

ACQUIRE • ENGAGE • CULTIVATE





ABOUT US

When you choose Access Direct Nonprofit Marketing, you're tapping into more than 40 years of direct marketing experience. You're getting innovative, expert-level response marketing campaigns with creative and branding excellence that achieves measurable results. It's the kind of service that's usually only available at the most exclusive agencies. And now it's in your reach.

We offer turnkey solutions for print and online messaging and tailor our services to meet your budget. Some clients leverage their internal capabilities and engage us only for data analysis and strategic recommendations, while others require a full suite of creative design, story development and copy writing, print and digital production, digital media placement, and campaign execution.

IP Direct Digital Advertising is fast becoming our most in-demand service. This new capability gives nonprofit clients a powerful "cookie free" way to discreetly serve digital ads across multiple devices to high value prospects using an address list (just like direct mail). It also allows them to target "anonymous" prospects using a location (such as attendees of an art expo). Other clients are using our IP capabilities to target their web visitors with a follow-up postcard or email solicitation. When you combine digital with direct mail, it dramatically lifts ROI - sometimes doubling or even tripling response!



OUR PROCESS & SERVICES

At Access Direct, we partner with you to leverage the brand awareness you already have and make it stronger. First, we do our homework. We study your institution’s communications, value proposition, and audiences. With our robust data capabilities and expert analysts, we offer new customer insights, demographic profiles, and predictive models. Our attention to detail pays off, too. The end result is creative that resonates with your audience and measurably boosts response.



