

SPEKTRIX  **PRESENTS:**

Design Next Year's Success

TUESDAY NOVEMBER 1 2022

3.00PM GMT / 11.00AM EDT / 8.00AM PDT

Presenters



SAMANTHA BAGWELL

Global Fundraising
Lead
she/her



MATT AKERS

Sector Development
Manager
he/him



SARA STEVENS

Support & Training
Consultant, Fundraising
Specialist, US
she/her



MIRIAM WRIGHT

Support & Training
Consultant, Fundraising
Specialist, UK
she/her

Agenda



BEST PRACTICE SET UP



**REVIEWING YOUR
WORK**



LOOKING FORWARD



**MAKE ONLINE
DONATIONS EASIER**



Q&A

Best Practice

**IS YOUR DATA IN THE RIGHT PLACE FOR
WHAT YOU WANT TO GET OUT OF THE
SYSTEM?**

**How confident
do you feel in
your
fundraising
setup**

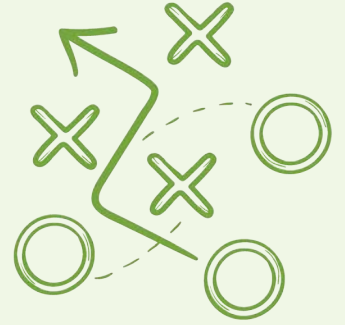
We're Spektrix
power users

We're getting by,
but there's room
for growth

We're pretty
confident

We need help

Take our quick poll...



Best Practices



ATTRIBUTES



TAGS



CAMPAIGNS



OPPORTUNITIES

Common Fundraising Attributes

Customer

Funds or Memberships

Order

Attributes

**Relationship
Manager:**

Miriam Wright ▼

Informal Salutation:

Tommy

Wealth Score:

5 ▼



Save



Cancel

Protected Attributes

New Attribute Template

Name

Wealth Score

Type

Dropdown list

Description

- This attribute is visible in your API integrations
- This attribute is visible in your iFrame integrations
 - This attribute can be edited in your iFrame integrations
- This attribute is always required
- This attribute is protected

Only users with **Protected Data** access will be able to edit this attribute

Dropdown values

1
2
3

Filtering Attributes

+ Power Club Memberships

If you hold a membership and wish to renew it, please log in to your account before adding the item to your cart.

When you join the **+Power Club** you support Gesa Power House Theatre AND you get to experience our theatre in the best way possible. Not only does **+Power Club** participation include benefits designed to enhance your theater experience, but you can also take pride in knowing that your subscription supports this historic building as well as music, films, culture, and the performing arts in the Walla Walla Valley.

Join now and you'll enjoy a full 12 months of exciting, high-quality entertainment with concerts, live theater, movies, comedy, children's programs, and other special events. The **+Power Club** also makes an excellent gift for any lover of the performing arts!

+Power Club Access - \$150/year

- Advance email notice of GPHT events
- Opportunity to purchase tickets before the general public
- Wait List priority for sold-out shows
- Special **+Power Club** events
- Membership Period: 1 year
- Price: \$150.00

Automatically Renew?

ADD TO CART

GIFT MEMBERSHIP

Filtering Attributes

Recurring Donations

If you hold a membership and wish to renew it, please log in to your account before adding the item to your cart. By selecting this option, you will be donating \$5 each month to support the programs and services at Gesa Power House Theatre.

- Membership Period: 1 month
- Price: \$5.00

Automatically Renew?

ADD TO CART

By selecting this option, you will be donating \$10 each month to support the programs and services at Gesa Power House Theatre.

- Membership Period: 1 month
- Price: \$10.00

Automatically Renew?

ADD TO CART

By selecting this option, you will be donating \$25 each month to support the programs and services at Gesa Power House Theatre.

- Membership Period: 1 month
- Price: \$25.00

Automatically Renew?

ADD TO CART

Access requirements

- I'm a wheelchair user
- I'm blind or visually impaired
- I need to know about strobe lighting/fog/gunshots
- I require Audio Description
- I'm D/deaf or hard of hearing and a BSL user
- I have a registered Assistance Dog
- I'm D/deaf or hard of hearing and use captions
- I need to sit within a Hearing Loop
- I require a Personal Assistant/Companion
- I require a seat close to an exit
- I have an access requirement not listed here
- I have no access requirements

Interest Groups

Which MK Gallery activities are you particularly interested in?

- Performances
- Exhibitions
- Cinema
- Music
- Family Fun
- Everything
- Accessible Events

Save

Normal Tags

Ways to Tag

- Manually
- Bulk Tag via Customer List
- Self Select

Auto-Tags

Auto Tag

Pre-Filter Main-Filter

Local Segments

- 3+ Shows
- Donated This Year

Name: Booked 3x + Donated

Description:

Drag segments to determine criteria:

Not 3+ Shows AND Not Donated This Year AND

OR

drop criteria here

drop here to delete

Run this autotag after a customer record is created and after a transaction is confirmed

Auto-Tags

Details	Orders	Mailings	Wallet	Fixed subscriptions		Actions ▾	
Orders	Merchandise	Reservations					
Tickets	Donations	Print at home items					
How to Succeed at Spektrix Sat, November 5, 2022 8:00 PM	Order: 22-LG-016V Quantity: 2						
Dungeons and Dragons the Musical Sun, October 30, 2022 1:00 PM	Order: 22-LG-016V Quantity: 2						
Life the Musical Fri, October 28, 2022 8:00 PM	Order: 22-LG-016V Quantity: 2						



Details	Orders	Mailings	Wallet	Fixed subscriptions		Actions ▾	
Orders	Merchandise	Reservations					
Tickets	Donations	Print at home items					
Donate to Support Us! October 19, 2022	Order: 22-LG-016V \$100.00						



