



Smithsonian Institution

Surviving and Thriving in a Challenging Time

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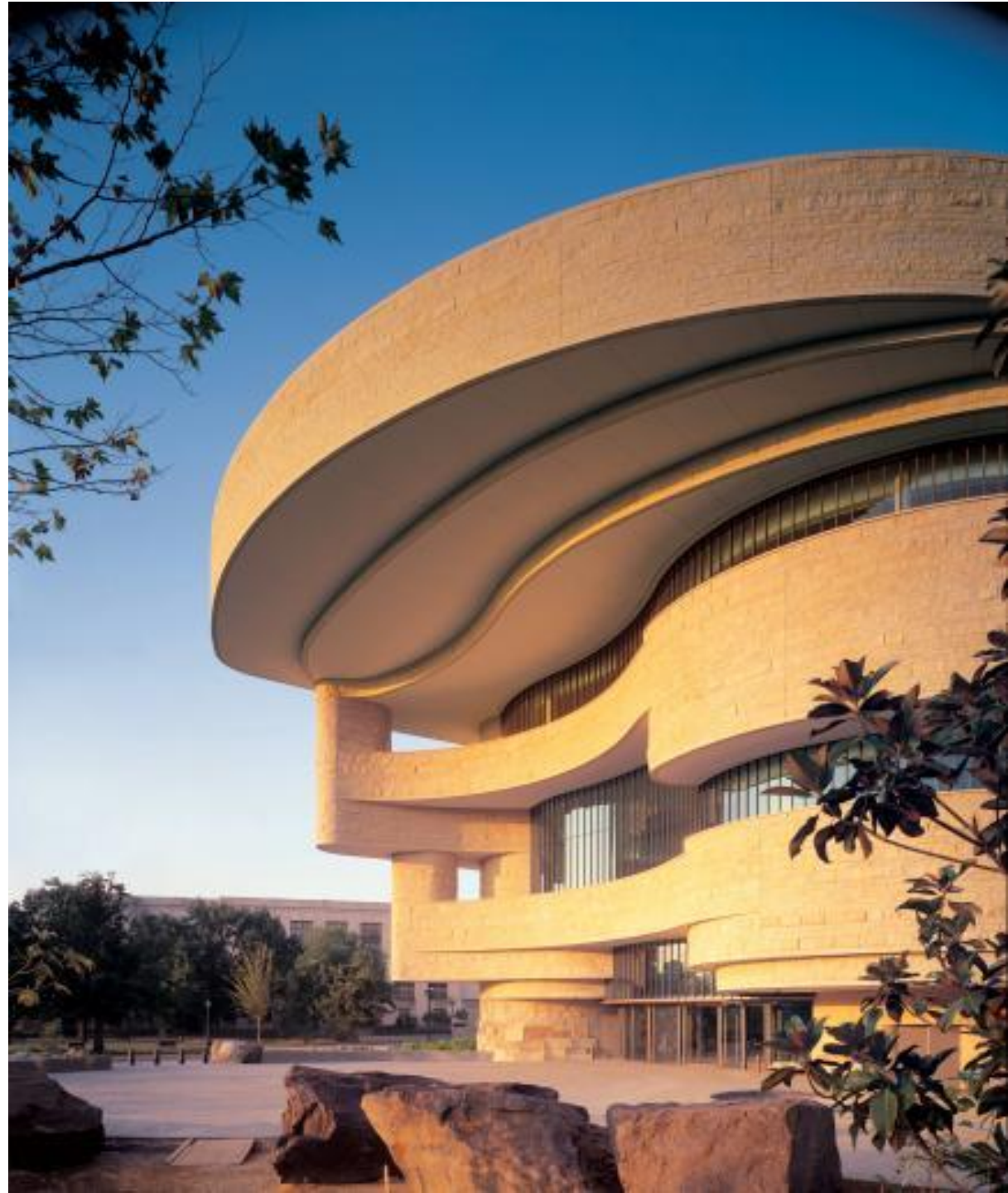
About the Smithsonian

- The Smithsonian Institution is the world's largest museum, education, and research complex, with 19 museums and the National Zoo—shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.
- The Institution was founded in 1846 with funds from the Englishman James Smithson (1765–1829) according to his wishes “under the name of the Smithsonian Institution, an establishment for the increase and diffusion of knowledge.” We continue to honor this mission and invite everyone to join us in our quest.

Membership at Smithsonian: FY20

Tale of Two Cities

- 7 philanthropic programs
 - (Members: -1.81% / Revenue: -4.89%)
- Mission Based (4 Programs)
 - (Members: +5.92% / Revenue: +8.99%)
- Visitor Based (3 Programs)
 - (Members: -16.91% / Revenue: 18.36%)





Smithsonian Membership COOP

- Shared Services Operation
- Mission-Based Programs
- Direct Marketing Programs
 - National Membership
 - 70-85% outside of DMV/NYC
- Point of entry to philanthropy for many
- 15% of members give to at least 2 units

PANDEMIC!

Stay Calm,
Maintain
Course



PIVOT!

Focus on
continuity of
operations and
members



STICK TO THE PLAN!

Lessons learned
over time



STEWARDSHIP

Increase appreciation and thankfulness

- Mid-Level
- New to program
- Multi-Year
- Multi-Givers



CULTIVATION

Be Relevant!

- Increase communication
 - Although we are closed...
 - We are still doing important work
 - Serving communities in need
 - Go.si.edu/discover



Thank You!

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Office of Advancement

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