Creative + Storytelling
That Drives Response



Digital
IP Display & Email Marketing



Print
Production & Mailing



Web
Improved UX & Conversions



Data & Analytics
Predictive Modeling



Video
Complete Production & Audio



Client Services
Strategic Consulting

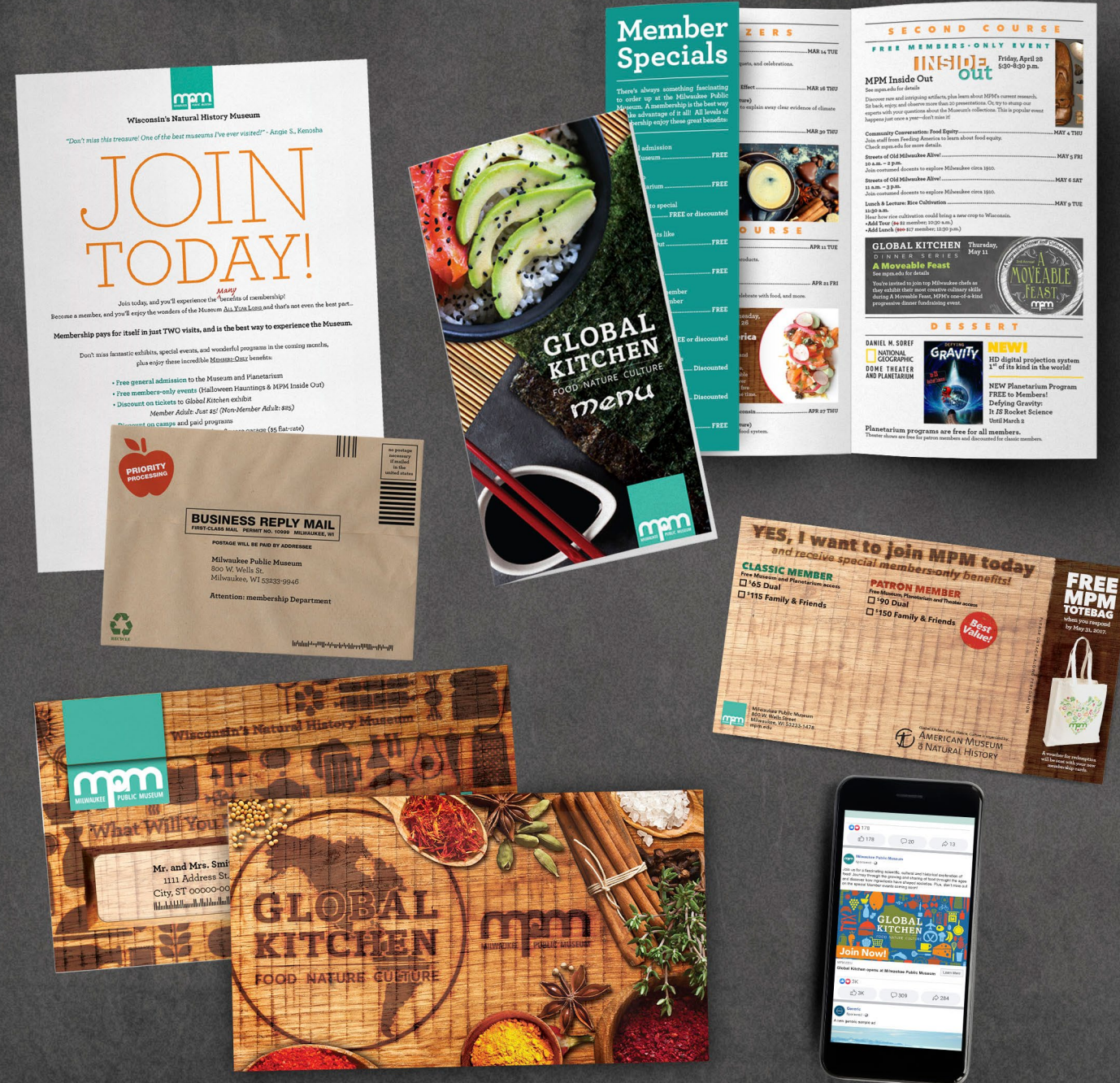


Lists
Acquisition & Management



Specialty
We'll Handle It

For the Milwaukee Public Museum, our strategic member acquisition plan for the exhibit *Global Kitchen* netted 5,483 email leads and 1,134 new members. Creative heightened the “foodie” focus – from a brochure resembling a menu to a micro-site offering FREE recipes.





“Access Direct has helped us improve response while dramatically enhancing the look and feel of our communications – all at a remarkable value.”

— TARA-JEANNE KOSLOSKI, CHICAGO HISTORY MUSEUM

WE WORK WITH GREAT INSTITUTIONS

Our client list speaks for itself. Since our earliest days, some of the most iconic cultural institutions have trusted us. Big or small, we treat every client with the same dedication and care.



And many more!

Visit us online for our full list of clients:
accessnonprofit.com/clients

THE FIELD MUSEUM

276% ROI \$203,090.78 Revenue 1,599 Responders

Field Museum
1400 S. Lake Shore Dr.
Chicago, IL 60605

Largest dinosaur ever coming to Chicago!

Mr. and Mrs. Smith
1111 Address St.
City, ST 00000-0000

Exclusively at Field Museum

TITANOSAUR

Field Museum
1400 S. Lake Shore Dr.
Chicago, IL 60605
312.665.7700
fieldmuseum.org

Dear Friend,

A BIG celebration, BIG changes, and the BIGGEST dinosaur ever!
This year marks the Field Museum's 125th anniversary, and it's the perfect opportunity to look ahead to the next 125 years. As part of the Griffin Dinosaur Experience™, iconic Stanley Field Hall has undergone a makeover—enjoy lush hanging gardens and living plantations, all welcoming a replica of an amazing new 122-foot long cast of a titanosaur—Maximo the Titanosaur, the BIGGEST dinosaur ever discovered.

Join the Field Museum during a momentous year and save.
You are invited to become a member and join something BIG. Now until July 31, you can get a 15% discount, plus if you join for two years, you can save even more. From prehistoric creatures and ancient civilizations, to real-world science and conservation, it's an exciting time to become a Field Museum member!

With so much to explore, Membership makes sense—it's the best way to enjoy the Field Museum and maximize your experience.

- Unlimited basic admission to the Museum
- **FREE** exhibition tickets to *Mummies* and *Antarctic Dinosaurs*
- Discounts in the Museum stores and technology museums
- Invitations to member-only previews, lectures, and events
- **FREE** member-only docent led tours throughout the year
- And so much more.

Be part of BIG discoveries
When you become a member, you are also supporting the scientific discoveries of our curators and scientists, who are working every day to discover new species, conduct innovative research, preserve biodiversity and promote conservation. In our exhibition *Mummies*, you'll see how CT scans and DNA analysis were used to shed new light on ancient Peruvian and Egyptian burial practices. In June, our new exhibition *Antarctic Dinosaurs* shares never-before-seen fossils excavated by Field Museum scientists.

Join today and save 15% on your membership—join for two years and save even more!
You'll receive VIP treatment all year long as a Field Museum Member and visit for free, whenever you like, for an entire year. Don't miss out on this exciting offer and save 15% now through July 31. Hurry, Maximo the Titanosaur is excited to meet you!

Sincerely,
Vicky Sanchez
Vicky Sanchez
Membership Director

P.S. Joining is easy; join online at fieldmuseum.org/membership or return your enrollment slip in the envelope to receive your 15% off membership benefits today.