Auto Tag Testing: Booked 3x + Donated

Donor levels: \$100 - \$249.99

Edit Tags



CAMPAIGN STRUCTURE

Campaign

FY23

Capital Campaign

Sub Campaign

Individual Giving

Major Gifts

Sub Sub Campaign

Year End Appeal

Seat Naming
Campaign

Target Amounts

- FY22/23 Target: 600K

- Special Events 150K

Tickets and Tables 100K

Pledge Appeal 50K

- Individual Giving 200K

Online Giving 100K

End of Year Appeal 100K

- Trusts and Foundations 150K

Target Amounts

The screenshot displays the SPEKTRIX web application interface. At the top, the SPEKTRIX logo is visible. Below the logo, there are navigation tabs for 'Funds', 'Campaigns', 'Stages', 'Activity Types', and 'Relationship types'. The 'Campaigns' tab is selected. On the left side, there is a vertical sidebar with icons for a clock, a checkmark, a person, a shopping cart, a document, and a gear. The main content area is divided into two sections. The left section, titled 'Campaigns', lists several campaign categories with expandable options: 'Capital Campaign' (+), 'FY 21' (+), 'FY 22' (+), 'FY23' (-), 'Individual Giving' (+), 'Special Events' (-), 'Pledge Appeal' (+), 'Tickets and Tables' (+), and 'FY24' (+). The 'Tickets and Tables' category is highlighted in green. The right section displays the details for the selected campaign, 'Tickets and Tables'. The details include: Name: Tickets and Tables; Start Date: 7/1/2022; End Date: 6/30/2023; Campaign code: 531; Target Amount: \$100,000.00 (highlighted with a green border); and Inactive: .

SPEKTRIX

Funds Campaigns Stages Activity Types Relationship types

Campaigns

- + Capital Campaign
- + FY 21
- + FY 22
- FY23
- + Individual Giving
- Special Events
- + Pledge Appeal
- + Tickets and Tables
- + FY24

Name Tickets and Tables

Start Date 7/1/2022

End Date 6/30/2023

Campaign code 531

Target Amount \$100,000.00

Inactive

Default Campaigns

Fund Details

> Basic Details	Name: Donate to Support Us!
Event Criteria	Code: OPS-001
Customer Criteria	Description:
Default Amount	Display on web: <input type="checkbox"/>
Audit	Active: <input checked="" type="checkbox"/>
	Default Campaign: FY23 > Individual Giving > Online Giving ▼
	Confirmation Text:

[Edit](#)

Default Campaigns


Membership Details

> **Basic Details**

Website

Audit

Name:	Benefactor
Description:	\$1000 membership for season
Image:	None
Price:	\$1,000.00
Renewal Price:	\$1,000.00
Membership Period:	Fixed expiry on the last day of September
Renewal Period:	14 day(s)
Grace Period:	250 day(s)
Can Auto Renew?	<input type="checkbox"/>
Tax Code:	NA - N/A
Active?:	<input checked="" type="checkbox"/>
Giftable:	<input checked="" type="checkbox"/>
Includes Donation:	<input checked="" type="checkbox"/>
Goods and Services	
Value:	\$125.00
Fund:	Donate to Support Us!
Default Campaign:	FY23 > Individual Giving > Memberships
Membership Type:	

 Edit



Someone donates



Campaigns are not required on an order

Funds


Memberships


Override Default Campaign

Overriding the Default Campaign


 **Order Details (22-KZ-0165)**
Viewing Order 

[Summary](#) | [Send email](#) | [Merge order](#) [Edit](#)

 **Jenna Maroney**
30 Rockefeller Plaza, New York, New York, 10112 [Edit Soft Credits](#)

 **Questionnaire**
Not answered

Other Items

10/12/2022 3:45 PM	Amount
 Donation Gala	\$500.00

[Return](#)

Order Attributes

Accessibility Need:

Will Call:


Name of parent picking up child :

Cost:

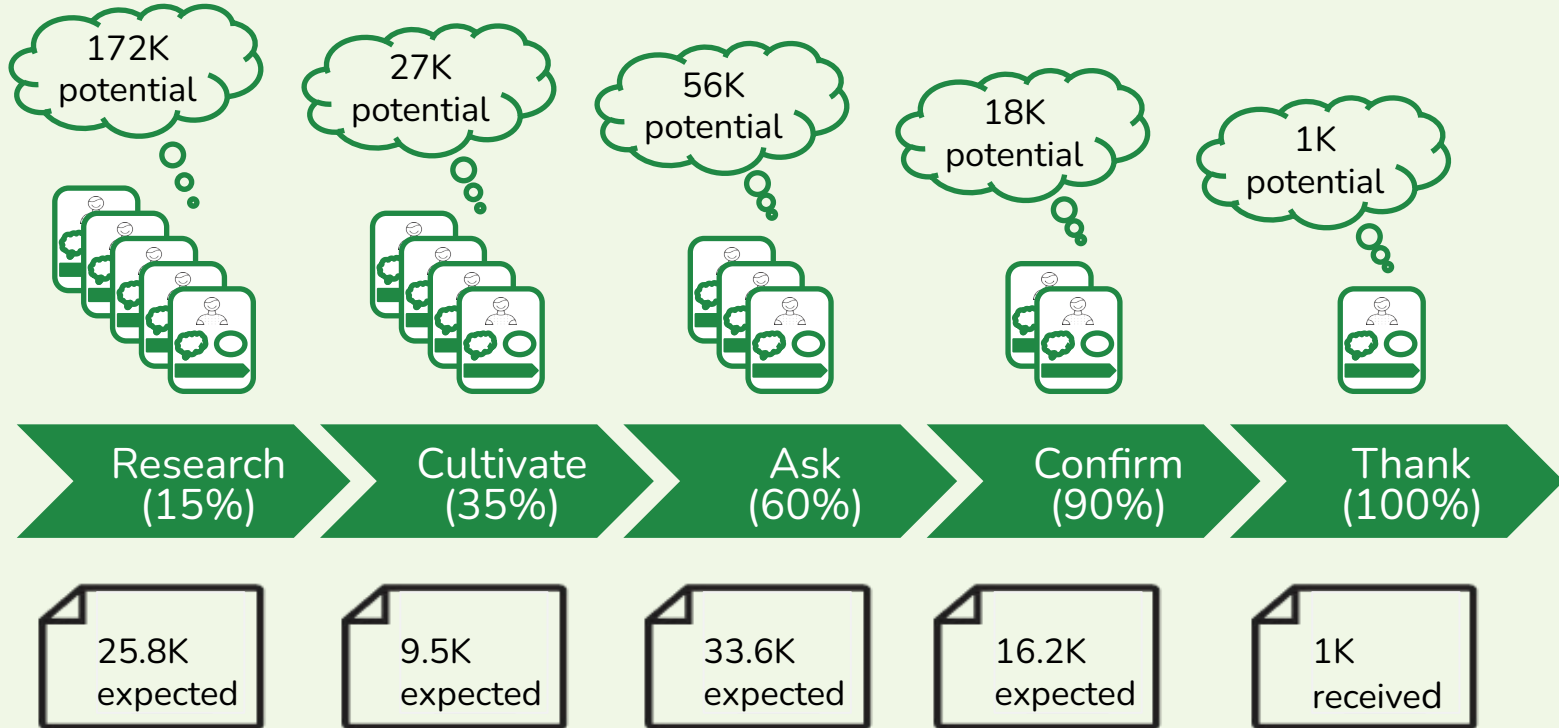
Restricted Order

[Edit](#)

Opportunity



FY23 > Special Events > Tickets and Tables - ThankSolicit for gold level tickets 


Default Likelihood of Success




Default Likelihood of Success


Edit Opportunity


 Editing opportunity for Jack Donaghy. 

Campaign: FY21 > Individuals 

Description:

Owner: samantha 

Current Stage: Identified 

Expected Close Date: 

Target Amount: \$

Asked Amount: \$

Likelihood Of Success: Default for this stage (10 %)
 Custom: %

Closed:

Save **Cancel**

Opportunities Clean Up

Search

Name: Description: Status: All Open Closed Tab Name: Search

Campaign: Campaign Owner

6 Research 5 Involve 2 Cultivate 4 Confirm 1 Thank

Opportunity	Owner	Next Activity	Target	Asked	Received	Pledged	Reserved
<ul style="list-style-type: none"> Chelsea Amangoua Trusts & Foundations Research Donation 	trainer				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Ms. RuPaul Charles Estate Planning Research Give me your dead people money 	trainer	8/12/2022 Grant Report Research Gr...	\$100.0K	\$200.0K	\$20.0K	\$80.0K	\$0.00
<ul style="list-style-type: none"> Kai Correa Campaign 1 spc Confirm 	trainer		\$10.0K	\$7.0K	\$10.0K	\$0.00	\$0.00
<ul style="list-style-type: none"> Kai Correa Individual Cultivate 	AnnjaliSpektrix		\$6.0K	\$4.0K	\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Rob Correa Campaign 1 spc Research 	trainer				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Nathan Ferguson Individual Giving NF Involve Funds given from Nathan to Individual Giving 	trainer		\$7.0K	\$10.0K	\$0.00	\$0.00	\$0.00
			\$308.6K	\$264.0K	\$281.3K	\$990.0K	\$0.00

Opportunities Clean Up

Search

Name: Description: Status: All Open Closed Tab Name: Search

Campaign: Campaign Owner Clear Search

4 Research > 5 Involve > 1 Cultivate > 4 Confirm > 1 Thank

Opportunity	Owner	Next Activity	Target	Asked	Received	Pledged	Reserved
<ul style="list-style-type: none"> Chelsea Amangoua Trusts & Foundations Research Donation 	trainer				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Ms. RuPaul Charles Estate Planning Research Give me your dead people money 	trainer	8/12/2022 Grant Report Research Gr...	\$100.0K	\$200.0K	\$20.0K	\$80.0K	\$0.00
<ul style="list-style-type: none"> Kaj Correa Campaign 1 spc Confirm 	trainer		\$10.0K	\$7.0K	\$10.0K	\$0.00	\$0.00
<ul style="list-style-type: none"> Rob Correa Campaign 1 spc Research 	trainer				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Nathan Ferguson Individual Giving NF Involve Funds given from Nathan to Individual Giving 	trainer		\$7.0K	\$10.0K	\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Nathan Ferguson Donation Funds Cultivate Donation Funds NF 	trainer		\$500.00	\$1.0K	\$250.00	\$0.00	\$0.00
			\$302.6K	\$260.0K	\$281.3K	\$990.0K	\$0.00

Opportunities Clean Up

Search

Name: Description: Status: All Open Closed Tab Name: Search

Campaign: Campaign Owner

Clear Search Search

4 5 1 4

Research Involve Cultivate Confirm Thank

Update Multiple Opportunities Opportunity Selection Opportunity Details

Set fields to be updated for these 15 opportunities

Campaign: Description: Owner: DerekSpektrix Current Stage: Closed:

Cancel Back Finish

Opportunity

Chelsea Amangoua Trusts & Foundations Research Donation									
Ms. RuPaul Charles Estate Planning Research Give me your dead people money									
Kai Correa Campaign 1 spc Confirm		trainer			\$10.0K	\$7.0K	\$10.0K	\$0.00	\$0.00
Rob Correa Campaign 1 spc Research		trainer					\$0.00	\$0.00	\$0.00
Nathan Ferguson Individual Giving NF Involve Funds given from Nathan to Individual Giving		trainer			\$7.0K	\$10.0K	\$0.00	\$0.00	\$0.00
Nathan Ferguson Donation Funds Cultivate Donation Funds NF		trainer			\$500.00	\$1.0K	\$250.00	\$0.00	\$0.00
					\$302.6K	\$260.0K	\$281.3K	\$990.0K	\$0.00

