



SPEKTRIX»»

Cultivating a Culture of Asking:

Boosting Donations and Beyond

Today

How do we build organizational buy-in for something that's traditionally seen as one department's responsibility?

How do we ensure that everyone across the organization understands the mission and shares the responsibility for achieving it?



Agenda

1

Recognizing
Need

2

Emphasizing
Impact

3

Transforming
the Ask

+

Action
Steps

+

Collaborative
Breakouts



What do you have + what do you need?

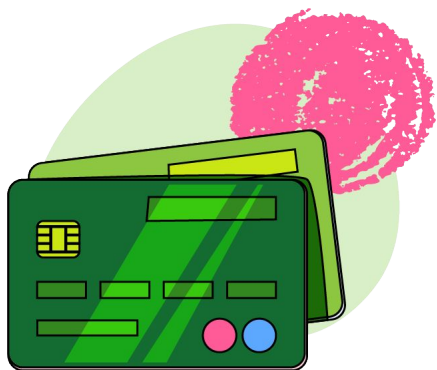
Recognizing Need

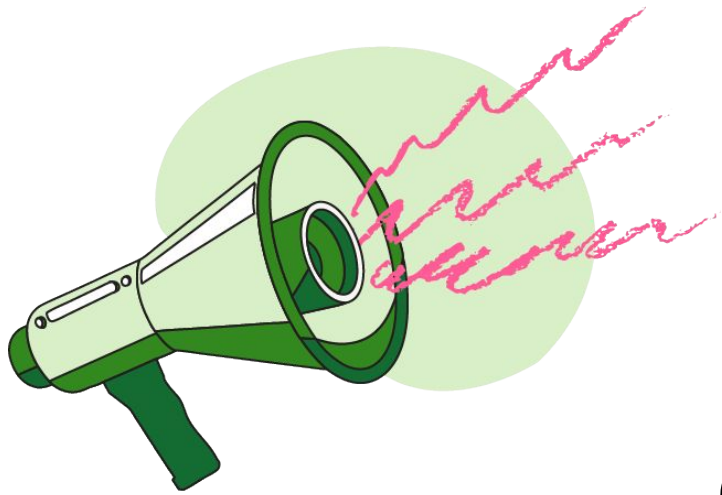


Recognizing Impact



Transforming the Ask



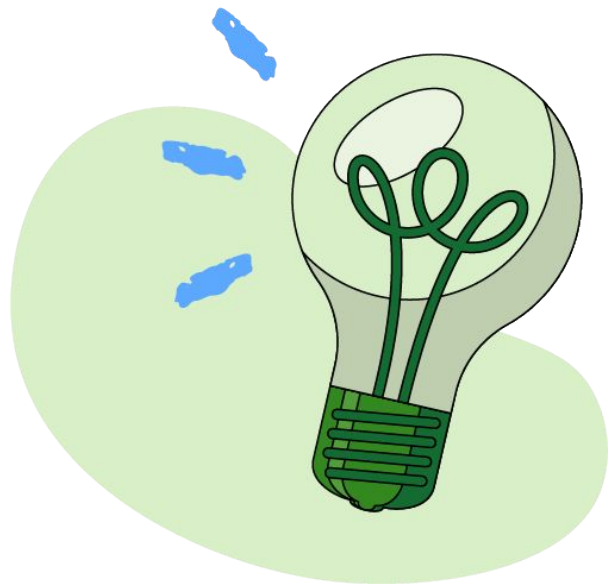


"I need more
dev holds, even
if it's sold out"

"Don't forget to
ask for date of
birth!"

"We don't get
funding!"

"Don't forget
we're a charity!"



'This is an important event for prospects...'

'We're encouraging repeat bookings by sending a birthday deal'

'Our contingency fund is low'

'Ticketing makes up 40% of our budget'