Choose The Plan That's Right For You and Save

Family Plus \$175 \$149
• Unlimited basic admission for two adults plus one guest, and all children or grandchildren ages 17 and under living in the same member household

Family \$145 \$123
• Unlimited basic admission for up to 4 adults and all children or grandchildren ages 17 and under living in the same member household

Best Investment!
Field Adventurer \$250 \$499
All benefits listed, Museum membership, AND:
• Unlimited admission (including special exhibitions) for up to 4 adults and all children or grandchildren ages 17 and under living in the same member household

Membership Level

<input type="checkbox"/> Family Plus \$175 \$149	<input type="checkbox"/> Senior/Student \$80 \$68
<input type="checkbox"/> Family \$145 \$123	<input type="checkbox"/> Field Adventurer \$250 \$499*
<input type="checkbox"/> Individual \$95 \$81	<i>*Best Investment</i>

Mr. and Mrs. Smith
1111 Address St.
City, ST 00000-0000

4 WAYS TO JOIN

Mail this form back with payment information or a check in the enclosed envelope
Online fieldmuseum.org/membership
Call 312.665.7700
Visit our Member Services Center at the Field Museum

FREE tote bag

Become a Field Museum member and receive a FREE member exclusive tote bag. While supplies last.

FIELD15
coupon code

Last Chance - Save BIG with 15% off!

15% off membership

Meet the largest dinosaur ever discovered: Maximo the Titanosaur

As a Field Museum member you receive:

- 15% off membership
- Exclusive access to Members' Nights
- Free docent-led tours

Field Museum
1400 S. Lake Shore Dr.
Chicago, IL 60605
312.665.7700
fieldmuseum.org

Meet Máximo
The World's BIGGEST Dinosaur

Where Máximo lives

Membership Benefits

the sticking out of a chicken's neck.

ago Pol spent over 18

elent condition,

ns of this size

The BIGGEST dinosaur ever discovered

TITANOSAUR

Part of the Griffin Dinosaur Experience

Scientific Name: Patagotitan mayorum
[PAT-uh-gō-TIE-tan My-or-um]

origin of name
Announced in August 2017, the name was inspired by the region where this new species was discovered, Argentina's Patagonia (Patago), by its strength and large size (titan), and by the Mayo family on whose ranch the fossils of this new sauropod species were excavated (mayorum).

How much did Máximo weigh?
The first bone found was an 8-ft-long thigh bone and the largest ever discovered. This femur bone weighs half a ton and helps scientists make an estimate for the rest of Máximo's body.

How BIG was Máximo?
Máximo is 122 feet long, which can be equated to approximately 3 school buses. This makes him 10% bigger than the previous largest dinosaur—the Argentinosaurus.

Even though this is the biggest dinosaur to have been found, Máximo may not have been fully grown. Paleontologists aren't sure how old he was when he died, but they know he wasn't fully mature because certain bones hadn't fused together yet.

Máximo is the longest, and heaviest land animal discovered, but the blue whale is heavier, weighing 200+ tons

Máximo is approximately **205% longer than SUE**

Máximo 122 ft
SUE 40 ft
SUE 12 ft

1/3 the weight of a blue whale

Brochure unfolds into a fun-fact poster



Direct Mail Acquisition Package

Email Campaign

High-end Donor appreciation Titanosaur sculpture

CHICAGO HISTORY MUSEUM

436% ROI \$58,936 Revenue 262 Donors

HEAD to TOE COSTUME COUNCIL ANNUAL APPEAL

COSTUME COUNCIL
of the Chicago History Museum

Make a Gift by: 12/31/21

Yes, I wish to support the Head-to-Toe Annual Appeal at the following level:

Mr. and Mrs. Smith
1123 Address St
City, ST 00000-0000

PLEASE COMPLETE:

NAME _____
EMAIL _____

\$50 General Costume Council support
 \$100 Purchase archival storage supplies
 \$250 Fund the construction of a mount or padded hanger
 \$500 Support ongoing preservation efforts
 \$1,000 Underwrite the conservation of an object from the costume collection
 \$2,500 Photograph an object from the costume collection
 \$5,000 Sponsor the preservation of a look
 Other Amount \$_____

CHICAGO HISTORY MUSEUM

SUPPORT THE COSTUME COUNCIL BY DECEMBER 31, 2021
Gifts of \$50 or more include an **exclusive invite to a donor event** next year AND recognition online and in our newsletter!

