

Smithsonian Affiliate Membership and Marketing Toolkit

This toolkit compiles resources to assist you in promoting the Membership program as a benefit to your members. It can be used to connect your local audience with the Smithsonian and convert them to Smithsonian level members.

Smithsonian Affiliate Membership Program Overview

Offer your members an annual Smithsonian Affiliate Membership as part of your organization's basic or premium membership package. Smithsonian Affiliate Members will receive “Two Memberships in One” - your organization's benefits PLUS an Affiliate Membership from the Smithsonian.

Program Details

- As an Affiliate, the Smithsonian Membership is **\$14.00** per member. This is the lowest offered membership rate from the Smithsonian. The general public pays a much higher rate for similar types of Smithsonian benefits. (*The newsstand price for a one-year subscription to Smithsonian magazine is \$48*).
- Smithsonian Affiliations encourages participants to sell the Smithsonian membership benefit at a rate higher than the \$14 cost. For example, an Affiliate may charge \$25 for the benefit; \$14 is remitted to the Smithsonian and the Affiliate keeps \$9. Your members receive a great benefit, and you generate revenue for your organization.
- The most successful way of facilitating this additional membership is to integrate this into your full membership base, however it can be offered in a variety of combinations and levels. See below for examples of successful implementation models.
- Upon submission of your members' names and payment, *Smithsonian* magazine will issue a co-branded membership card within 2 weeks and generate the members' magazine subscription within 4 – 6 weeks. The Smithsonian Affiliate Membership submittal process can be found [here](#).
- **Please Note:** The Smithsonian does not sell Affiliate member information to any third party and will not communicate with your members without the prior, expressed approval of your organization.



Benefits of a Smithsonian Affiliate Membership

- **Smithsonian** magazine (one-year subscription, 12 issues)
- A personalized Smithsonian Affiliate branded membership card



- Early access to Smithsonian magazine produced virtual events
- Special access to sales and offers from smithsonianstore.com
- Free admission at Smithsonian’s Cooper-Hewitt, National Design Museum in New York City
- 10% discount to Smithsonian Folkways Recordings
- Additional Smithsonian benefits are subject to change and can be found on Smithsonian.com
- [Reciprocal Admission](#) / discount benefits at [participating](#) Smithsonian Affiliates.

Examples of how to offer the Smithsonian Affiliate Membership

We currently have more than 100 Affiliate organizations participating in the Smithsonian Affiliate Membership Program. See the samples below of how Affiliates are integrating this benefit into their membership structure:

METHOD	DESCRIPTION	AFFILIATE EXAMPLES
Comprehensive	The Smithsonian Affiliate membership is automatically included as a benefit at all member levels. The \$12 Smithsonian Affiliate membership cost is included in the total mentioned in the offer.	U.S. Space & Rocket Center
Special Tiers	The Smithsonian Affiliate membership is automatically included as a benefit only for those in certain membership tiers.	Morris Museum The National Mississippi River Museum & Aquarium
Add-On Benefit	The Smithsonian Affiliate Membership is a separate offering to strategically encourage members to “upgrade” their membership to include the additional Smithsonian Affiliate benefits.	National Czech and Slovak Museum and Library

Smithsonian Affiliate Reciprocal Program

- This is an additional benefit available to ALL Affiliates who are currently offering the Smithsonian Affiliate Membership to their members. After officially joining the Smithsonian Affiliate Membership Program, your organization may opt-in to participate in the Reciprocal



Smithsonian

Affiliate Membership Program

Program. Your Smithsonian Affiliate Members will automatically be able to use the reciprocity benefit at any other Smithsonian Affiliate participating in the reciprocal program. PARTICIPATING Smithsonian Affiliate organizations are listed [here](#).

- If you would like for your organization to offer the Reciprocal Program:
 - You must be a Smithsonian Affiliate presently offering the Smithsonian Affiliate Membership to your members.
 - **OPT-IN** to the reciprocal network by completing the [registration form](#) and return it via email to Affiliatemember@si.edu or fax at 202-633-5313.

Reciprocal Membership Benefits at Participating Affiliates

- Free Admission for two
- Discounts in gift stores
- Discounts on special programs and exhibitions

Smithsonian Affiliate Membership Program Logo and Marketing Guidelines

You are encouraged to use the Smithsonian Affiliate Membership logo to market and promote your participation in this benefit. It signals to your members that they are becoming a Smithsonian member. Logos can be used in your museum, on your website and on all membership marketing materials.

As with all Smithsonian printed materials, the use of the Smithsonian name and logo must be approved in advance by Smithsonian Affiliations. Logos are available from the Smithsonian Affiliations office. Copies of membership materials for review should go to Affiliatemember@si.edu.

Affiliate Co-Branding Guidelines can all be found on the [Logos & Tagline page](#) of the Smithsonian Affiliations website.



Marketing Tips

Turn visitors into new Smithsonian level members using some of these example programs used by other Affiliate organizations.

- Host an open house or behind-the-scenes tour of your collections. End the tour at a table featuring Smithsonian Affiliate Membership materials. Have staff on hand to help visitors sign up.
- Highlight artifacts on loan from the Smithsonian. Promote them in an e-newsletter with the Smithsonian Affiliate Membership logo showing your association (we can help with language and images). Include a link to how your visitors can become dual members of the Smithsonian and your organization.
- Build a Smithsonian membership drive around upcoming Smithsonian programs and exhibitions at your organization—an easy way to make the connection between the Smithsonian and your local members! (Contact us to plan a Smithsonian collaboration- that's what we're here for.)
- Screen Smithsonian Channel programming. As part of your affiliation, Affiliate organizations have access to the Channel's award-winning programming on popular topics such as air and space, history, science, nature, and pop culture.
- Use the Smithsonian Affiliate Membership Program logo on all membership and marketing materials to promote your relationship with us to your members.
Updating your organization's Membership page with the Smithsonian Affiliate Membership Logo is an easy marketing idea that can typically be done with one click!
- ***NEW RESOURCE!*** Download, remix, reuse, and share Smithsonian collections. With **Smithsonian Open Access** [link to <https://www.si.edu/openaccess>] we have released millions of digital items from the Smithsonian's collections into the public domain. Download, share, and reuse our open access assets for art and creative projects, education, scholarly research, digital media projects, publications, merchandising, and more.

Quick Links for reference:

Page 1:

[Membership Order Processing Guide](#)

Page 2:

[Cooper Hewitt, Smithsonian Design Museum](#)

[Smithsonian Folkways Recordings](#)

[Smithsonian Affiliations Reciprocal Membership Benefit](#)

[Smithsonian magazine](#)

U.S. Space & Rocket Center

<https://www.rocketcenter.com/membership>

Morris Museum

<https://morrismuseum.org/museum-membership/>

National Czech & Slovak Museum & Library

<https://www.ncsml.org/support/membership/>

National Mississippi River Museum & Aquarium

<https://www.rivermuseum.com/membership>

Page 3:

[Smithsonian Affiliate Reciprocal Registration Form](#)
[Logos and Taglines Guidance](#)

Page 4:

[Smithsonian Open Access](#)

For more information on the Smithsonian Affiliate Membership Program, please contact:

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