

## **Advancement Report**

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,  
Volunteer Management, Publications, Human Resources

***FY2020 – July 1, 2020 to March 31, 2021***

<b><u>EARNED REVENUE</u></b>		
	<i>FY2020</i>	<b>FY2021</b>
<b>VMNH Foundation revenue</b>	<i>\$122,684</i>	\$196,762
<b>VMNH Advancement 02 revenue</b>	<i>\$136,776</i>	\$32,004
<b>Total earned revenue</b>	<i>\$259,460</i>	<b>\$228,766</b>
 <b><u>VISITATION</u></b>		
	<i><u>FY2020</u></i>	<i><u>FY2021</u></i>
On-site:	<i>28,289</i>	2,770
Off-site:	<i><u>199,532</u></i>	<u>25,515</u>
<b>Total</b>	<i>227,821</i>	<b>28,285</b>

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## EARNED REVENUE DETAILS

### Earned Revenue

#### Advancement 02 Revenue (museum earned revenue)

	<u>FY2020</u>	<u>FY2021</u>
Admissions	\$68,455	\$18,917
Café and Store	\$54,187	\$13,087
Museum Rental	\$2,156	\$0
Publications	\$1,978	\$
Exhibit Rental	<u>\$10,000</u>	<u>\$0</u>
<b>Advancement 02 Total</b>	<b>\$136,776</b>	<b>\$32,004</b>

#### Donations to the VMNH Foundation

	<u>FY2020</u>	<u>FY2021</u>
Memberships/Corp.		
Partnerships	\$36,909	\$16,993
Discovery Fund	\$28,130	\$24,724
Events	\$350	\$6,225
Research restricted gifts	\$26,532	\$107,620
Education restricted gifts	\$1,000	\$30,250
Exhibits restricted gifts	\$0	\$6,000
Other restricted gifts	<u>\$28,163</u>	<u>\$4,950</u>
<b>Total VMNHF revenue</b>	<b>\$121,084</b>	<b>\$196,762</b>

## FUNDRAISING

### Endowment

<u>FY2019</u>		<u>FY2020</u>		<u>FY2021</u>	
3/31/19	\$606,475	3/31/20	\$566,410	3/31/21	\$722,012

### Memberships

<u>FY2019</u>		<u>FY2020</u>		<u>FY2021</u>	
3/31/19	596	3/31/20	525	3/31/20	290

### Corporate Partnerships: 49

Recent grants and partnerships:

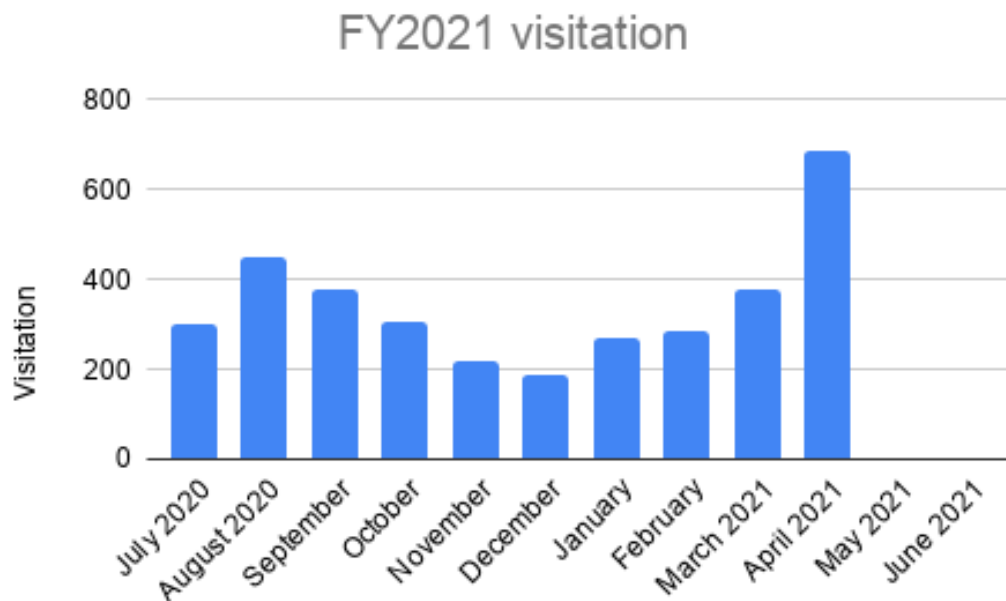
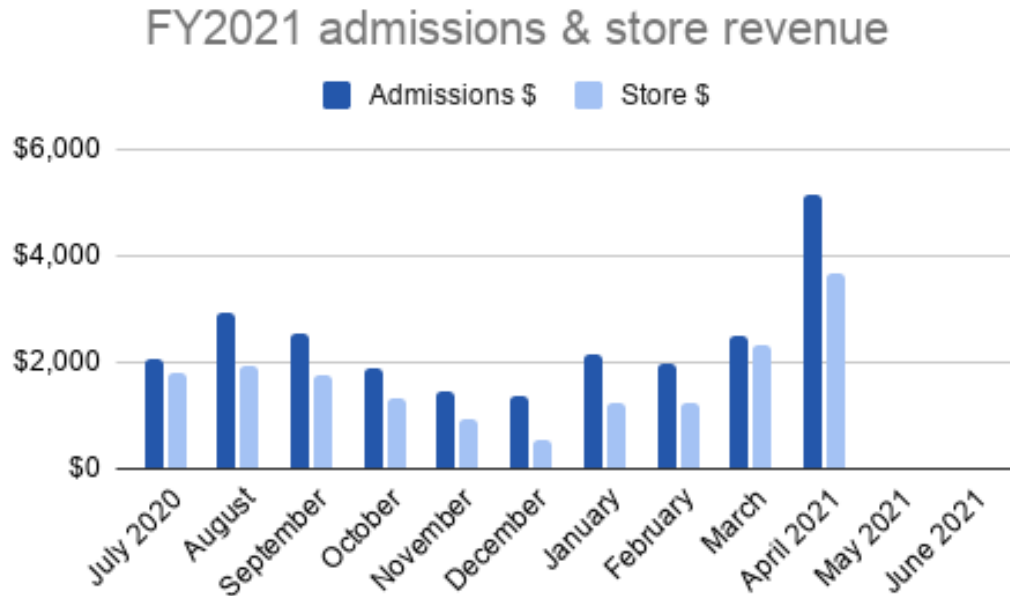
**\$2,500** – Hooker Furnishings: scholarships for underserved schools + underwriting of remaining admissions charge for Museums For All participants

**\$5,000** – Harvest Foundation: grant to provide multilingual elements for the upcoming Science of Flight exhibit

**\$10,000** – Boxley Materials Company: scholarship support for distance and outreach programing in regional schools

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### MONTHLY VISITATION & REVENUE (through April 2021)



## **RECENT & UPCOMING EVENTS**

*(through September 2020 – events and programs contingent upon public health guidelines)*

**May 1, 2021** – Drive-through show in Waynesboro: *Treasures from the Vault*

*Sponsored by:*       **Patterson Fdn. Trust**

**July 22, 2021** – Opening reception for *Butterflies* exhibit

**July 24, 2021** – Bug Festival + public opening of the *Butterflies* exhibit

**Summer 2021** – VMNH Summer Camps

**October 16** – Dragon Festival at VMNH

## **EXHIBITS**

Now open to November 2021 – *Wild About Cats* exhibit in the Special Exhibit Hall at VMNH

Opening July 24 (reception July 22) – *Lepidoptera* exhibit in the Lecture Hall Corridor at VMNH

Opening January 22 (reception Jan. 20), 2022 – *Science of Flight* exhibit in the Special Exhibit Hall at VMNH

## **MARKETING**

### **Media Coverage**

The museum received coverage on a wide variety of media outlets nationally and throughout Virginia, including:

