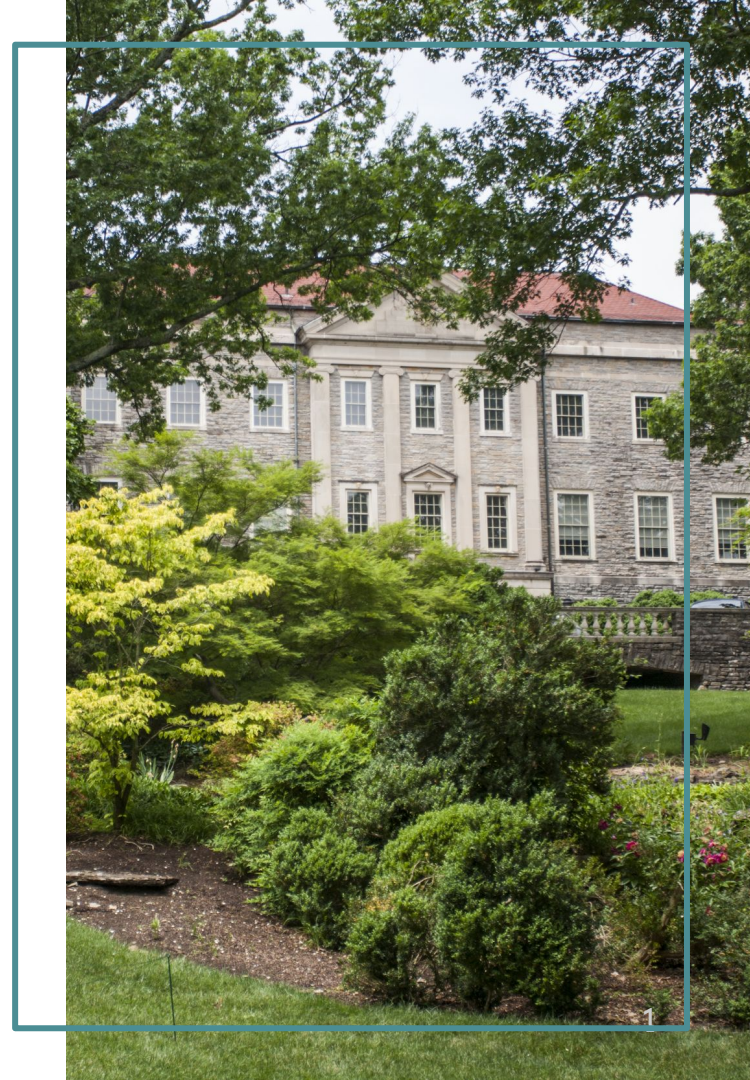


Save Money & the Planet WITH Digital Membership

“ [Cheekwood] modernized its membership program by integrating digital membership cards, saving \$50k per year in operating costs and reducing the amount of plastic going into the environment. ”

- James Wyle, Membership Manager
Cheekwood Estate and Gardens





The Challenge

As an botanical garden and big proponent of conservation, Cheekwood was concerned about the overall cost, and amount of plastic and paper being used on physical membership cards for 14,000 member households.

The Solution

Cheekwood partnered with Cuseum to leverage its [digital membership card solution](#).

The Result

Cheekwood not only drastically reduced its environmental impact; it also **saved \$50,000** by eliminating production, mailing, and labor costs associated with physical cards.

Cheekwood: At a Glance

Cheekwood is a 55-acre **botanical garden** and historic estate in Nashville, TN.



Location: Nashville, TN



Attendance: 225,000 / year



Members: 14,000 households



Founded: 1929

Overview

Cheekwood is a 55-acre botanical garden and art museum located on the historic Cheekwood estate.

It strives to “Preserve Cheekwood as an historical landmark where beauty and excellence in art and horticulture stimulate the mind and nurture the spirit.”

Cheekwood values **natural beauty, historical and environmental preservation, education, stewardship, and financial responsibility.**

Membership: the Traditional Way

Prior to partnering with Cuseum, the membership card process required Cheekwood to expend a lot of resources, which came at financial and environmental cost.

Additionally, members were frustrated by how long it took to receive their physical cards, which was making it difficult for them to access their reciprocal benefits at other institutions in a timely way.