Opportunities Clean Up

Search

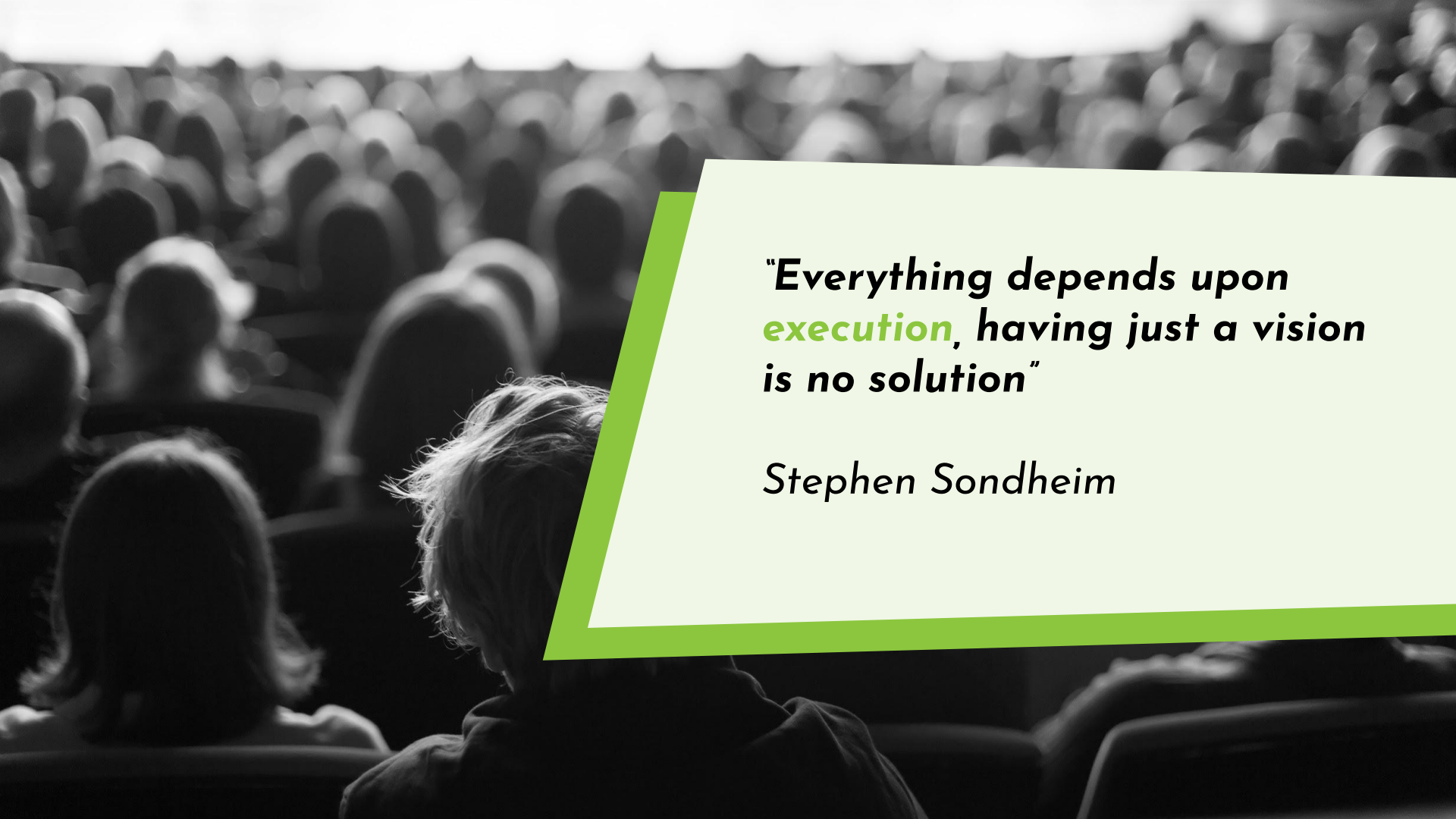
Name: Description: Status: All Open Closed Tab Name: Search

4 Research > 5 Involve > 1 Cultivate > 4 Confirm > 1 Thank

Opportunity	Owner	Next Activity	Target	Asked	Received	Pledged	Reserved
<ul style="list-style-type: none"> Chelsea Amangoua Trusts & Foundations Research Donation 	DerekSpektrix				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Ms. RuPaul Charles Estate Planning Research Give me your dead people money 	DerekSpektrix	8/12/2022 Grant Report Research Gr...	\$100.0K	\$200.0K	\$20.0K	\$80.0K	\$0.00
<ul style="list-style-type: none"> Kai Correa Campaign 1 spc Confirm 	DerekSpektrix		\$10.0K	\$7.0K	\$10.0K	\$0.00	\$0.00
<ul style="list-style-type: none"> Rob Correa Campaign 1 spc Research 	DerekSpektrix				\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Nathan Ferguson Individual Giving NF Involve Funds given from Nathan to Individual Giving 	DerekSpektrix		\$7.0K	\$10.0K	\$0.00	\$0.00	\$0.00
<ul style="list-style-type: none"> Nathan Ferguson Donation Funds Cultivate Donation Funds NF 	DerekSpektrix		\$500.00	\$1.0K	\$250.00	\$0.00	\$0.00
			\$302.6K	\$260.0K	\$281.3K	\$990.0K	\$0.00

Reviewing your work

Taking the time to reflect and refocus on the work you have done



**"Everything depends upon
execution, having just a vision
is no solution"**

Stephen Sondheim

Each Month

**When do
you
review??**

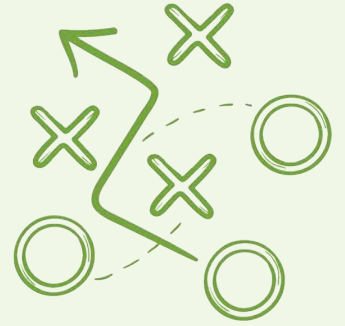
No set
approach/when
asked

Each Quarter

End of Year

Mid Year

Take our quick poll...

















