

Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,
Volunteer Management, Publications, Human Resources
FY2021 – July 1 to December 31, 2020

<u>EARNED REVENUE</u>		
	<i>FY2020</i>	FY2021
VMNH Foundation revenue	<i>\$95,057</i>	\$175,688
VMNH Advancement 02 revenue	<i>\$109,372</i>	\$20,585
Total earned revenue	\$204,429	\$196,273

<u>VISITATION</u>		
	<i>FY2020</i>	<i>FY2021</i>
On-site:	<i>20,710</i>	<i>1,841</i>
Off-site:	<i>112,735</i>	<i>23,015</i>
Total	133,445	24,856

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EARNED REVENUE DETAILS

Earned Revenue

Advancement 02 Revenue (museum earned revenue)

	<u>FY2020</u>	<u>FY2021</u>
Admissions	\$53,798	\$12,288
Café and Store	\$41,956	\$8,297
Museum Rental	\$2,156	\$0
Publications	\$1,462	\$
Exhibit Rental	<u>\$10,000</u>	<u>\$0</u>
Advancement 02 Total	\$109,372	\$20,585

Donations to the VMNH Foundation

	<u>FY2020</u>	<u>FY2021</u>
Memberships/Corp.		
Partnerships	\$27,064	\$12,455
Discovery Fund	\$21,167	\$21,688
Events	\$0	\$6,225
Research restricted gifts	\$21,492	\$107,620
Education restricted gifts	\$0	\$20,250
Exhibits restricted gifts	\$0	\$6,000
Other restricted gifts	<u>\$25,334</u>	<u>\$1,450</u>
Total VMNH revenue	\$95,057	\$175,688

FUNDRAISING

Endowment

<u>FY2019</u>		<u>FY2020</u>		<u>FY2021</u>	
12/31/18	\$568,337	12/31/19	\$654,830	12/31/20	\$688,133

Memberships

<u>FY2019</u>		<u>FY2020</u>		<u>FY2021</u>	
12/31/18	656	12/31/19	566	12/31/20	326

Corporate Partnerships: 29

RECENT EVENTS

October 10, 2020 – Drive-Through Dino Festival in Waynesboro
Sponsored by: **The Lester Group**
Bassett Furniture Industries

Ongoing – virtual programming

EXHIBITS

January 25, 2020 to November 2021 – *Cats* exhibit in the Special Exhibit Hall at VMNH
Now open – *Lepidoptera* exhibit in the Lecture Hall Corridor at VMNH
Opening January 2022 – 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:

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](#)

New York Times

[The 17 Best Gifts for 5-Year-Olds](#)

Richmond Times-Dispatch

[A shrew story: This little fella packs a surprisingly big punch](#)

Groupon

Current Groupon promotion produced the below revenue (included in Admissions total) during the first 2 quarters (July 1 to December 31) of the fiscal year. While FY2020 was trending toward higher revenue than FY2019, the pandemic greatly reduced revenue. Revenue has begun to trend upward in recent months.

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

Facebook Statistics July 1 – December 31, 2020

Total post reach	591,366
Total post reactions (<i>likes, comments, shares</i>)	29,917
Total post clicks (<i>clicks on picture/video, link within post, "see more", etc.</i>)	31,095

Top 5 best 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. Dr. Bassett's Cultural Heritage Training - October 20 - 508 reactions

Top 5 best performing posts by total clicks

1. Debut of Waynesboro Branch Campus Video - October 20 - 4,300 clicks
2. #BenInNature - September 21 - Northern ring-necked snake (*Diadophis punctatus edwardsii*) - 2,100 clicks
3. Announcement of Hayden Bassett's Tenure - August 31 - 745 clicks
4. #BenInNature - July 7 - Diana fritillary (*Speyeria diana*) - 685 clicks
5. #BenInNature - July 28 - Junk Bug - 672 clicks

Average performance based on post type

	Photos	Videos	Links
Average reach	1,702	1,310	1,157
Average # of reactions	95	48	131
Average # of clicks	117	91	131

Page audience

Followers (people who have chosen to receive our updates in their newsfeeds)

Fans (people who have chosen to "like" the museum page)

Where our fans are located (Top cities):

1. Martinsville, VA 1,111	8. Lynchburg, VA 253
2. Roanoke, VA 798	9. Greensboro, NC 253
3. Danville, VA 478	10. Stuart, VA 222
4. Bassett, VA 474	11. Rocky Mount, VA 187
5. Collinsville, VA 349	12. Winston-Salem, NC 158
6. Richmond, VA 286	13. Waynesboro, VA 154
7. Eden, NC 261	14. Ridgeway, VA 150

Audience growth from July 1 to December 31, 2020

- The total number of followers increased by 769 (from 11,957 to 12,726). During the same time period in 2019, the number of followers increased by 891 (from 10,294 to 11,185).
- The total number of likes increased by 674 (from 11,873 to 12,547). During the same time period in 2019, the number of likes increased by 848 (from 10,334 to 11,183).

