



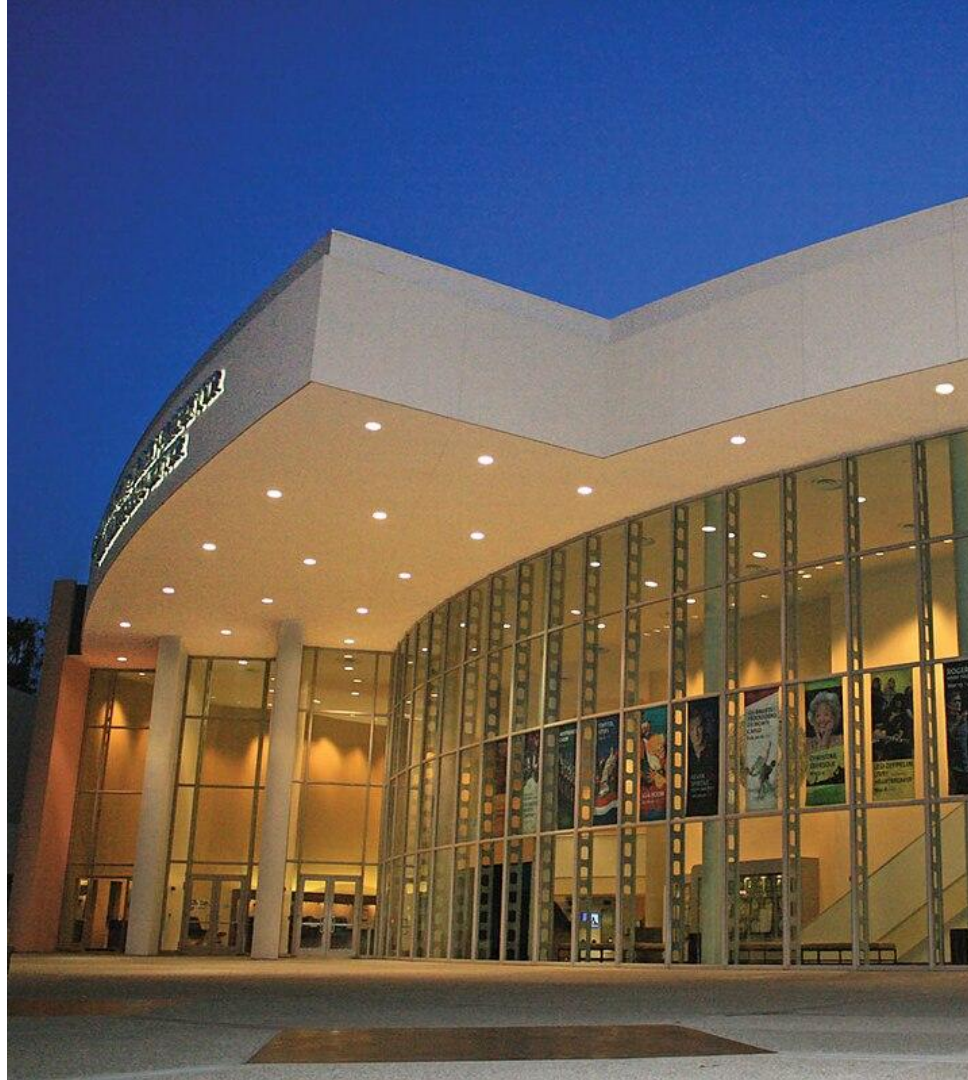
Guest Speakers



Yadira Del Rincon
Donor Relations and
Special Events
Coordinator



Taylor Presnall
Development
Coordinator



MUSICAL THEATRE WEST

**Sparking Departmental Success w/
Spektrix
Spektrix Hubs 2025**

Who Are We?



Taylor Presnall
Development Coordinator



Yadira Del Rincon
Donor Relations/Special Events

A Brief History of MTW...

- Began as *Whittier Civic Light Opera* in La Mirada
- *Richard and Karen Carpenter Performing Arts Center* in Long Beach CA
- We produce 4 mainstage, Broadway-Caliber musicals for over 60,000 patrons each year
- Education-Outreach Department



Woe Were We...



SPEKTRIX 

- We were using Total Info, which offered the opportunity to combine our CRM with ticketing & event software but....
 - Glitchy & slow processing
 - Hard to navigate
 - Not mobile friendly or visually appealing
 - Inconsistent data entry
 - Lack of accurate donor history
- In 2021, MTW integrated into Spektrix!

Special Events

Add ons!

The Import Request Form

Imports!

Payment Plans!

- Integration of Fundraisers
 - Travel Club
 - Spektrix Support for sales
 - Dot Digital segmentation for email updates
 - Work in tandem with a separate database
 - Customer Import Requests
- We can now track fundraising income easily & ensure accurate donor tracking!