Tracking Revenue

- Donations
- Major Gifts
- Fundraising Campaigns

Donations Analysis

  **Donations Analysis**
Analysis, by sales channels, of proportion of transactions containing donations

Analysis 26/08/2022 13:46:14

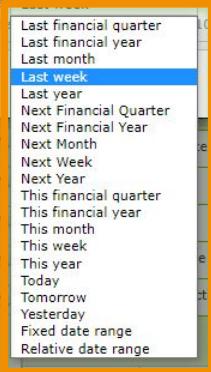
-  By Transaction Date 
-  By Fund Code 
-  By Fund 
-  By Transaction date and fund 
-  Copy of By Transaction Date 

Run Donations Analysis

By Transaction Date

Order Items with

Accounting Date

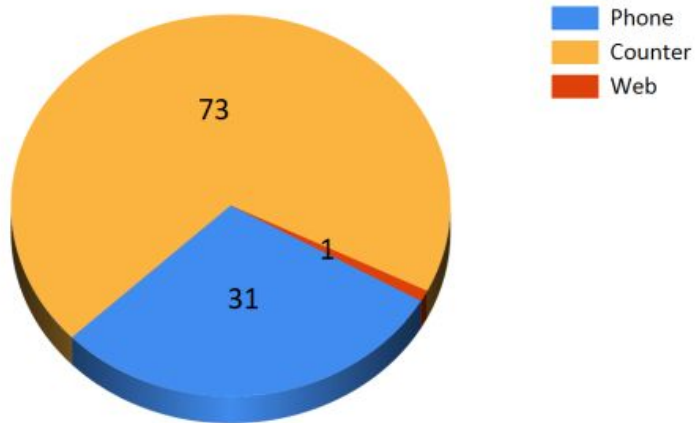


- Last financial quarter
- Last financial year
- Last month
- Last week**
- Last year
- Next Financial Quarter
- Next Financial Year
- Next Month
- Next Week
- Next Year
- This financial quarter
- This financial year
- This month
- This week
- This year
- Today
- Tomorrow
- Yesterday
- Fixed date range
- Relative date range

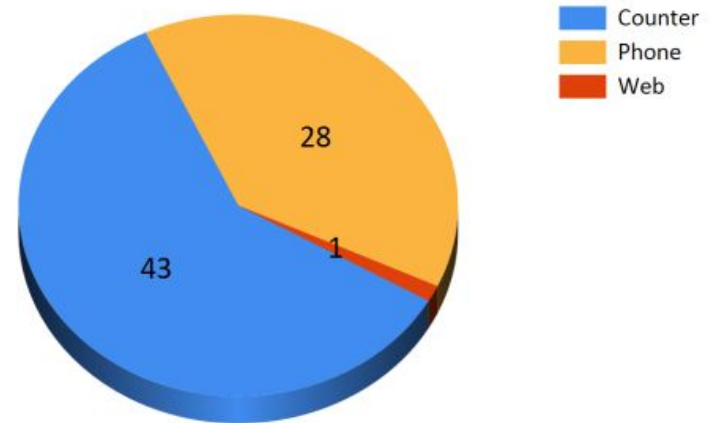
Donations Analysis

Transactions from 01 July 2022 to 29 September 2022

Number of Transactions by Sales Channel



Number of Donations by Sales Channel



Transactions

Counter	Phone	Web	Total
73	31	1	105
£36,360.50	£160,505.00	£57.00	£196,922.50

Donations

Counter	Phone	Web	Total
43	28	1	72
£27,287.00	£158,589.00	£5.00	£185,881.00

Data is key

Conversion Ratios

Spent V Donated

Sales Channel	Total Spend	Total Donated	% Converted
Phone	£160,505.00	£158,589.00	98.81%
Counter	£36,360.50	£27,287.00	75.05%
Web	£57.00	£5.00	8.77%
Total	£196,922.50	£185,881.00	94.39%

