

The Charter Membership of the National Museum of the American Indian

Report 99-7

This is a study of the National Museum of the American Indian (NMAI) Membership Program, a program serving the Museum's constituency throughout the country. The results will guide the staff as it works to improve the program and serve its members more effectively. The report includes a profile of current members and their households, as well as their experience with and participation in NMAI and Smithsonian activities. The interest of members in current and potential benefits is also addressed. The discussion highlights differences among four categories of membership (Golden Prairie Circle, Riverbed Circle, Everglades Circle, and Upper Tiers).

The results clearly show that the National Museum of the American Indian Membership Program serves the needs of a well-defined segment of the population. In addition to traditional museum members with interests in art, the Museum has attracted a substantial number of member households, 17 percent, who report some American Indian ethnicity. Museum members are satisfied with the value of their membership, although only a minority takes advantage of membership benefits other than the highly valued *Native Peoples* magazine. The data suggest that the Museum needs to maintain a balance of advocacy, program activities and exhibitions to appeal to its diverse membership.