Richmond Times-Dispatch

[Here are the secrets of nature's headbanger](#)

WSLS (NBC Affiliate - Roanoke)

[Two local museums named national finalists for community outreach](#)

National Geographic

[How the world's deadliest mass extinction actually helped the rise of dinosaurs](#)

Smithsonian Magazine

[Five Places Where You Can Collect Fossils in the D.C. Area](#)

### **Groupon (included in Admissions revenue)**

<u>FY2019</u>	<u>FY2020</u>	<u>FY2021</u>
\$3,922.96	\$3,904.13	\$764.95

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## **Facebook Statistics July 1 – December 31, 2020**

### **Total Post Reach**

819,546

### **Total Post Reactions** (Likes, Comments, Shares, etc.)

40,303

### **Total Post Clicks** (user clicks on picture/video, link within post, "see more", etc.)

39,663

### **Top 5 Performing Posts By Total Reactions**

1. Debut of Waynesboro Branch Campus Video - October 20 - 3,100 reactions
2. #BenInNature - July 7 - Diana fritillary (*Speyeria diana*) - 739 reactions
3. #BenInNature - September 21 - Northern ring-necked snake (*Diadophis punctatus edwardsii*) - 711 reactions
4. Announcement of Hayden Bassett's Tenure - August 31 - 640 reactions
5. Ask an Expert: Do Slugs Like Beer? - March 29 - 524 reactions [NOTE: This post was boosted.]

### **Top 5 Performing Posts By Total Clicks**

1. Debut of Waynesboro Branch Campus Video - October 20 - 4,300 clicks
2. Ask an Expert: Do Slugs Like Beer? - March 29 - 2,348 clicks [NOTE: This post was boosted.]
3. #BenInNature - September 21 - Northern ring-necked snake (*Diadophis punctatus edwardsii*) - 2,100 clicks
4. Announcement of Hayden Bassett's Tenure - August 31 - 745 clicks
5. #BenInNature - July 7 - Diana fritillary (*Speyeria diana*) - 685 clicks

### **Average Performance Based on Post Type**

Photos Average Reach: 1,123

Photos Average Number of Reactions: 47

Photos Average Number of Clicks: 23

Videos Average Reach: 796

Videos Average Number of Reactions: 33

Videos Average Number of Clicks: 32

Links Average Reach: 664

Links Average Number of Reactions: 45

Links Average Number of Clicks: 28

### **Audience Growth from July 1, 2020 to March 31, 2021**

- The total number of followers increased by 938 (from 11,957 to 12,895). During the same time period in 2019-2020, the number of followers increased by 1,180 (from 10,294 to 11,474).
- The total number of likes increased by 771 (from 11,873 to 12,644). During the same time period in 2019-2020, the number of likes increased by 1,109 (from 10,334 to 11,443).

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## Diversity and Inclusion

### VMNH purchasing

	Minority Business Enterprise (MBE)	Women's Business Enterprise (WBE)	Small Business Enterprise (SBE)
VMNH	7.64%	9.13%	21.56%
Overall Education Secretariat	4.98%	5.07%	20.20%

### VMNH education programs

Education & Public Programs staff are implementing updated demographics collection methods, with the data to be reported beginning at the August 2021 Board of Trustees meeting (April 1 to June 30 reporting period).