Oh My!!

Development: Opportunities

Activities Dashboard: HELPFUL!

- Useful for looking at donor's history.
- Adding as much detail as you want!
- Patron & Opportunity & Class
- Including uploading attachments which we upload checks!
 - Varied check allocation
 - Ask Spektrix to help report

The screenshot displays the 'Activity Editor' interface for a donation record. The top navigation bar includes icons for a checklist, a plus sign, a shopping cart, two people, and an envelope. The main content area is divided into two columns. The left column contains the following text: 'Subject: Taylor Presnall-Donation', 'Taylor Presnall-Donor since 2006, donated towards our education-outreach programs. (\$1,000)', 'Paid with Check from Donor Advised Fund #: 1001', and 'NOTE: Does not want an Acknowledgment Letter'. The right column contains a 'Date' field set to '9/30/2025', a 'Type' dropdown set to 'Donation', a 'Priority' dropdown set to 'Medium', an 'Assignee' dropdown set to 'Taylor', a 'Completed' checkbox that is checked, and two 'Time Spent' fields with plus icons. Below these fields is a section for 'Taylor Presnall' with the text '2025 Education-Outreach (Closed - Thank)' and a 'Change Opportunity' button. At the bottom right, there is an 'Upload Attachment' button with a green leaf icon and the text 'File Limit - 20MB'. The top right corner of the interface shows a 'Draft' status.

Activity Editor Draft

Subject: Taylor Presnall-Donation

Taylor Presnall-Donor since 2006, donated towards our education-outreach programs. (\$1,000)

Paid with Check from Donor Advised Fund #: 1001

NOTE: Does not want an Acknowledgment Letter

Date: 9/30/2025

Type: Donation

Priority: Medium

Assignee: Taylor

Completed: ☒

Time Spent

Taylor Presnall
2025 Education-Outreach
(Closed - Thank)

Change Opportunity

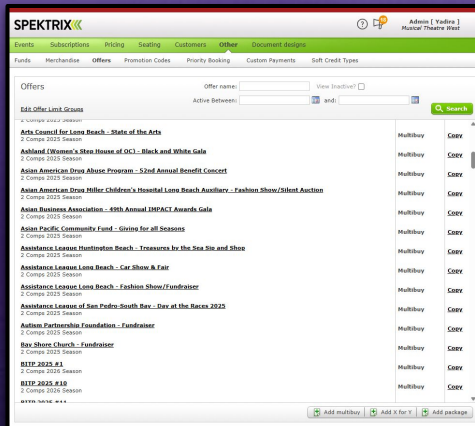
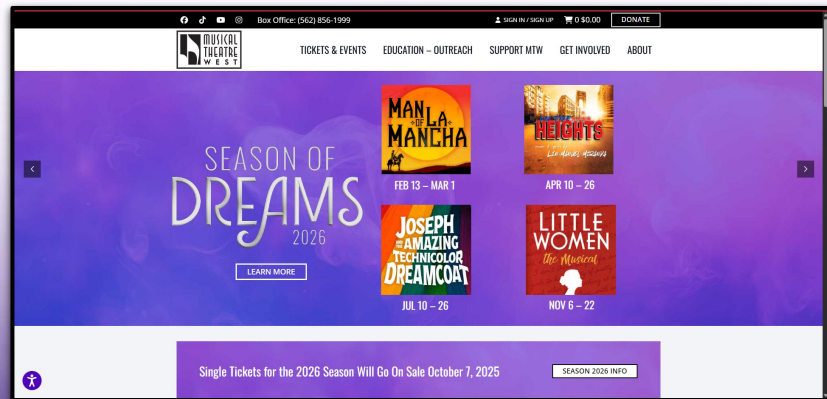
Time Spent

Upload Attachment

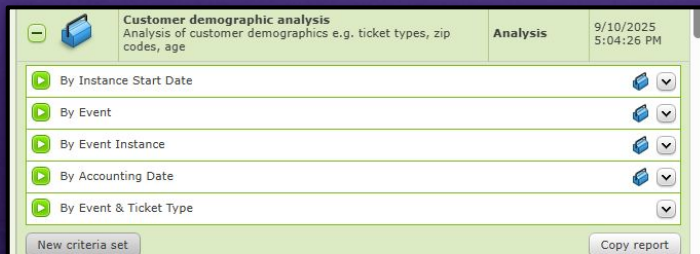
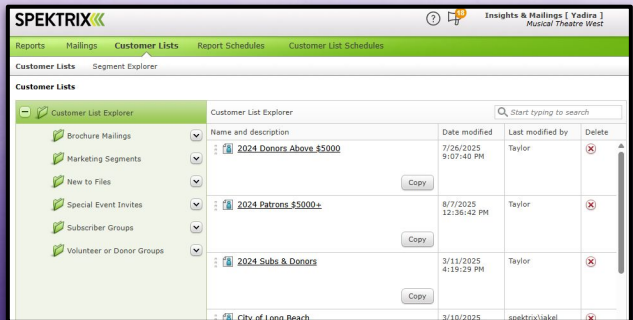
File Limit - 20MB