\$50 provides general Costume Council support
 \$100 purchases archival storage supplies
 \$250 Funds the construction of a mount or padded hanger
 \$500 supports ongoing preservation efforts
 \$1,000 underwrites the conservation of an object in the Costume Collection
 \$2,500 photographs an object in the Costume Collection

COSTUME COUNCIL
of the Chicago History Museum

HEAD to TOE COSTUME COUNCIL ANNUAL APPEAL

Dear Mr. and Mrs. Smith,

Each piece in the Chicago History Museum (CHM)'s world-renowned costume collection reveals a significant moment in our historical narrative. This year's head-to-toe appeal stars headlines from our collection. Some fashion, whether due to its designer, its artistry, or the people who wore it, was so striking – it made headlines.

The Costume Council of the Chicago History Museum is dedicated to preserving, interpreting, and sharing Chicago's history through CHM's costume collection. From Geoffrey Beene's glamorous red gown to the flamenco dance ensemble worn by international Latin dancer Alfredo Cano, our garments tell the story of Chicago and its people.

After a challenging year, we are celebrating the silver lining and magnifying the breadth and depth of our collection with our biggest goal yet – raising \$50,000 by December 31st, 2021. Your generosity last year helps support a collection of more than 50,000 costumes, accessories, and textiles. Help us tell Chicago stories through the history of fashion!

Sponsor a Look! For \$5,000 or more you can directly support the continued care of the costume collection and be recognized on our website and in donor publications.

I hope that you consider increasing your support this year. Please visit chicagohistory.org/head-to-toe or return the enclosed reply form to make your gift today. Thank you for your support!

Margie M. McGowan
MARGIE M. MCGOWAN | COSTUME COUNCIL PRESIDENT

RHAPSODY IN RED

Evening Dress by Geoffrey Beene, c. 1989
This black wool jersey evening dress covered in red sequins was designed by Geoffrey Beene who began his career in 1946 as a visual merchandiser at L. Magnin and went on to become one of the most respected American designers of the twentieth century. The donor, Mrs. Cynthia Hedlund, purchased the gown in 1989 and wore it for the last time at the 1991 CHM Costume Council Annual Donor's Ball and Fashion Show.

Women's Satin Shoes by Delman, c. 1930
Made by Herman Delman for Saks Fifth Avenue, Delman is remembered as the great showman of the New York footwear industry. Contrary to common practice, he insisted that his name appear in every shoe. These shoes were purchased in Chicago by Miss Jeannette L. Higgins in the 1930s and gifted to the collection by her niece Miss Kate Gregg.

Cracker Jill Necklace, by Peggy Shure and Lynn Foster, c. 1983
Donated by the designers, this necklace is made of black twill cord and tin toys from Cracker Jack boxes. The Cracker Jill jewelry line started when Mrs. Shure discovered barrels of original Cracker Jack toy molds at her husband's business, the Tootsie Toy Factory of Chicago. Cracker Jill jewelry was sold in Chicago museums, department stores, and independent boutiques.

Necklace created by Cracker Jill, circa 1983. ICH-170765. | Evening dress designed by Geoffrey Beene, 1989. ICH-059407. | Pair of women's shoes made by Delman, circa 1930. ICH-170207.

COSTUME COUNCIL
of the Chicago History Museum

NON-PROFIT
U.S. POSTAGE
PAID
CHICAGO HISTORY
MUSEUM

1601 North Clark Street | Chicago, IL 60614-6538

Mr. and Mrs. Smith
1123 Address St
City, ST 00000-0000

HEAD to TOE COSTUME COUNCIL ANNUAL APPEAL

BAILE DE SALÓN

Men's Dance Costume Ensemble, c. 1930
This six-piece men's dance costume made out of black wool with white leather passementerie was worn by Alfredo Cano during his career with the international flamenco dance team Alfredo and Rosita. Alfredo and Rosita toured together from 1935 to 1952. They performed at the 1933-34 Chicago Century of Progress Exposition in the Mexican and Spanish Villages.

Alfredo Cano came to Chicago from Mexico in 1922 to study dance. He owned a studio in the old Capital Building and taught at the Varsity Dance School. This costume was made by a tailor in Mexico in the late 1920s or early '30s. This ensemble was donated to the collection by Alfredo Cano's daughter, Bertha Cano in 1983.

FASHION TO FIGURE

HEAD to TOE COSTUME COUNCIL ANNUAL APPEAL

Direct Mail Package: Brochure with angled die-cut pages

Direct Mail Package

MUSEUM OF SCIENCE + INDUSTRY CHICAGO

Goal: \$1.65 Million Raised: \$2.7 Million 166% of Goal Achieved

JOURNEY THROUGH 60 YEARS of comic book history

FROM SKETCH TO REALITY! Learn the origins of the Marvel heroes, from their original comics to their movies and TV series.

