

Our NEW Curator Circle: Frequently Asked Questions

1. What is the Curator Circle?

The Curator Circle does double duty as a Membership Program and Donor Recognition and Stewardship Program. Though Curator Circle Memberships *can* be purchased via a single transaction, they are also *awarded* at the end of the Museum's July through June fiscal year, to thank and engage donors who contributed a cumulative total of \$1,000 or more during that period.

2. Does my previous membership count toward my cumulative total?

Yes! Membership is a critical revenue stream for the Museum, and we are working to increase awareness that some memberships contribute revenue above and beyond their market value; that's why we've decided to calculate cumulative annual giving as a total of membership dues plus cash contributions like those given to our end-of-year appeal. Transactions and contributions that are *not* considered in the Curator Circle total include Museum store transactions, enrollment and ticket fees, and exhibit and event sponsorships.

3. I have a Membership; why was I moved into the Curator Circle?

Any membership purchase made during the previous July 1 to June 30 fiscal year will be counted toward your cumulative total. If you held a \$500 membership and made a \$500 contribution, you have been awarded a Pat & Kirk Smith Curator Circle membership, honoring totals between \$1,000 - \$2,499.

4. How does it differ from the Standard and Club-Level Memberships?

Memberships awarded based on cumulative annual giving are only offered at the Curator Circle level. As with the jump from Standard to Club-Level Memberships, your available benefits increase when you upgrade to the Curator Circle level. Visit santacruzmuseum.org/join to see what's changed (for instance, some levels have been renamed) and to review your special offerings.

5. What are the tax implications?

If your Museum contributions are given partially or entirely through a Donor Advised Fund or similar entity, you may not be eligible to accept benefits with associated fair market values. Please consult your tax preparer for clarification. Across all levels of our Membership Program, these are the only benefits with associated fair market values:

All Levels:

- Unlimited Admission: \$5.00 per entry
- Store Discount: 10% off each purchase
- Program Discount: Varied; please check receipts

Club and Curator Levels Only:

- ASTC Passport: \$100.00

6. How do I redeem benefits like the private exhibit viewing for four?

Please contact us at membership@santacruzmuseum.org to schedule your stewardship experiences. We can't wait to see you!