Box Office

- Improved accessibility!
 - Fixed Series & Ticket Subscription
 - Todaytix integration
 - Website overhaul 2024
 - Promo Codes
 - Single Tickets & Dynamic pricing
- Reporting



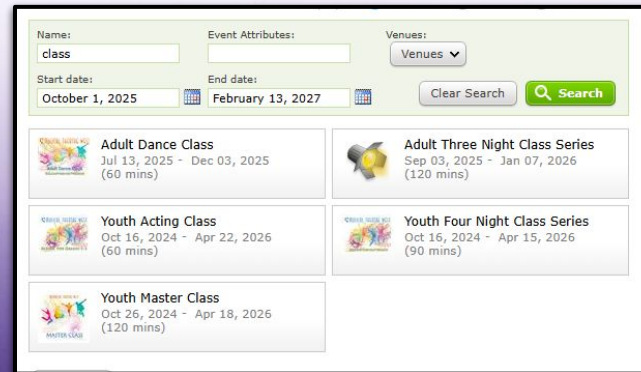
Marketing & Production



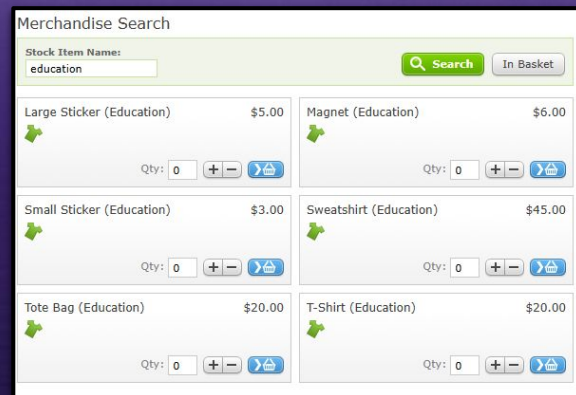
- Better engagement through Segmentation
 - Customer lists
 - Dot Digital
 - Scheduled e-blast
 - Tracking
 - Reporting-Demographics
 - Customer Demographic analysis

Education:

- There was a need & want from the community
 - Utilizing “Events”, were able to build, curate, and sell classes
 - Master Classes
 - Youth Class Series
 - Summer Camp
 - Adult Class (all dance + class series)
- Started selling merchandise
- Expansion of Ed programs, 8-18!



A screenshot of a web application interface for searching events. At the top, there are input fields for 'Name' (containing 'class'), 'Event Attributes', and 'Venues' (a dropdown menu). Below these are 'Start date' (October 1, 2025) and 'End date' (February 13, 2027) fields with calendar icons. To the right are 'Clear Search' and 'Search' buttons. The main content area displays a grid of event cards. Each card includes a small icon, a title, dates, and duration. The events listed are: 'Adult Dance Class' (Jul 13, 2025 - Dec 03, 2025, 60 mins), 'Adult Three Night Class Series' (Sep 03, 2025 - Jan 07, 2026, 120 mins), 'Youth Acting Class' (Oct 16, 2024 - Apr 22, 2026, 60 mins), 'Youth Four Night Class Series' (Oct 16, 2024 - Apr 15, 2026, 90 mins), and 'Youth Master Class' (Oct 26, 2024 - Apr 18, 2026, 120 mins).



A screenshot of a web application interface for searching merchandise. At the top, there is a 'Merchandise Search' header and a 'Stock Item Name:' input field containing 'education'. To the right are 'Search' and 'In Basket' buttons. The main content area displays a grid of merchandise items. Each item includes a small icon, a title, price, and a quantity selector. The items listed are: 'Large Sticker (Education)' (\$5.00), 'Magnet (Education)' (\$6.00), 'Small Sticker (Education)' (\$3.00), 'Sweatshirt (Education)' (\$45.00), 'Tote Bag (Education)' (\$20.00), and 'T-Shirt (Education)' (\$20.00). Each item has a 'Qty:' field with a quantity of 0 and '+' and '-' buttons.

Takeaways...

- Better donor engagement & stewardship
- Cleaner data, Accurate reporting, & Donor tracking
- Growth in all departments

Our Advice!

- Spektrix support & articles are your friend!
- Encourage all departments to explore the possibilities within Spektrix

THANK YOU!

- Questions?

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