- Supplementary Events



- Add On Donation Asks



- Configurable attributes



- # of average events booked

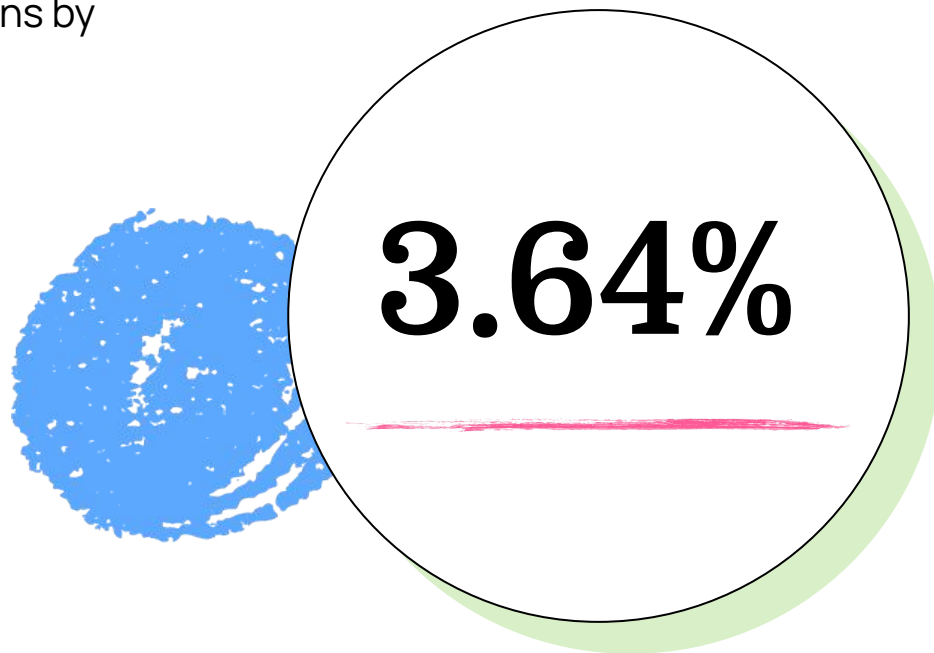


- % donation conversion



- # of complete customer records

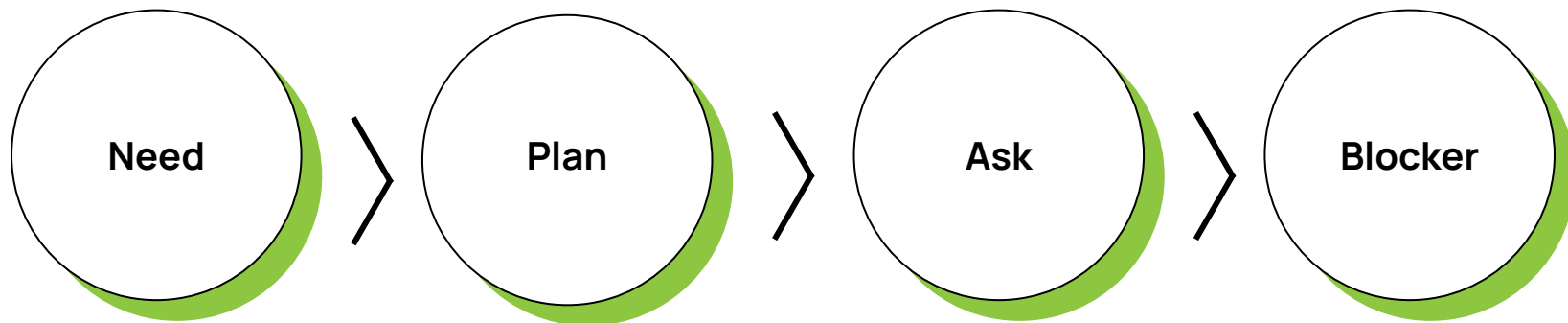
After identifying their needs, **Polka Theatre** grew their year on year in person donations by



by leveraging **real-time box office data** and easy the **Asking for Donations** workshop with Spektrix Consultancy.



Everyone should be invested in the “Why”



● Increase Repeat Bookers

● “Welcome Back”
Dotdigital
Campaign

● Contact
permissions
data

● Competing
priorities

“We’re trying to get more first-timers to return, but we can’t send follow-up offers if we don’t have permission. When you collect contact preferences, you’re directly helping us bring those people back.”

Marketing Goals & Benchmarks

While we all have a lot of goals for this summer season, we wanted to make sure to keep our laser like focus on our marketing plan throughout the year.

To that end, we'll be updating this section every week to report on how we're doing on achieving our three main goals for this year! Need a refresher on what those are? Check out this year's Marketing Plan!

[View the Marketing Plan!](#)

Current Benchmarks

Active Audience: 55%* / Goal: 52%

Since last week: same / **Goal reached on July 26**

Average reattendance, returning guests: 2.45** / Goal: 3.00

Since last week: *increased* ↗

Percentage of new audience attending multiple events: 11.9%** / Goal: 20%

Since last week: *increased* ↗

**This figure will only grow throughout the year as we convert lapsed customers into current ones.*

*** These figures will ebb and flow throughout the sales cycle, as customers purchase different quantities of events and tickets.*

Customer Groups

Details Orders Mailings Wallet Subscriptions



ID: I-VZ22-3W8H

Title:

Last name: O'Brien

First name: Victoria

Email:

Contact Details: No Email on File

Contact Details: Subscriber

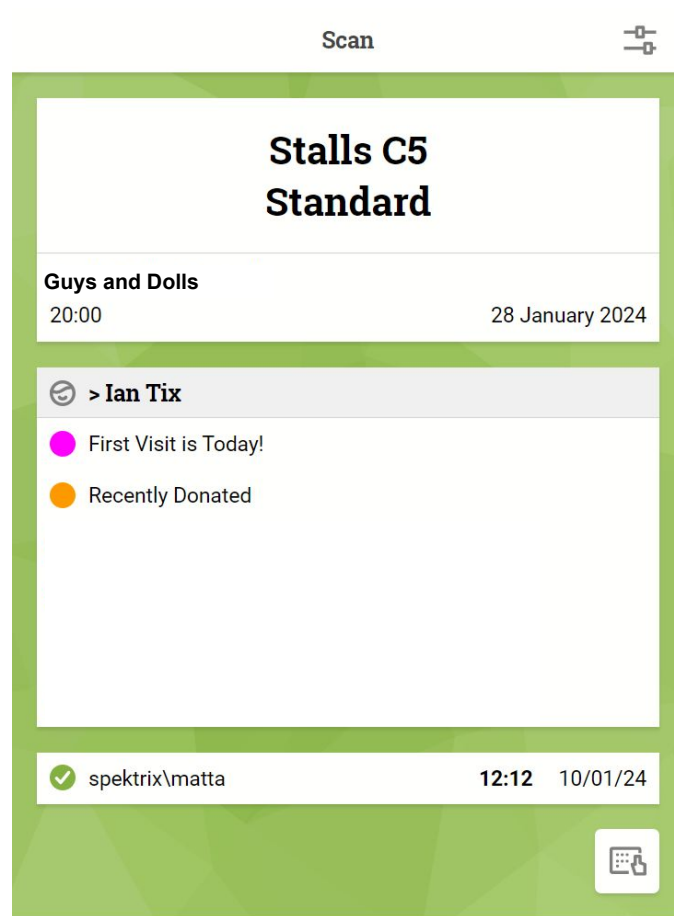
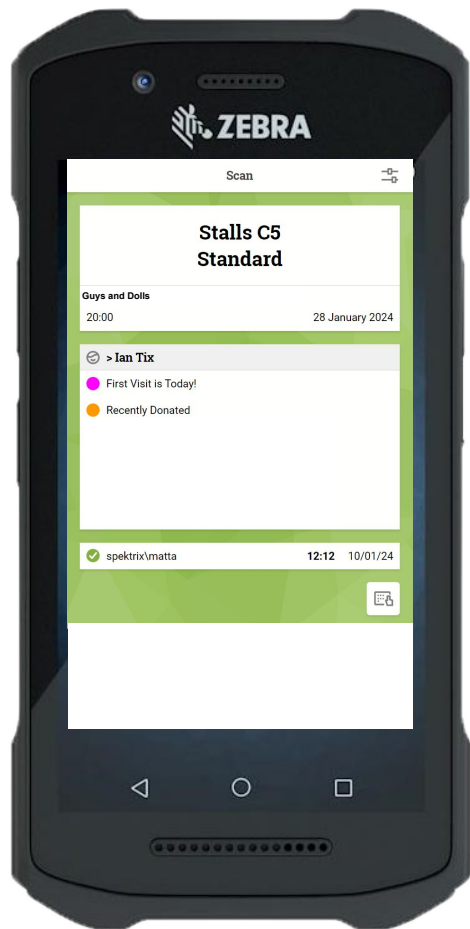
Ask for Email

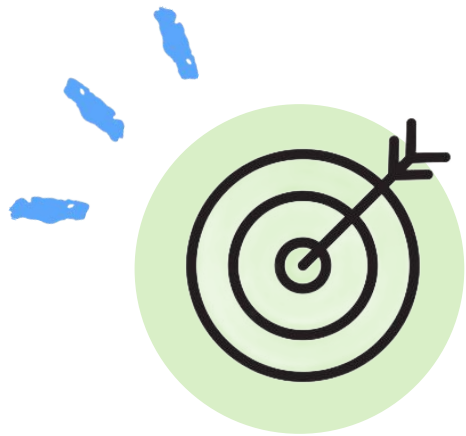


Victoria O'Brien

196 Deansgate, M3 3ND







Are you leveraging Customer Groups?

Share Your Success!



Support, Training & Consultancy

We're here to help you
do more with Spektrix

**If you're part of the Spektrix Community, we're
part of your team.**

That means we're here whenever you need us, at no extra charge. From a comprehensive training plan to get you started, to strategic consultancy to drive continued growth, our experience and expertise is dedicated to your success.