### Museums for All (MFA) EBT admissions program

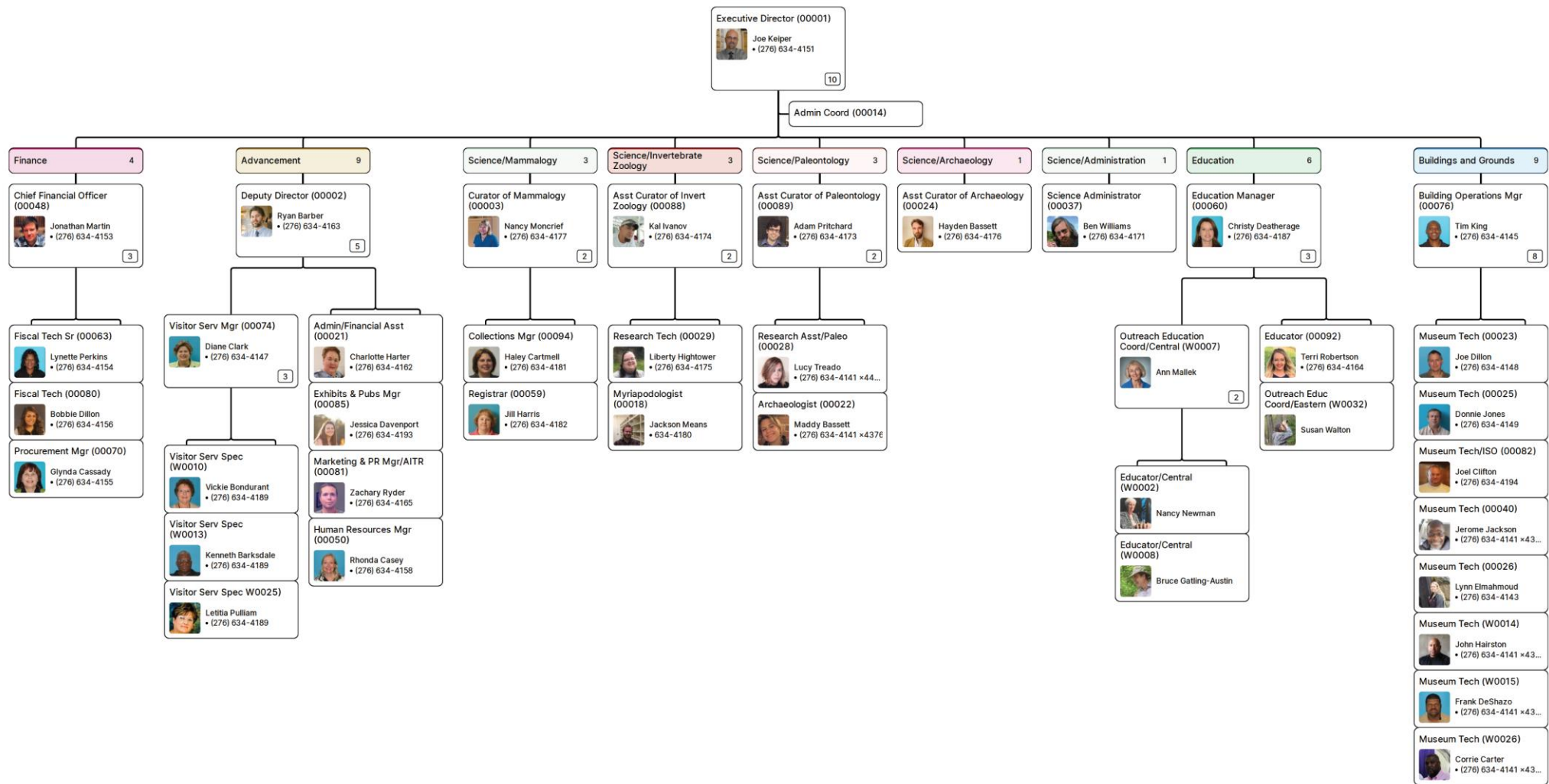
MFA as a percentage of overall visitation	FY20	FY21
1 <sup>st</sup> quarter	1.3%	2.2%
2 <sup>nd</sup> quarter	1.4%	3.7%
3 <sup>rd</sup> quarter	0.2%	12.8%