Diversity and Inclusion

VMNH purchasing

	Minority Business Enterprise (MBE)	Women's Business Enterprise (WBE)	Small Business Enterprise (SBE)
VMNH	1%	3%	67%
Overall Education Secretariat	5.26%	6.76%	21.72%

VMNH education programs

	Male	Female	Minority
Homeschool Science and Engineering Academy	58%	42%	14%

Museums for All (MFA) EBT admissions program

MFA as a percentage of overall visitation	FY20	FY21
1 st quarter	0.8%	2.0%
2 nd quarter	2.2%	1.2%
Total (July-Dec.)	1.3%	1.75%

VMNH staffing

	Total	Men	Women	Minority
Full-time	31	14 (45%)	17 (55%)	3 (10%)
Part-time	14	6 (43%)	8 (57%)	4 (29%)
All staff	45	20 (44%)	25 (56%)	7 (16%)
Staff reporting directly to ED	9	7 (78%)	2 (22%)	1 (11%)
Staff in supervisory roles (counting ED)	9	6 (67%)	3 (33%)	1 (11%)

VMNH Mission: To interpret Virginia's natural heritage within a global context in ways that are relevant to all citizens of the Commonwealth.

DEMOGRAPHICS

Where our visitors came from

Virginia	72%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	26%	
Danville/Pittsylvania County	7%	
Other Virginia	39%	
North Carolina	19%	
States other than VA & NC	10%	

Who our visitors are

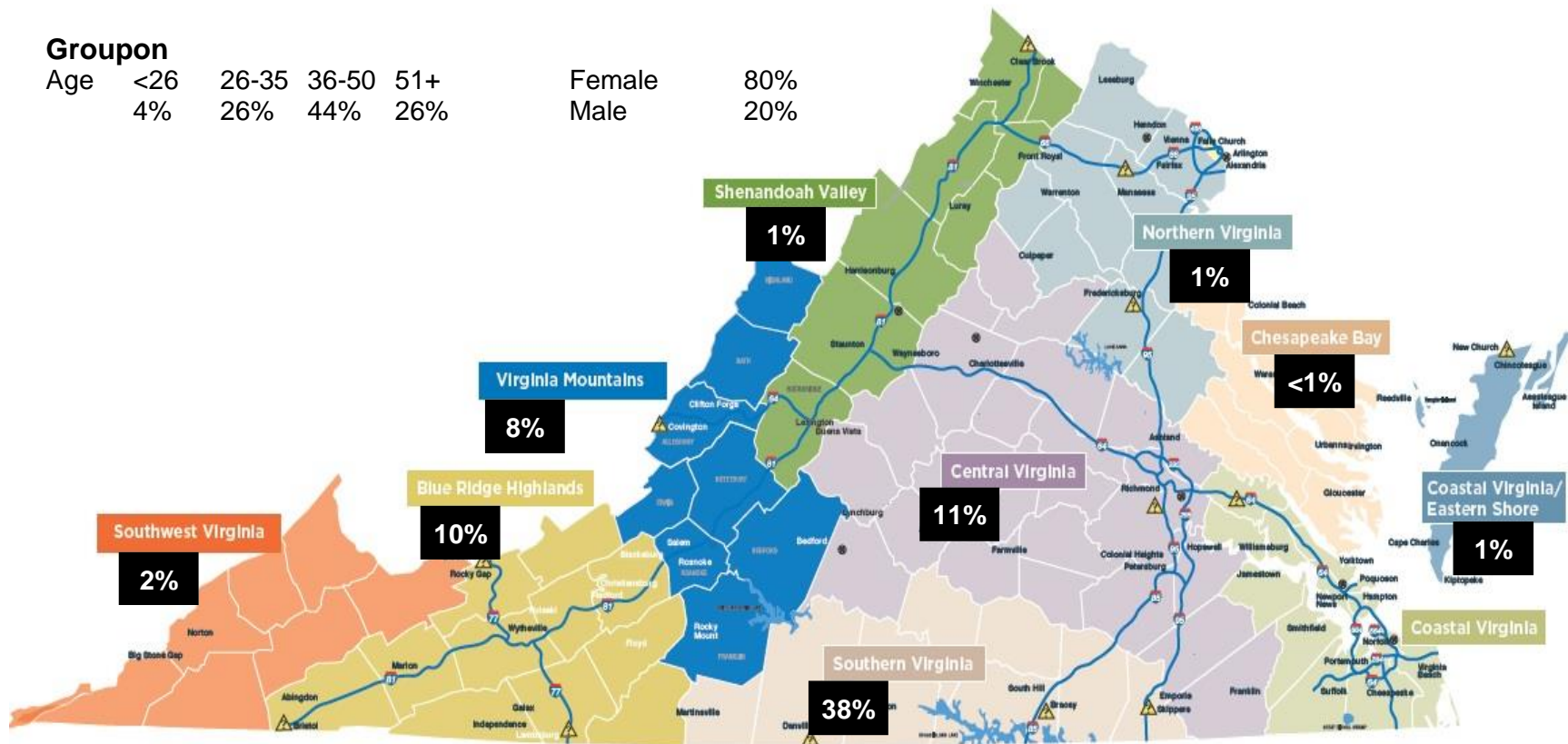
Adults (ages 19-59):	46%
Seniors (ages 60+):	6%
Children (ages 3-18):	29%
Children under 3:	7%
VMNH Members:	12%
Adults (ages 19-59):	7%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

Facebook

Age	<u>13-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	
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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