SNAP A SELFIE with one of the many detailed sculptures of Marvel Super Heroes in the exhibit.

MEMBERS GET EPIC SAVINGS

- 50% off tickets for Members
- Unlimited tickets included for Annual Fund
- Exclusive viewing times - dates and details online

Don't wait - advanced reservations required and tickets are going fast!

MARVEL UNIVERSE OF SUPER HEROES

AN EXHIBITION BY PRESENTED BY

GET UP CLOSE TO OVER 300 original artifacts-including set-work costumes, original comic art work and more!

GIGANTIC DOME THEATER

Members save big with FREE Tickets for big, big IMAX movies. And the newly renovated Giant Dome Theater is even better with new seats, new lighting, new carpet and improved accessibility. For your safety during COVID-19, theater capacity is limited - so reserve your tickets in advance.

MICHAEL JORDAN *THE SCARLET WITCH*

SUPERPOWER DOGS

membership Levels + Benefits

MEMBERSHIP LEVEL	REGULAR	DUAL	FAMILY	EXPLORERS SOCIETY
Individual	\$95	\$145	\$195	\$300
Dual	\$185	\$285	\$385	\$600
Family	\$275	\$375	\$475	\$900
Explorers Society	\$300	\$400	\$500	\$900
Additional Gift:	\$	\$	\$	\$

20% off MEMBERSHIP

MEMBERSHIP LEVELS + BENEFITS

Individual: \$95 \$145 \$195

Dual: \$185 \$285 \$385

Family: \$275 \$375 \$475

Explorers Society: \$300 \$400 \$500

Additional Gift: \$

20% off MEMBERSHIP

AN EXHIBITION BY PRESENTED BY

MARVEL UNIVERSE OF SUPER HEROES

20% off MEMBERSHIP

JOIN NOW

MARVEL UNIVERSE OF SUPER HEROES

20% off MEMBERSHIP

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20% off MEMBERSHIP

JOIN NOW

MARVEL UNIVERSE OF SUPER HEROES

20% off MEMBERSHIP

JOIN NOW

MARVEL UNIVERSE OF SUPER HEROES

SAVE 20%

MARVEL UNIVERSE OF SUPER HEROES

15% off MEMBERSHIP

JOIN NOW

IP Display Ads

Acquisition Self-mailer

Welcome back.

It's time for science!

Continue your support.

See what's changed at your museum and explore your exclusive Member benefits.

membership

The 51st Annual Black Creativity Celebration

For more than a century MSI has been promoting and celebrating African-American innovation. Each year, Black Creativity highlights stories of trail-blazing creative thinkers and inventors who have influenced American culture, while recognizing today's new creators in the community. Join us as we share a light on artists in the Juvied Art Exhibition, showcase community role models in the Innovator Gallery and offer career pathways and hands-on-science, virtual and in-person experiences now through July 4th. mischicago.org/blackcreativity

July is Member Appreciation Month

Your membership supports the vitality and ongoing impact of MSI in our community as we continue to share the gift of science. And to say "thank you" we celebrate our Members in Big ways. All through July you'll enjoy exclusive on-site and virtual offerings. Learn more: mischicago.org/membership

Visit All Your Favorites Always Free for Members!

Members get unlimited access to top into the unlimited resources of their own curiosity for an entire year. See the row of two old favorites - Pioneer Zephyr and Tale Teller have had a face lift. Explore nature's wonders in Science Center and conduct small-scale experiments of our genetic roots in Genetics and the Baby Chick Hatchery.

Members save big with FREE Tickets for big, big IMAX movies. And the newly renovated Giant Dome Theater is even better with new seats, new lighting, new carpet, and improved accessibility. For your safety during COVID-19, theater capacity is limited - so reserve your tickets in advance. Reserve now - tickets are going fast! Ends: October 24, 2021

membership

Sample, Sample DELADDR Company or All Address City, ST, Zipcode

Your membership is set to expire on 8/30/21

Membership Level: Family Membership

Total Due: \$158 (Discount 20% off \$195 Regular) 100% tax deductible

Renew Early and Save 20%

Respond by 6/30/21 and use promo code: R2SAVE

Your Renewed Family Benefits

- 2 Digital Membership cards and free parking
- 1 Additional Guest plus kids in household
- 10 FREE Giant Dome Theater Tickets
- Exclusive Member Hours with extra time - just for Members - to enjoy biggie exhibits. Please reserve tickets in advance.
- Exclusive Invites to Members-only events like Bio Fast Reserve now - tickets are going fast! Ends: October 24, 2021
- Unlimited Discounted tickets to Marvel Universe of Super Heroes Reserve now - tickets are going fast! Ends: October 24, 2021

