

Association of Art Museum Curators

CASE STUDIES



The Association of Art Museum Curators (AAMC) supports and promotes the work of museum curators by creating opportunities for networking, collaboration, professional development, and advancement.

The AAMC Foundation seeks to heighten public understanding of the curator's role in art museums through professional development programs, awards, and grants.

The AAMC has a board of 17 trustees from 16 museums, comprised of some of the most distinguished figures in the field and more than 900 members in the United States and Canada.

The Situation

The AAMC was looking for a more cost-effective and efficient solution to managing the backend of their website. Using outside consultants had become costly and involved days of implementation, rather than minutes, when a website change/update was required. YourMembership.com offered the most user-friendly, cost-effective approach to meeting their needs.

Membership Goal

The primary goal for the AAMC online community was to be able to create more dynamic profile pages, event registrations and content updates.

Results

The Association of Art Museum Curators' members are adding content to their own pages (around 10-15 percent) at an increasing rate. Also, the AAMC's event registrations have worked seamlessly, with no complaints, which the AAMC remarked was, "a huge improvement over our system in past years!"

Also, the bulk emailing feature allows for personalized emails to be sent to each member and has resulted in a much higher member renewal rate (an increase of over approximately 10-15 percent from the previous year).

Favorite Thing

The AAMC's favorite thing about YourMembership.com is the rate in which new features are added to the secure administrative system of the solution.

"YourMembership.com is a flexible and responsive company that continues to improve the quality of what is offered to members at an affordable price." The AAMC has been so satisfied with their experience that they have referred many other small non-profits to YourMembership.com.