SPEKTRIX 

Asking for Donations



Women's Peak Risor Jacket

\$149



Color Options



Grey

Sizes



Add to Cart



selected just for you



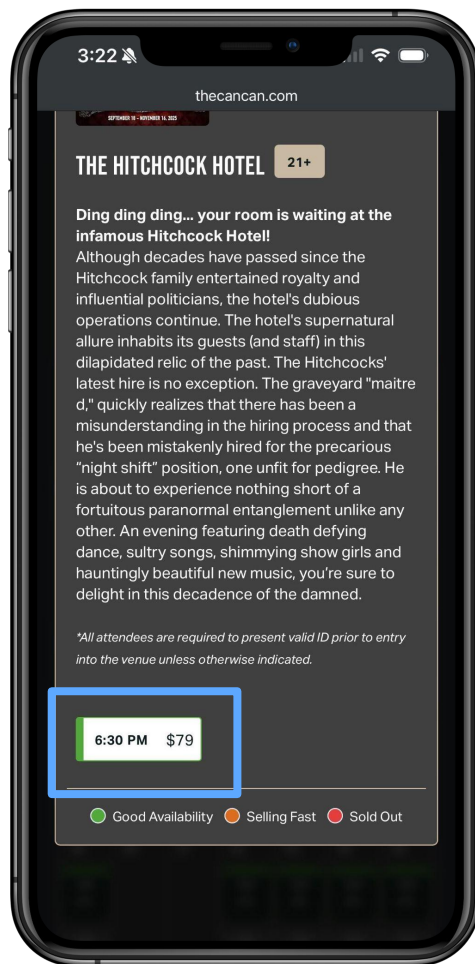
Glacier Tech Boots



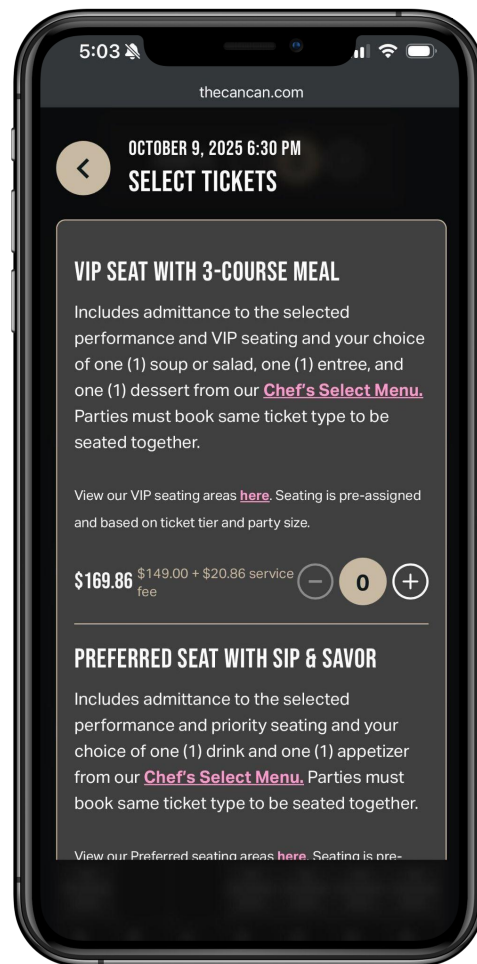
Touchscreen Gloves