According to James: **"Before transitioning to digital membership cards, we were printing and mailing plastic cards. With the number of active members rising we became increasingly concerned with the amount of plastic going into the environment. At least two cards were issued per household and many of those plastic cards were not being recycled."**

Rolling out Digital Membership

Cheekwood needed a way to align their membership with their values: to support their preserve nature, to conserve the environment, and to model financial responsibility.

That's why Cheekwood decided to partner with Cuseum to implement an ambitious roll-out strategy, which extended digital cards to all of its members.



Cheekwood uses Blackbaud Altru as its member management software, so rolling out the digital membership cards couldn't have been easier!



According to Keitorria Edmonds, a Membership Manager at Cheekwood, **“The Altru and Cuseum databases speak very cohesively and work great together.”** Keitorria also praised Cuseum's system as “the most simple process I use day-to-day.”



To make things easy for members, Cheekwood made a 1-minute “how to” video, outlining the simple process of downloading a digital membership card.

Results

The digital membership cards have been a **huge success**, according to Cheekwood:

“ Giving members the option to go digital positively affected our program. Almost all of our members carry their smartphones with them at all times, so they did not have to worry about forgetting their card for admission to our garden or to any of the reciprocal gardens across the country. ”



\$50,000

cost savings since
implementing Cuseum
digital membership cards

Impact



Save Time & Money.

The cost savings of \$50,000 has been the biggest benefit for Cheekwood since implementing digital membership cards.



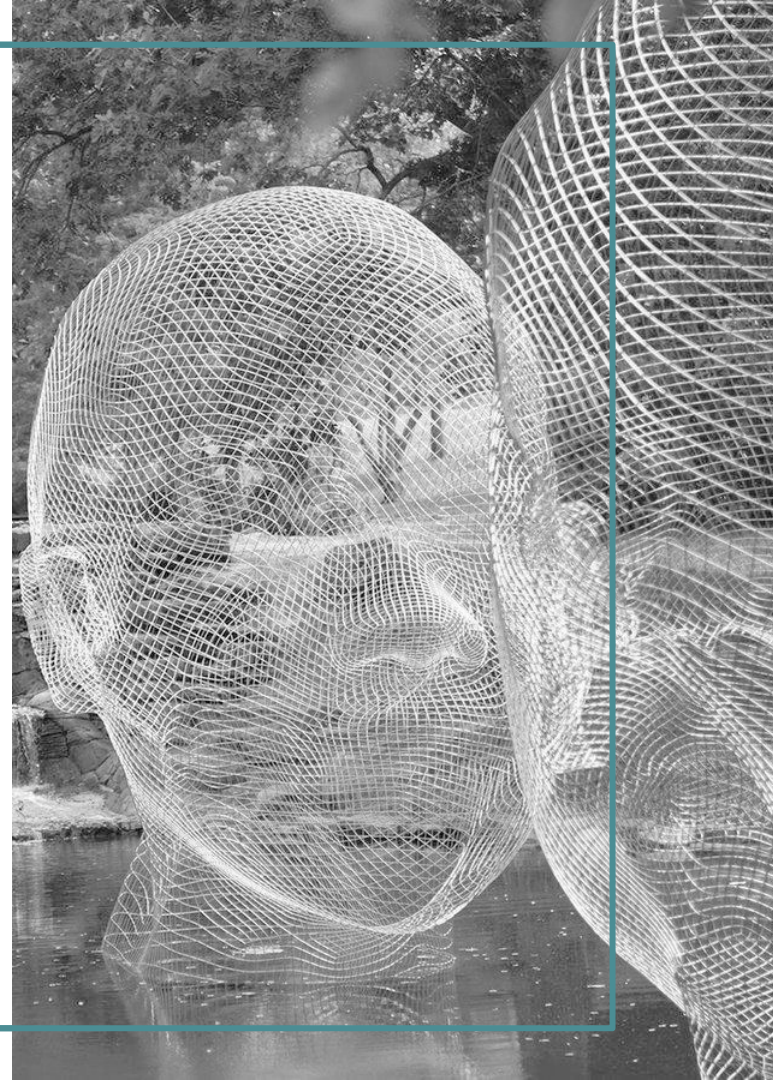
Save the Planet

As an organization that values nature and environmental stewardship, Cheekwood is proud to have drastically reduced the amount of paper and plastic it puts out into the environment.



Easy Integration

Because Cheekwood already uses Altru, adopting digital membership cards was especially easy. This has made the day-to-day membership processes simpler than ever.



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