### VMNH staff

		Female	Male	Black or African American (non-Hispanic or Latino)	White (non-Hispanic or Latino)	Hispanic or Latino	Asian (non-Hispanic or Latino)	Native Hawaiian or other Pacific Islander (non-Hispanic or Latino)	American Indian or Alaska Native (non-Hispanic or Latino)	Two or more races (non-Hispanic or Latino)
Full-time	30	16 (53%)	14 (47%)	4 (13%)	26 (87%)	0	0	0	0	0
Part-time	10	5 (50%)	5 (50%)	4 (40%)	6 (60%)	0	0	0	0	0
All staff	40	21 (53%)	19 (48%)	8 (20%)	32 (80%)	0	0	0	0	0
Staff reporting directly to ED	9	2 (22%)	7 (78%)	1 (11%)	8 (89%)	0	0	0	0	0
Staff in supervisory roles	9	3 (33%)	6 (67%)	1 (11%)	8 (89%)	0	0	0	0	0

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## VMNH ORGANIZATIONAL CHART



## VISITOR SURVEY

### Virginia Museum of Natural History Visitor Survey

We want to hear from you! Please take a moment to let us know about your visit to the Virginia Museum of Natural History by completing the short survey below. Thank you for your input and support of VMNH.

**How did you hear about the Museum? (please check all that apply)**

- ☐ Facebook/social media    ☐ Email    ☐ VMNH website    ☐ Television  
☐ Martinsville Bulletin    ☐ Postcard/flyer    ☐ Other \_\_\_\_\_

**What area(s) of the museum most interest you? (please check all that apply)**

- ☐ Scientific Research & Collections    ☐ Education    ☐ Exhibits

**Please rank your overall satisfaction with the following exhibit areas:**

(1 = Not Satisfied)

(5 = Very Satisfied)

VMNH Lobby & Museum Store	1	2	3	4	5	<i>I have not visited this area</i>
<i>Harvest Foundation Hall of Ancient Life</i>	1	2	3	4	5	<i>I have not visited this area</i>
<i>Uncovering Virginia</i>	1	2	3	4	5	<i>I have not visited this area</i>
<i>How Nature Works: Rocks</i>	1	2	3	4	5	<i>I have not visited this area</i>
<i>How Nature Works: Life</i>	1	2	3	4	5	<i>I have not visited this area</i>
<i>Hahn Hall of Biodiversity</i>	1	2	3	4	5	<i>I have not visited this area</i>
<i>Wild About Cats</i> (Special Exhibit)	1	2	3	4	5	<i>I have not visited this area</i>
<i>Stories From Skeletons</i> (column case exhibit)	1	2	3	4	5	<i>I have not visited this area</i>
Fossil Overlook (upper level)	1	2	3	4	5	<i>I have not visited this area</i>
Suzanne M. Lacy Education Center (lower level)	1	2	3	4	5	<i>I have not visited this area</i>

**Are you currently a VMNH Member?**

- ☐ Yes    ☐ No    ☐ I used to be a VMNH Member, but my membership expired in \_\_\_\_\_

**Race & ethnicity**

Are you of Hispanic/Latino/Spanish origin?

- ☐ Yes  
☐ No

How would you best describe yourself?

- ☐ American Indian or Alaska Native  
☐ Asian  
☐ Black or African American  
☐ Native Hawaiian or Other Pacific Islander  
☐ White  
☐ Prefer not to answer

**Gender:**

- ☐ Male  
☐ Female  
☐ Non-binary

**Age:**   ☐ Under 18    ☐ 18-24    ☐ 25-34    ☐ 35-44    ☐ 45-60    ☐ 61 and over

**Zip code:** \_\_\_\_\_

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## DEMOGRAPHICS

### Where our visitors came from

Virginia	71% (see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	26%
Danville/Pittsylvania County	7%
Other Virginia	38%
North Carolina	19%
States other than VA & NC	10%

