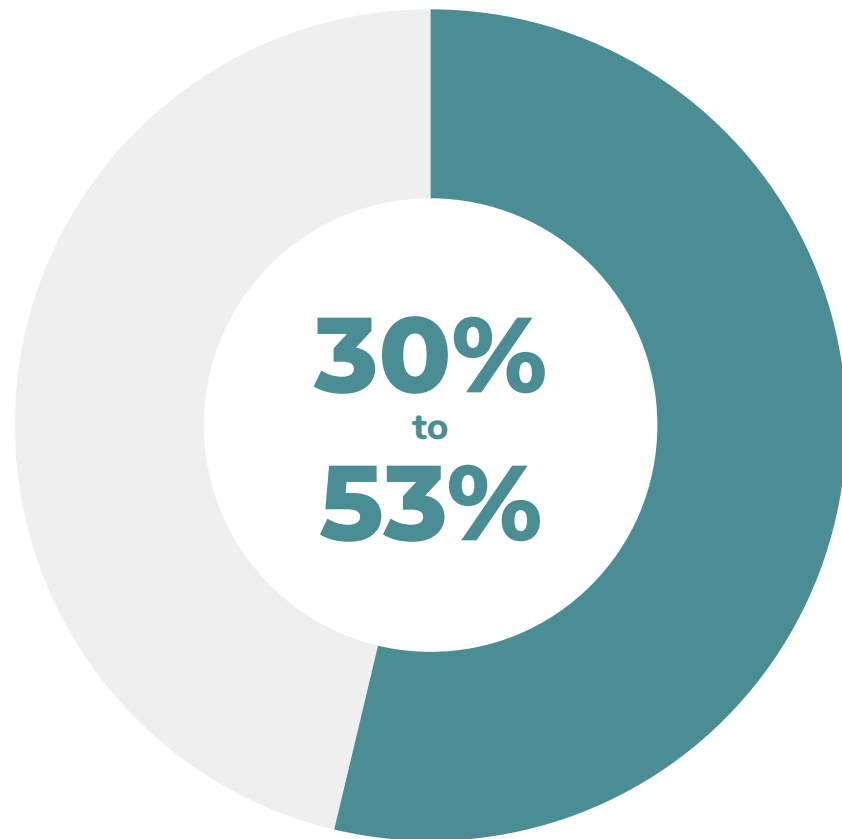


With digital membership cards, museum staff also hoped to streamline the membership process by decreasing the time expended on paper card production and allowing them to increase productivity with their time and resources.

Results

MCA Denver's rollout has been a big success. Averaged across all membership levels, MCA Denver achieved a **30% adoption rate**. Among Broken Heart Club members, the adoption rate was an even higher **53%**.

Digital membership cards are fully integrated with MCA Denver's [Blackbaud Altru CRM](#). According to Brad Ingles, working with Blackbaud partners like Cuseum, **"has allowed us to connect quicker with our audience and provide a better way to manage memberships."**



Impact



Seamless Integration.

According to Brad, Cuseum's digital membership cards integrate smoothly MCA Denver's Blackbaud Altru database, making the cards easy to distribute.



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 succeed in the digital age. According to Brad, "Easy and modern for museums like ours that are moving into a digital focus over traditional paper methods."



Let's get in touch!

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