Transactions V Donations

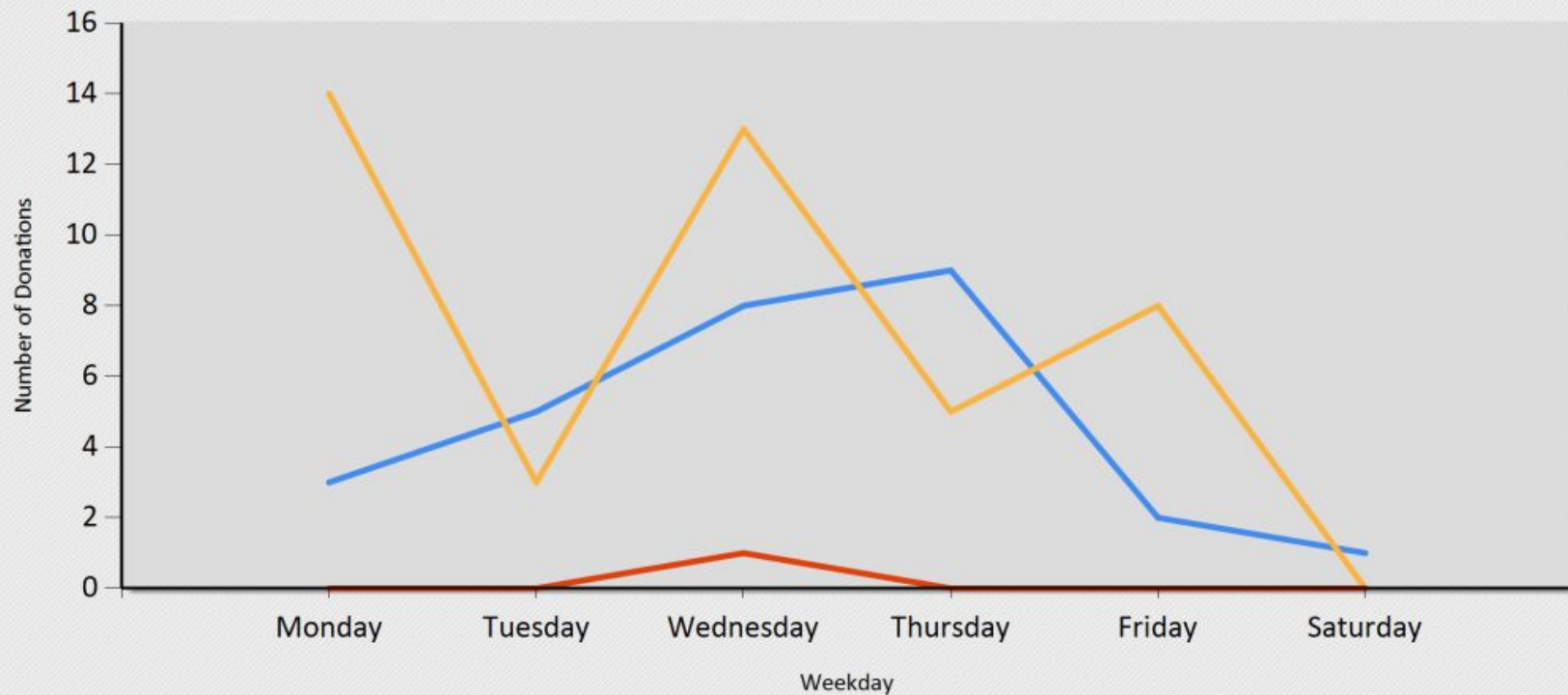
Sales Channel	No. Transactions	No. Donations	% With Donation
Counter	73	43	58.90%
Phone	31	28	90.32%
Web	1	1	100.00%
Total	105	72	68.57%

Fund Breakdown

Fund	Number	Amount
1309 Fund	1	£5.00
Cats Appeal	2	£25.00
Donate to Support Our Work!	6	£25,325.00
Donate to Support Spektrix Theater!	1	£100.00
General Operating Fund	1	£500.00
Help Support our Theatre!	2	£10.00
Spektrix Hubb Refreshment Fund	22	£106.00
Support our Youth Theatre	3	£120.00
We Need Your Support	28	£124,680.00
Youth Arts	6	£35,010.00

Number of Donations By Weekday

Phone Counter Web



Campaign Summary

 	Campaign Summary A summary of your Campaigns	Campaigns	14/10/2022 12:18:29
 By Campaign	 		
<input type="button" value="New criteria set"/>		<input type="button" value="Copy report"/>	

Select Campaigns


Filter by Name:

Campaigns to choose from

Include Inactive Campaigns

- FY 2020-21
- FY 2020-21 > 20-21 Alumni
- FY 2020-21 > 20-21 Alumni > Music
- FY 2020-21 > 20-21 Corporates
- FY 2020-21 > 20-21 Corporates > 20-21 Co
- FY 2020-21 > 20-21 Corporates > 20-21 Co
- FY 2020-21 > 20-21 Events
- FY 2020-21 > 20-21 Events > 20-21 Christn
- FY 2020-21 > 20-21 Events > 20-21 Online
- FY 2020-21 > 20-21 Events > 20-21 Patrons
- FY 2020-21 > 20-21 Events > 20-21 Summe
- FY 2020-21 > 20-21 Individuals
- FY 2020-21 > 20-21 Individuals > 20-21 CO
- FY 2020-21 > 20-21 Individuals > 20-21 Dir
- FY 2020-21 > 20-21 Individuals > 20-21 Do
- FY 2020-21 > 20-21 Individuals > 20-21 Ma

Selected Campaigns:

include the following campaigns: 

- FY 2021-22 > 21-22 Individuals
- FY 2021-22 > 21-22 Trusts and Foundations

Campaign Summary - Get the headlines

CAMPAIGN SUMMARY REPORT

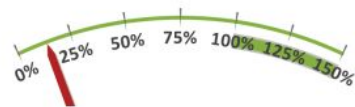
Campaign Name	Target	Donated	%	Pledged	%	Forecast	%	Total	%
FY 2021-22 > 21-22 Individuals	£300,000.00	£110,748.00	36.9%	£0.00	0.0%	£495.00	0.2%	£111,243.00	37.1%
FY 2021-22 > 21-22 Trusts and Foundations	£550,000.00	£56,760.00	10.3%	£13,250.00	2.4%	£5,000.00	0.9%	£75,010.00	13.6%
Totals		£167,508.00		£13,250.00		£5,495.00		£186,253.00	

CAMPAIGN SUMMARY REPORT

FY 2021-22 > 21-22 TRUSTS AND FOUNDATIONS

Target = £550,000.00

Start Date	01/04/2021
End Date	31/03/2022
Days Remaining	-201
No. of Individuals	3
Avg Item Value	£5,770.00