### Who our visitors are

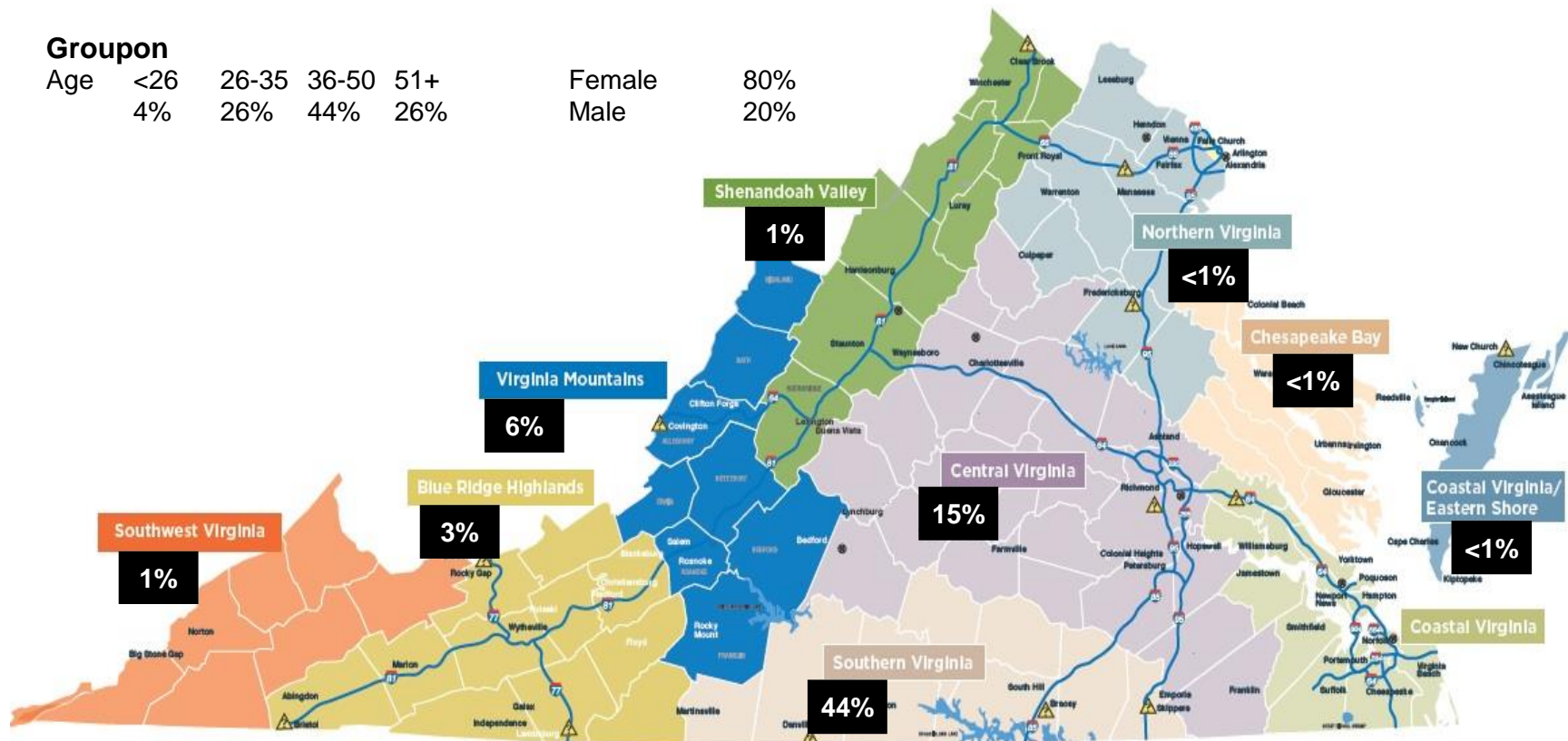
Adults (ages 19-59):	46%
Seniors (ages 60+):	4%
Children (ages 3-18):	31%
Children under 3:	7%
VMNH Members:	12%
Adults (ages 19-59):	5%
Seniors (ages 60+):	<1%
Children (ages 3-18):	6%
Children under 3:	<1%

### Facebook

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+	
Female	0.08%	4%	21%	19%	14%	8%	4%	70%
Male	0.07%	2%	8%	9%	5%	4%	2%	30%

### Groupon

Age	<26	26-35	36-50	51+	Female	80%
	4%	26%	44%	26%	Male	20%



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