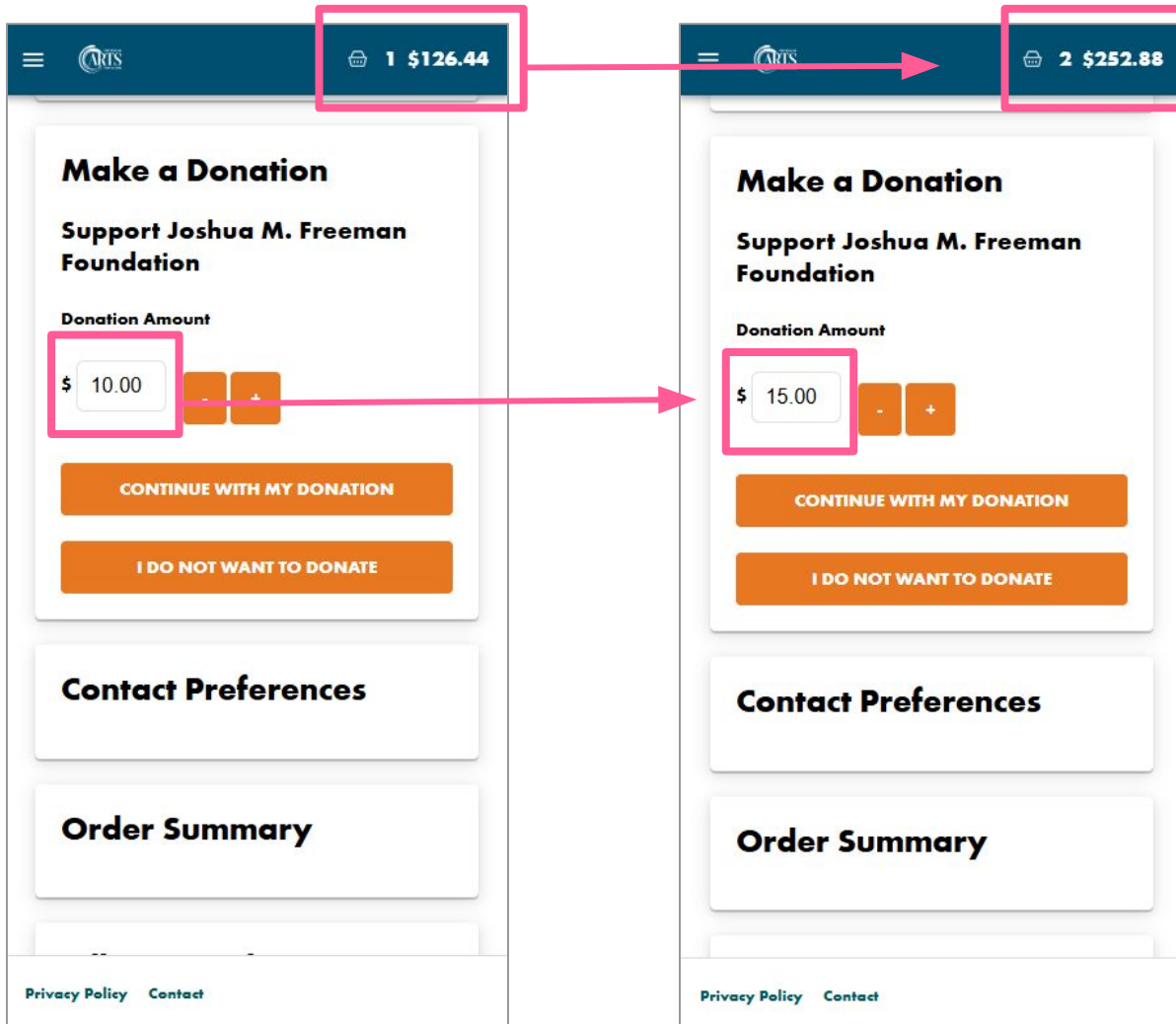
Travel Backpack



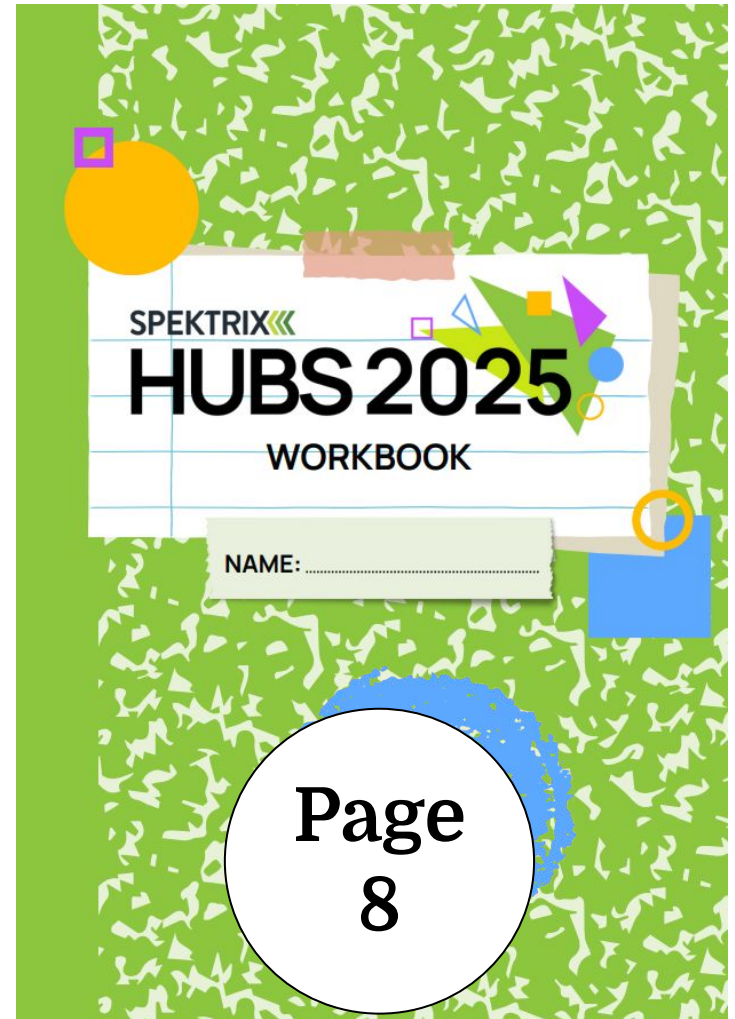
Ticket Purchase



Moment of Upsell



Name a Seat	Program Listings	Outbound Fundraising
Curtain Speeches	FREE SPACE	Donation Asks in the Program
Fundraising Events	Post Show Donation Asks	Donor Lounges