Upgrade to Explorers Society

- 2 Additional Guests plus kids in household
- FREE Parking with quick scan convenience all year
- Unlimited FREE Giant Dome Theater Tickets

Unlimited tickets included to Marvel Universe of Super Heroes Reserve now - tickets are going fast! Ends: October 24, 2021

It's Easy to Renew!

ONLINE: mischicago.org/membership

MAIL: In locations form with payment in the enclosed envelope

CALL: (773) 941-2151

Renew my MSI membership!

Membership level: Regular 20% Discount

Individual: \$95 \$76

Dual: \$145 \$116

Family: \$195 \$156

Explorers Society: \$300 \$240

Additional Gift: \$

Make us your support for Black Creativity - offering 10% off on all tickets to the exhibit. Reserve your tickets now!

Make an additional gift: \$100 \$200 \$300

Sample, Sample DELADDR Company or All Address City, ST, Zipcode

Membership ID#: 0000000

Sample, Sample DELADDR Company or All Address City, ST, Zipcode

Member Email: Sample@msi.org

Member Phone: [773-941-2151](tel:7739412151)

Member Address: mischicago.org/membership

membership

RENEWAL OFFER: ACT NOW AND SAVE!

Sample, Sample DELADDR Company or All Address City, ST, Zipcode

20% off MEMBERSHIP

MARVEL UNIVERSE OF SUPER HEROES

RESERVE TICKETS NOW

AN EXHIBITION BY PRESENTED BY

membership

SAVE 20% RENEW TO ENJOY EPIC BENEFITS

Sample, Sample DELADDR Company or All Address City, ST, Zipcode

20% off MEMBERSHIP

MARVEL UNIVERSE OF SUPER HEROES

RESERVE TICKETS NOW

AN EXHIBITION BY PRESENTED BY

Renewal Revamp: We elevated MSI's brand image, proposed a new cadence strategy, and switched to a digital + inventory production method that maximized budget and messaging flexibility.



Photo by Sarah Goodall, National Geographic

BECOMING JANE: The Evolution of Dr. Jane Goodall

Exclusive Members' Preview
Hurry! Become a member to RSVP

FIELD

Rather than seeing the animals as subjects, Dr. Jane Goodall came to know them as individuals with personalities and emotions—a notion once rejected by the scientific world, yet now considered revolutionary.

Join the Field Museum and stand with giants of science!
Giant discoveries are made at the Field Museum every day. Become a member and start making some giant discoveries of your own. Members enjoy year-long access to:

- FREE general admission and permanent exhibitions for a year
- FREE tickets to special exhibitions *Becoming Jane: The Evolution of Dr. Jane Goodall* (opens May 21) and *Apsalooke Women and Warriors* (open now)
- FREE tickets to TWO more special exhibitions opening this year
- FREE access to visit Maximo the Titanosaur, SUE and the must-see collection of dinosaurs in the Griffin Halls of Evolving Planet
- Exclusive Virtual Members' Nights and members-only online content
- Exclusive invites to attend Members' Previews
- Discounts in all Museum stores and restaurants

Don't wait—renew today and save 15%.
Field Museum membership unlocks amazing benefits and fuels important scientific work! Stand with the Field as a force for science and **save 15% on membership if you join before July 16th.**

Get a FREE tote bag with any membership purchase—while supplies last!

70th (virtual) Annual Members' Nights
Explore the museum from the comfort of your home during this digital event. Join us for behind-the-scenes tours led by scientists, curators, and more. This event is FREE for members—join today to make sure you receive an invitation.

Wednesday, May 19, 2021, 6-7pm
Thursday, May 20, 2021, 6-9pm
Friday, May 21, 2021, 6-9pm

A portrait of the chimpanzee, FR, member of Jane Goodall's first studied group of chimpanzees in Gombe National Park, Tanzania
Photo by Michael Nichols, National Geographic

THE FIELD MUSEUM
416% ROI \$288,739 Revenue 2,038 Responders

"It is up to us—you and me—all of us... Together, we can and will change the world."
-Jane Goodall

**BECOMING JANE:
The Evolution of Dr. Jane Goodall**

Member Preview Days:
Monday, May 17, 2021
Thursday, May 20, 2021

Virtual Event:
Saturday, June 26, 2021

Closing: July 18, 2021

Apsalooke Women and Warriors
Journey alongside the Apsalooke people (also known as Crow) as they reflect on their past and shape their future through a unique mix of traditional objects and contemporary Native American artwork.