ITEM BREAKDOWN



PIPELINE INCOME BY STAGE



	Donated		Pledged		Forecast		Total		Running Total		
	No.	Value	No.	Value	No.	Value	No.	Value	No.	Value	% to Target
Mar 2021	1	£1,750.00	0	£0.00	0	£0.00	1	£1,750.00	1	£1,750.00	0.3%
Apr 2021	0	£0.00	1	£2,000.00	0	£0.00	1	£2,000.00	2	£3,750.00	0.7%
Jul 2021	0	£0.00	1	£3,750.00	0	£0.00	1	£3,750.00	3	£7,500.00	1.4%
Oct 2021	1	£10,000.00	1	£3,750.00	0	£0.00	2	£13,750.00	5	£21,250.00	3.9%
Nov 2021	1	£10,000.00	0	£0.00	0	£0.00	1	£10,000.00	6	£31,250.00	5.7%
Jan 2022	0	£0.00	1	£3,750.00	0	£0.00	1	£3,750.00	7	£35,000.00	6.4%
Feb 2022	3	£25,000.00	0	£0.00	0	£0.00	3	£25,000.00	10	£60,000.00	10.9%
Mar 2022	2	£10,010.00	0	£0.00	0	£0.00	2	£10,010.00	12	£70,010.00	12.7%
Undated Items	0	£0.00	0	£0.00	1	£5,000.00	1	£5,000.00	13	£75,010.00	13.6%



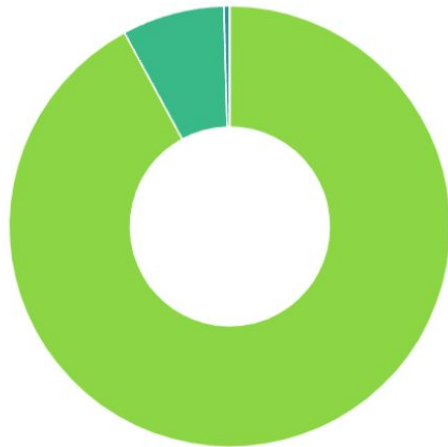
Insight & Mailings



& Spektrix

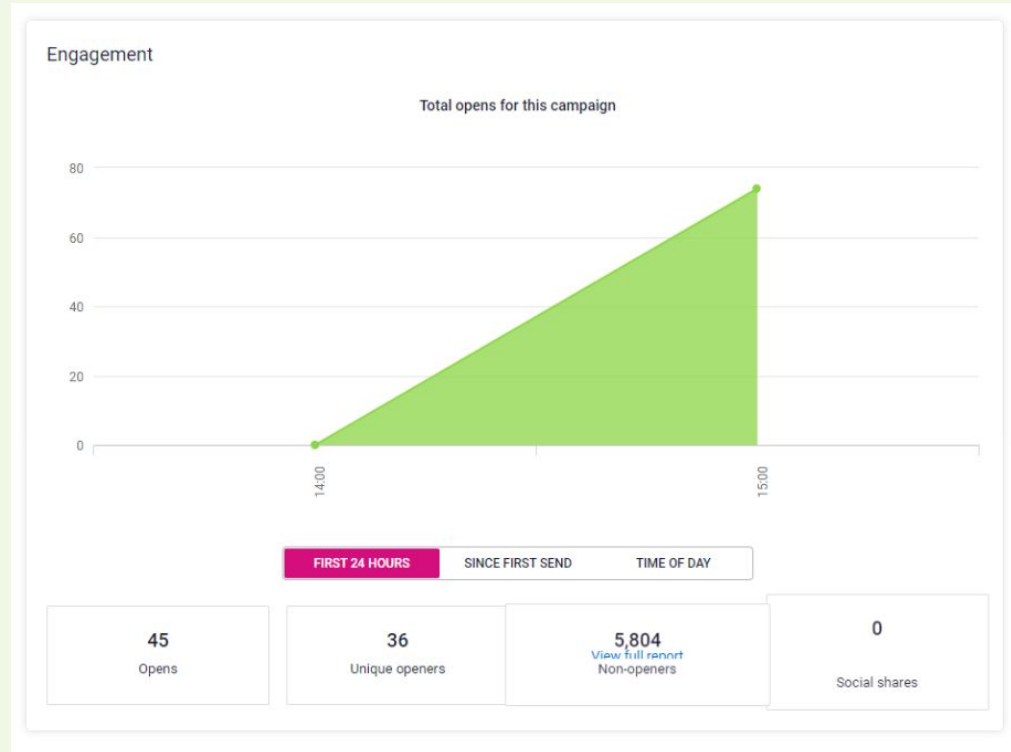
Dotdigital Email report

Delivery report



● Delivered (92.08%) ● Soft bounced (7.50%) ● Hard bounced (0.42%)
● Skipped (0.00%)

Dotdigital Engagement report






Dotdigital Interaction report



Taking the data further




  Received Mailing

Run through report 



SPEKTRIX  **SPOTLIGHT SESSIONS:**

Supercharge your Segmentation

Choose an action: 

130 customers in Customer List

Update count

Name Potential Donors

Description

Audit trail

Drag segments to determine criteria:

 drop here to delete

Not Potential Donors
based on average
total spend per order

AND

OR

Not Potential Donors
based on number of
bookings

AND

Edit Segment

Information and Criteria

[Audit trail](#)[Usages in Customer Lists](#)

Name: Potential Donors based on average total spend per order

Description:

Criteria:

Only show commonly used criteria

Individuals with

Is Active

and **Avg Spend Per Order** is and £

Edit Segment

Information and Criteria

[Audit trail](#)[Usages in Customer Lists](#)

Edit Segment

Name: Potential Donors based on number of bookings

Description:

Name: Potentia

Description:

Criteria:

Event Instances

Event Attributes

Ev

Start Date

Start Da

Booking statistics:

When data is grouped by: Order owner

Number of events attended:

between 10 and

Number of event instances attended:

between 1 and

Number of tickets booked:

between 1 and

Group size:

between and

Value of tickets booked:

between £ and £

Days booked in advance:

between and

Sales channels used to include:

Web Counter Phone

Items to include:

Tickets Reservations

Offers:

- Include All
- Include the following:
- Exclude the following:

Ticket types:

- Include All
- Include the following:

Price bands:

- Include All
- Include the following:

Usages in Customer Lists

show commonly used criteria

metrics

Instances

Booked for Event Instan

Instance included in n

and Start Date

is La
betwe



Choose an action: ▼

130 customers in Customer List

Update count

Name Potential Donors

Description

Audit trail

Drag segments to determine criteria:

✕ drop here to delete

Not Potential Donors based on average total spend per order

AND



Customer Segment

OR

Not Potential Donors based on number of bookings

AND



Booking Segment

Looking Forward

Planning for reflection and evaluation

Looking

Forward

- **What** are your goals?
- **How** will you measure the success of your goals?
- **Do** you have the resources to achieve your goals?