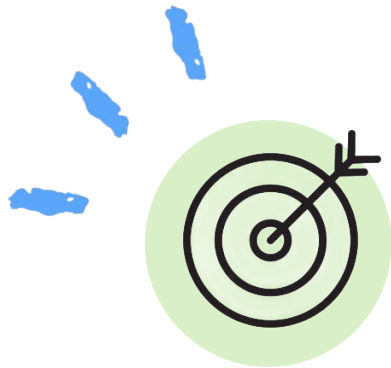


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Recognizing Need

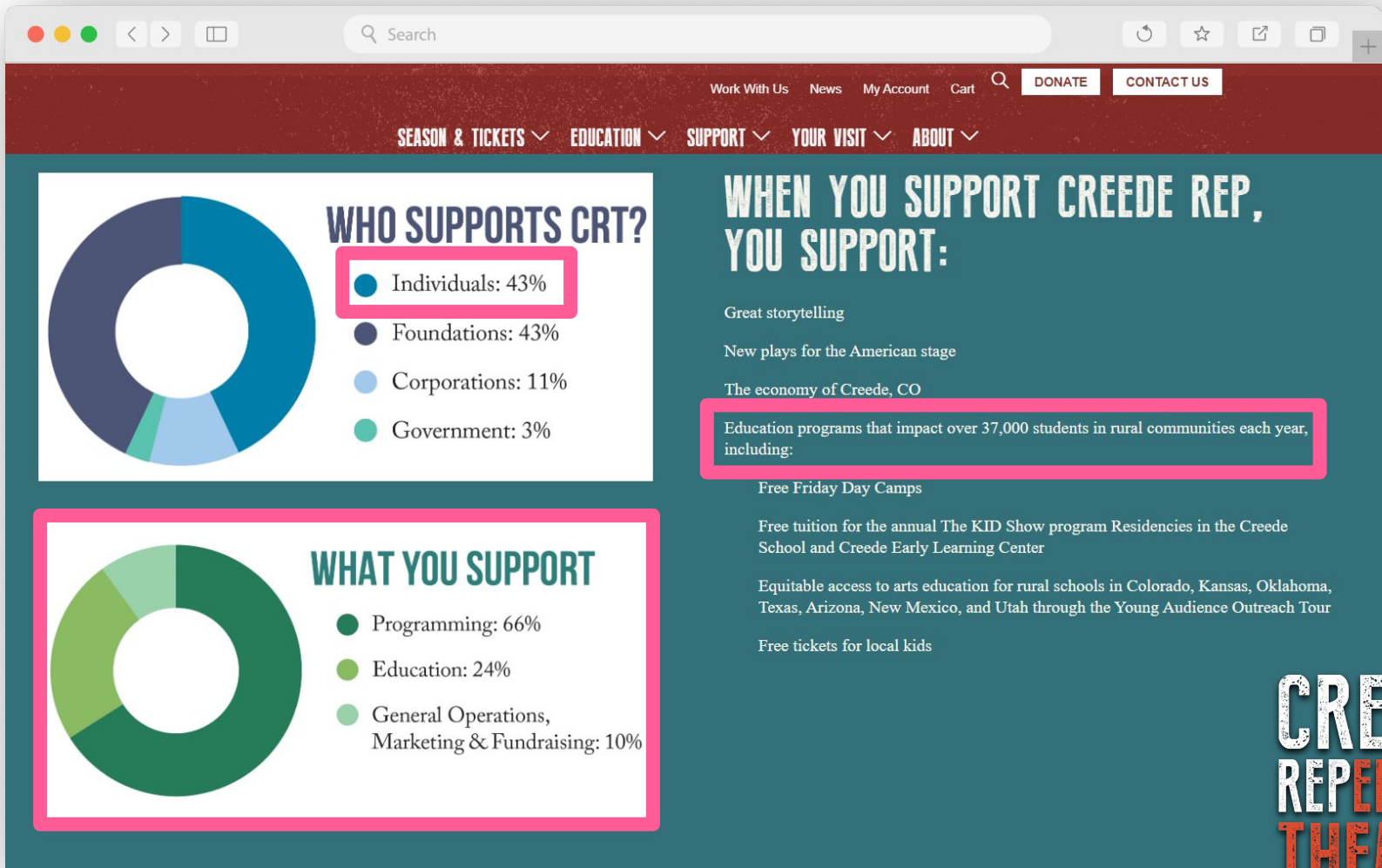



What are your motivators?