Opens Fall, 2021

The Machine Inside: Biomechanics
Spider webs stronger than steel? Fish that can bite through bricks? All species have evolved ways of adapting to the world. Discover the marvels of natural engineering and how human inventors draw upon the innovations of evolution.

Permanent Exhibitions

Giant discoveries at the Field.
With over 40 million artifacts and specimens, explore one of the largest collections in the world. Home to giant 122-foot Maximo the Titanosaur, SUE and the most must-see collection of dinosaurs in the Griffin Halls of Evolving Planet.

The Buffalo Biomechanics Exhibition, made possible by the generous support of the Edward J. and Cynthia C. Condit Family Foundation, with generous support provided by the Santa Fe Public Art Foundation, the Chicago Community Trust and The Foundation.

MEMBERSHIP BENEFITS

LEVEL	ONE YEAR
Individual	\$98 \$81
Family	\$127 \$127
Family Plus	\$163 \$163

3 Ways to Join

MAIL the completed form with your payment in this envelope
CALL the Membership Hotline: 312.665.7700
ONLINE Use your smart phone to scan the QR code, or visit: fieldmuseum.org/specialoffer

Save 15% on membership today

Get all the details at: fieldmuseum.org

DON'T MISS THIS LIMITED EXHIBITION

BECOMING JANE
THE EVOLUTION OF DR. JANE GOODALL

15% off membership

FIELD

Join Now

DON'T MISS THIS LIMITED EXHIBITION

BECOMING JANE
THE EVOLUTION OF DR. JANE GOODALL

15% off membership

FIELD

Join Now

DON'T MISS THIS LIMITED EXHIBITION

BECOMING JANE
THE EVOLUTION OF DR. JANE GOODALL

15% off membership

FIELD

Join Now

Desktop website layout showing the membership offer across various content blocks.

Smartphone display showing the membership offer in a mobile-optimized format.

IP Display Ad + Email Campaign

Self-mailer and enclosed BRE

To the end recipient, IP Digital Ads look and feel like general web ads but they are deployed using one-to-one direct targeting precision.

MILWAUKEE PUBLIC MUSEUM

670% ROI \$214,206 Revenue 1,621 Responders

Prenotification Postcards

Membership has benefits! WHAT WILL YOU DISCOVER?

There's always something fascinating to do at the Milwaukee Public Museum. A membership is the best way to take advantage of it all! All levels of membership enjoy these great benefits:

FREE General Admission to the Milwaukee Public Museum	FREE or Discounted Admission to special exhibitions	FREE Evening member events, like MPM Inside Out	FREE Membership in Club Chew Kids Club	FREE Subscription to member magazine and eNews	FREE or Discounted Tickets to the Dome Theater	Discounts On parking and purchases at MPM's shops/cafe	Discounts On Museum camps, lectures & other programs	FREE Stroller or wheelchair rental
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3 Easy Ways to Join Today: Online at www.mpm.edu/membership | Call the Membership Helpline: 414-278-6170 | Visit our Member Services Center at the Museum

Membership has benefits! WHAT WILL YOU DISCOVER?

There's always something fascinating to do at the Milwaukee Public Museum. A membership is the best way to take advantage of it all! All levels of membership enjoy these great benefits:

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4 Easy Ways to Join Today: Mail the completed reply form with your payment in the enclosed envelope | Online at www.mpm.edu/membership | Call the Membership Helpline: 414-278-6170 | Visit our Member Services Center at the Museum

Save 65%!

MILWAUKEE PUBLIC MUSEUM

Go to: UltimateDinos.com/MPM



Large Scale Advertising

mpm MILWAUKEE PUBLIC MUSEUM

research
exhibitory
education

JOIN TODAY!

STREETS of OLD MILWAUKEE

The Streets of Old Milwaukee turn 50 this year, but you would never know it. Today, everything is fresh! Fresh smells, fresh sounds and fresh characters. But don't worry, the Streets still have the same wonderful charm and warm welcoming ambience that have made them a favorite destination over the years. Come stroll the Streets and take a new look at Milwaukee's fascinating past.