What are your goals?

ENGAGEMENT



EFFICIENCY



REVENUE





Engagement

GOAL EXAMPLES

- Increase donor event attendance
- Improvement in email segmentation and personalisation
- Positive donor feedback

Efficiency

GOAL EXAMPLES

- Automation of member renewals
- Automated reports and customer lists
- Create custom reports





Revenue

GOAL EXAMPLES

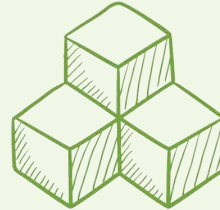
- % Increase in overall income
- % Increase in specific income streams
- Increase in # of members
- Increase in ticket/donation conversions

How will you measure success?

Evaluate throughout



Establish metrics
of success



Direct feedback



Do you have the resource?

Staffing time



Training and Experience



Partner/Spektrix Support



**Make Online
Donations Easier**

Spektrix

and Ten4

- Spektrix expanded our API to accept custom payments
- Our partner Ten4 enhanced their DonateFlow tool to integrate directly with Spektrix
- DonateFlow is the first fundraising product that uses our API



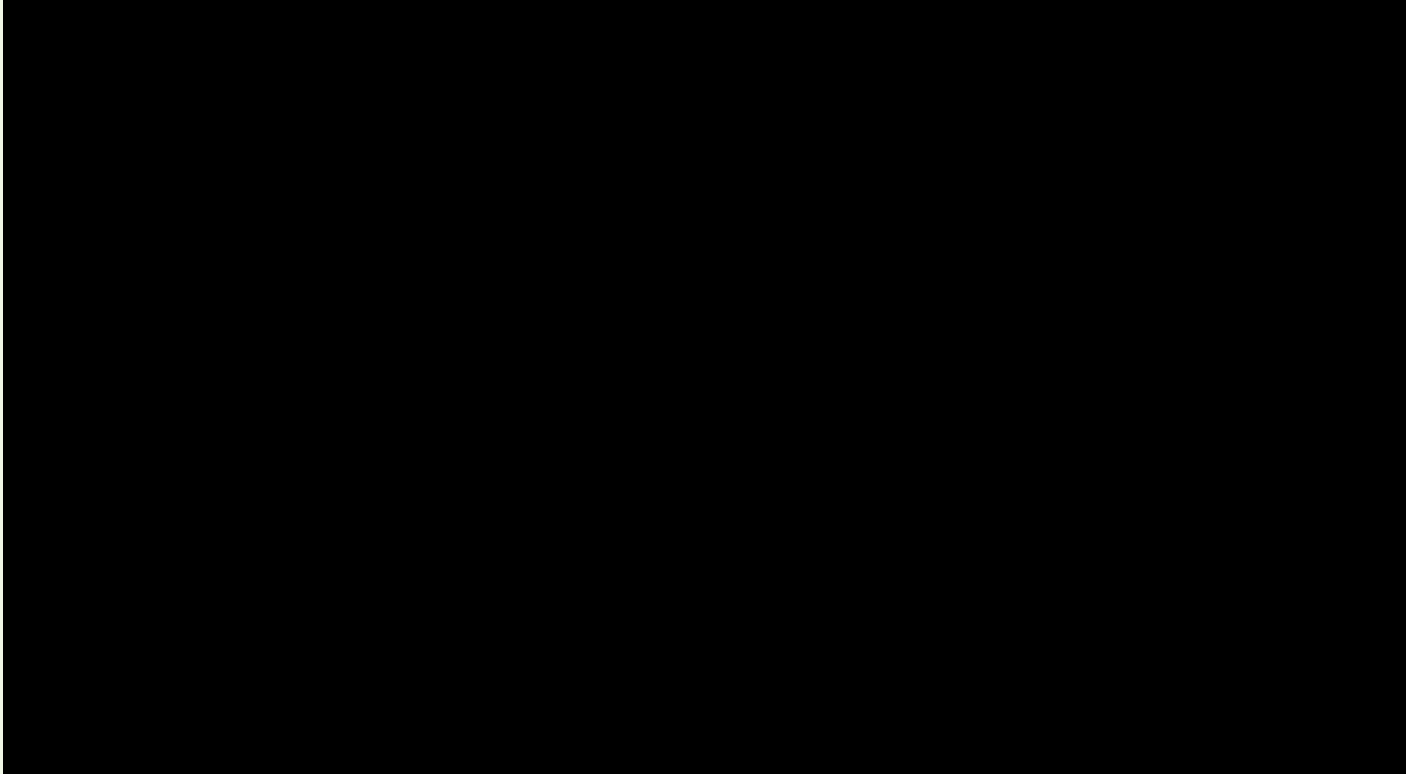


DonateFlow

Make Online Donations Easier

- Donors can give online without logging into their account
- Can give one-off, monthly or annual gifts at any amount
- Data is recorded in Spektrix automatically

DonateFlow



Questions?

Upcoming Events

US HUBS

- Chicago Hub on November 14
- New York Hub on November 16
- San Francisco Hub on January 30

ONLINE EVENTS

- Ticket Subscriptions and Loyalty webinar on Nov 28
- December Online System Training



SPEKTRIX

Thank You

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