Recognizing Impact



Transforming the Ask



A photograph of the Confederation Centre of the Arts building in winter. The building is a large, modern structure with a tan-colored facade. In the foreground, there are several flagpoles with various flags, including the Canadian flag and the Quebec flag. The ground is covered in snow, and there are some bare trees. The sky is blue with some clouds.

CCoA explores the origins and evolution of Canada through a rich variety of arts and heritage programming. We inspire Canadians to consider our country's past, present, and future through performing arts, visual arts, and interactive learning experiences.




CONFEDERATION
CENTRE OF THE ARTS

YouTube

Search

Create

MISCAST²⁴



MCC THEATER

Jinkx Monsoon, "One Day More" — MCC MISCAST24

Fundraiser

MCC THEATER

MCCTheater

112K subscribers

Subscribe

8.1K

Share

Save

Donate now

MCC THEATER

Miscast

Support MCC Theater as we return to live theater!

Donate

Total raised: \$4,268.00

MCC THEATER

MCCTheater, organizer

Your contributions provide vital support to MCC Theater to help us produce some of the most talked-about new work Off-Broadway and support our Youth Company and education programs for high school students, as well as our literary development work with emerging playwrights.

Donation collected by MCC Theater ✓


YouTube covers all transaction fees • [Nonprofit website](#)

SHOW LESS

All

From MCCTheater

Broad



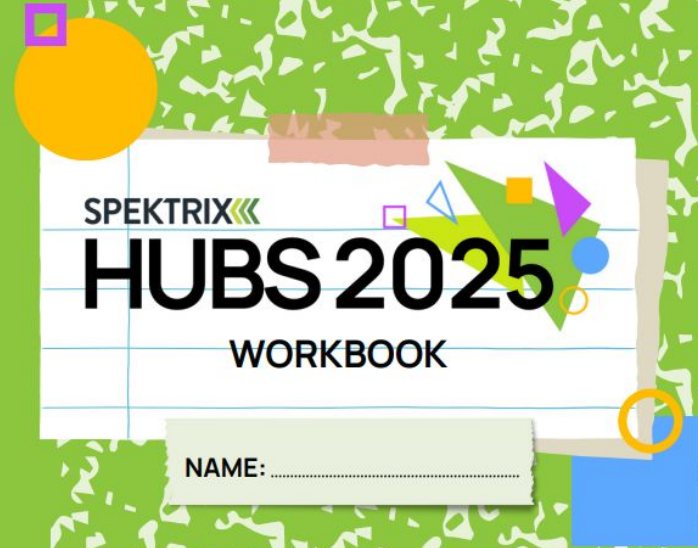
Gavin Cree Medley — MCCTheater





Defining Your Unique Motivations & Mission

- Write down two statements, thinking about:
 - What motivates your organization beyond putting on great events or performances?
 - What do you offer that no one else does? Why should someone care about your organization?



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Recognizing Need



Recognizing Impact



Making the ask at every level

Transforming the Ask

Have you ever
made
a donation?



> What's in an ask?

1

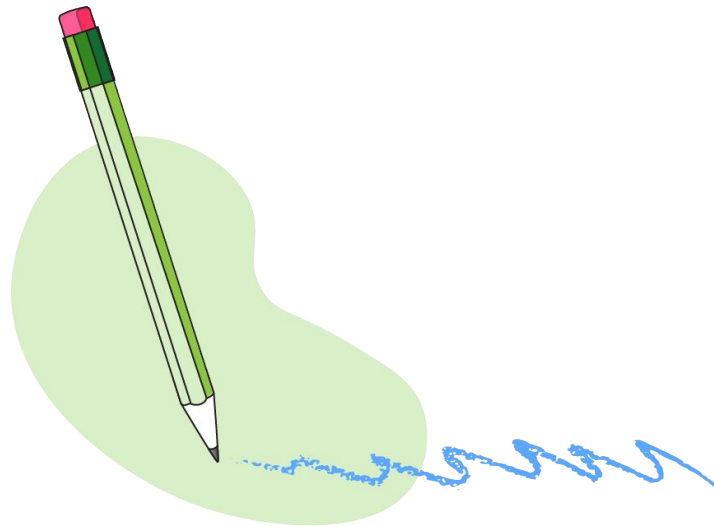
Where is the gap?

2

What could this achieve?