CROSSROADS OF CIVILIZATION

Egyptian, Greek, Roman. Three of the greatest empires in world history. MPM's first ever permanent exhibit in over a decade, *Crossroads of Civilization*, takes you on a journey exploring the origins and expansion of these empires. Drawn upon MPM's immense collection of ancient, priceless artifacts and in-depth research, and using new state-of-the-art technology, this interactive exhibit transports you into an inter-galactic journey, dive into an unending world to see incredible creatures or travel

DANIEL M. SOREF NATIONAL GEOGRAPHIC DOME THEATER AND PLANETARIUM

MPM's Dome Theater and Planetarium offers three unique experiences: choose the thrill of a 2D film, the awe of a planetarium show, or the grandeur of a giant screen film. With crystal clear images on a six-story-tall screen and wraparound digital surround sound, a show in the Dome Theater lets you feel like you're really there. Embark upon an inter-galactic journey, dive into an unending world to see incredible creatures or travel

Yes, I want to join the MPM today and receive special members only benefits. Save 65% off Ultimate Dinosaurs tickets including a FREE indoor parking voucher.

CLASSIC MEMBER Free Museum and Planetarium access <input type="checkbox"/> \$60 Dual <input type="checkbox"/> \$99 Family & Friends 2 adults plus kids 17 and under, or 1 adult and 3 guests	PATRON MEMBER Free Museum, Planetarium and Theater access <input type="checkbox"/> \$180 Dual Patron <input type="checkbox"/> \$250 Family & Friends Patron 2 adults plus kids 17 and under, or 1 adult and 3 guests
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Members enjoy these great benefits:

Save 65% off Ultimate Dinosaurs tickets including a FREE indoor parking voucher.

3 Easy Ways to Join:

- FREE admission to Museum and Planetarium
- \$5 flat-rate parking (save up to \$9)
- FREE or discounted special exhibits
- FREE or discounted Theater tickets
- FREE admission to special member events
- FREE subscription to the member magazine and eNews
- Invitations to members-only events

You'll also receive:

- Discount on all Museum shopping
- Discount on camps and tickets
- FREE Club Chew Kids Club enrollment
- FREE stroller or wheelchair rental

WELCOME PASS ADMIT FOUR

50% off general admission for 4 people

VALID 2 27 16 - 3 25 16

PRIORITY PROCESSING

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 10999 MILWAUKEE, WI

POSTAGE WILL BE PAID BY ADDRESSEE

Milwaukee Public Museum
800 W. Wells St.
Milwaukee, WI 53233-9946
Attention: Membership Department

Direct Mail Package

Direct Mail Package

Wisconsin's Natural History Museum

800 W. Wells St.
Milwaukee, WI 53233 1478

Sample, Sample
111 Address St.
City, ST 00000-0000

Unlimited Museum and Planetarium Access

BIG IS HERE!

Dear Friend,

There are big changes here at the Milwaukee Public Museum and I'd like to invite you to rediscover the today with all the privileges of membership, including unlimited admission to the Museum and Planetarium, and let the adventures begin!

"Every time I visit MPM, I'm amazed at how much more there is to learn here. And, it is so much fun!"

~ Cary B.

If travel close to home is your style, visit the newly enhanced Streets of Old Milwaukee. Meet new characters, experience new sights and sounds, and learn even more about the history of our wonderful city. Looking for something a little further afield? Explore our ever-changing universe, including the planet, the Sun, black holes and more, in the Daniel M. Soref Planetarium. How about a little time travel? Our new permanent exhibit, *Crossroads of Civilization*, transports you thousands of years back in history to witness ancient worlds helped shape who we are today.

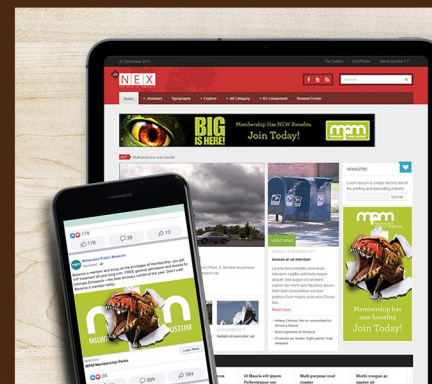
The exhibit travels millions of years back in time to witness dinosaurs ever seen, some virtually unknown to us, and wait until you meet the biggest, baddest cousin, the Tyrannosaurus Rex (AR) technology these full-scale limited beans right before your eyes.

All this, and much, much more. When you rejoin, you'll have access to:

- Member Swap Day (May 8)
- Member Swap Day (May 8)
- Member Swap Day (May 8)
- Member Swap Day (May 8)



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