



THE FIELD MUSEUM OF NATURAL HISTORY

To assist the Field Museum's membership department in achieving its membership sales goals, our well-trained and experienced staff worked with museum staff during spring break and the winter holidays selling memberships. The sales team was on-site each day during these high-traffic visitation time periods to inform and invite the Museum's visitors to join the Museum and to assist in the membership transaction.

Since our first field assignment in 2008, our salespeople have sold more than 27,600 memberships and have raised \$2,575,000 with an average gift of \$93.21, a cost per dollar raised of \$0.35 and a return on investment of \$2.83 for every dollar spent.