3

Centre to the Ask

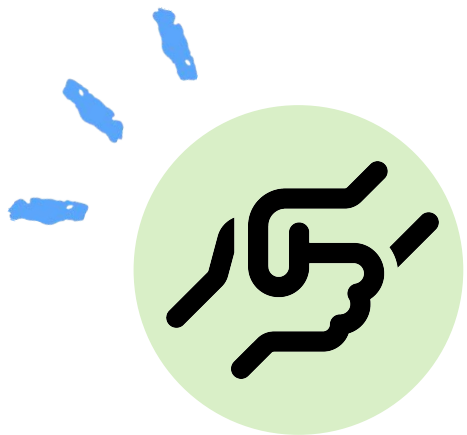




**“We’re looking to
increase the
sound experience
& accessibility in
our spaces....”**



**“Can you support
us to...?”**



Taking back today

Taking Action

➤ Key Takeaways

1

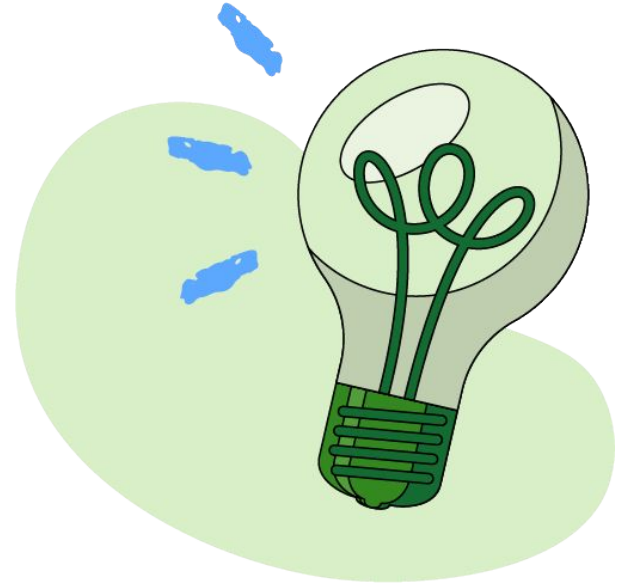
We are one team. Ensure everyone understands the “why” behind your needs.

2


Emphasize Impact - both ways

3

You'll never know if you don't ask



All reports : Search Results

 donation conversion

Report name & details



Report type

Date last run



Donation Conversion Analysis

% orders containing donations AND tickets. Criteria Set should contain matching dates/users for each

Analysis

8/18/2025
3:57:42 PM



Donation Conversions



Donation Conversions by User



Donation Conversions under \$50



Value Donation Conversions as proportion of tickets



New criteria set


Copy report

Run Donation Conversion Analysis

Donation Conversions

Tickets with

Returned ☐

and **Accounting Date** is 
between 1/1/2025 and 12/31/2025

or Donations with

Returned ☐

and **Accounting Date** is 
between 1/1/2025 and 12/31/2025

Run as PDF



Cancel



Donation Conversion Analysis

Ticket to donation conversion rates

Donations made with ticket purchases between Tuesday, September 3, 2024 and Wednesday, September 3, 2025

Conversion rate by sales channel

	Counter			Phone			Web			Total across all sales channels		
	Ticket Orders	That incl. donations	Conversion	Ticket Orders	That incl. donations	Conversion	Ticket Orders	That incl. donations	Conversion	Ticket Orders	That incl. donations	Conversion
# Orders	6433	248	4%	158	1	1%	20458	1034	5%	27014	1280	5%
Value	\$520,613.15	\$36,341.42	7%	\$39,983.00	\$148.00	0%	\$3,580,017.63	\$32,941.00	1%	\$4,140,613.78	\$69,430.42	2%



Phone & Counter: <1%

Web: 6%

Average Donation: \$24.64

> Transform the Ask

1

Leverage existing metrics

2

Dynamic asks based on event or customer criteria

3

Suggested donation amounts based on cart value





Recipe: Ask for Donations



Miriam Wright


Updated 2 months ago

Follow

In 2024, organisations using Spektrix processed an average of 78% of their donations (under \$500/£500) online. Many donations are collected during the purchase path online, where customers can add a donation to their order before checking out.

With this recipe, you'll be able to make donation asks to customers that are **targeted, personal** and **effective**.

 **Makes:** Target donation asks to customers purchasing items on your website

 **Cooking time:** Prep 20 mins | Cook 10 mins

Outcomes 🏆

- ✓ Encourage more donations from ticket buyers
- ✓ Target donation asks to specific customer behaviour
- ✓ Increase the value of donations from ticket buyers

Spektrix Philanthropy Series

INDUSTRY EXPERTISE FOR FUNDRAISERS

Fundraising+ Growing Your Revenue

Wednesday, 29 October

9-10am PDT / 12-1pm EDT / 4-5pm GMT

[REGISTER NOW](#)



Collaborating across the sector

Sharing your stories



Groups Discussion Topics

Please choose one or more of the following topics

1

Driving Shared Success:

How does your organization share needs?

2

Recognizing Impact:

How do you share your goals and achievements and who do you share them with?

3

Transforming the Ask:

What can you take back from today to help facilitate change at your organization?