



**SPEKTRIX** 

# **Cultivating a Culture of Asking:**

**Boosting Donations and Beyond**

## > Today

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



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



# Agenda

1

Recognising  
Need

2

Recognising  
Impact

3

Transforming  
the Ask

+

Taking Today  
Back

+

Collaborative  
Breakouts



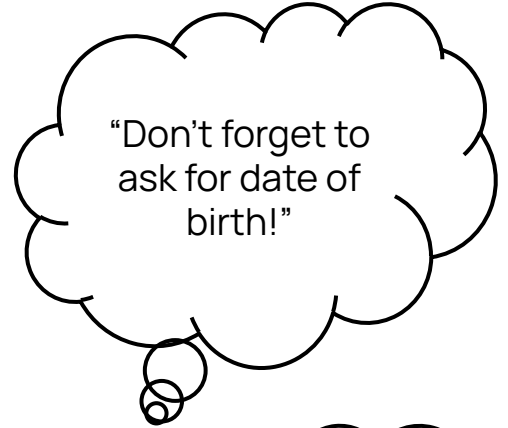
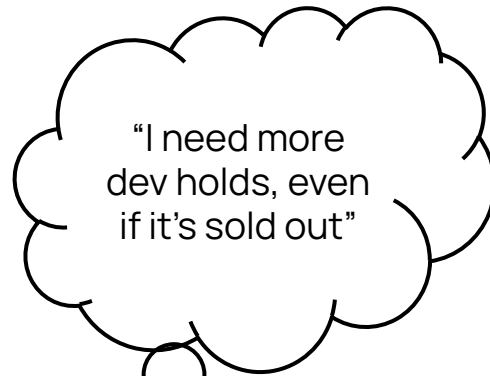
What do you have + what do you need?

# Recognising Need





Recognising Need

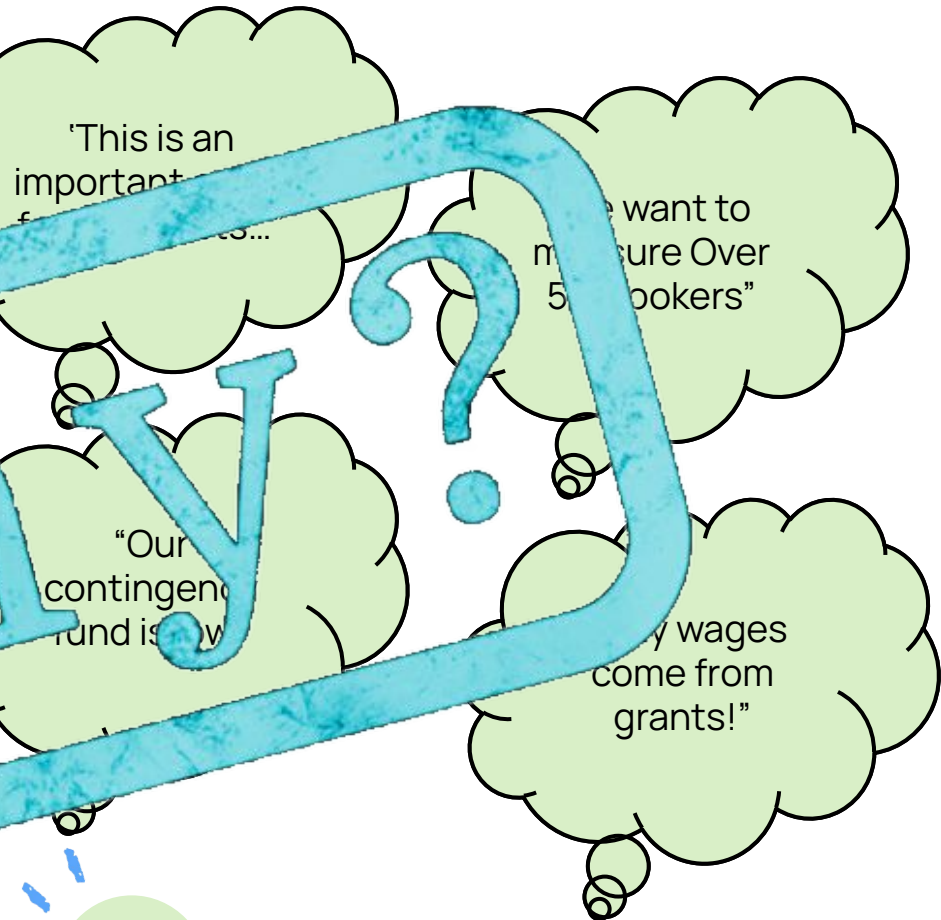


**Recognising Need**





# Why?



**Recognising Need**

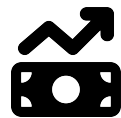




**Recognising Need**



- Supplementary Events



- Donation Asks



- Configurable attributes + fields



**Recognising Need**



**# avg events  
booked**

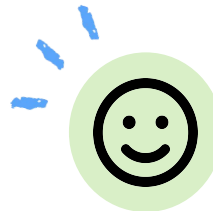
- Supplementary Events

**% donation  
conversion**

- Donation Asks

**# complete  
customer  
records**

- Configurable attributes + fields



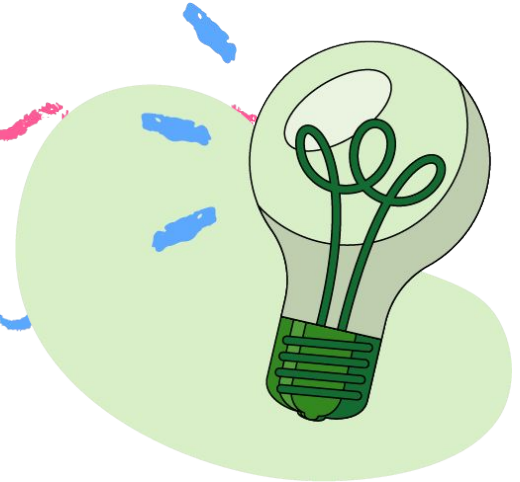
# Recognising Need



# avg events  
booked

% donation  
conversion

# complete  
customer  
records



**Recognising Need**



# Support us

BE PART OF THE MASTERPIECE



**Each note creates a symphony. Each individual creates an audience. Each donation keeps the performance going. Be part of the masterpiece!**



By supporting our work you help us to create new opportunities for emerging talent, to develop special musical event for early years and families and to run a year-round, exciting programme of live music and more.

Help us keep the next generation of orchestra, performance and music alive.

## MAKE A DONATION HERE

**Gift Vouchers** – If you are looking for an alternative way to treat family and friends, why not give them the gift of music. Our Gift Vouchers can be used can be used for any of our events, at any time and can be sent via email.

[Learn More](#)

## MAKE A DONATION

Help us to support the next generation of musicians, to maintain Manchester's oldest buildings, and to continue attracting the finest performers to the city.



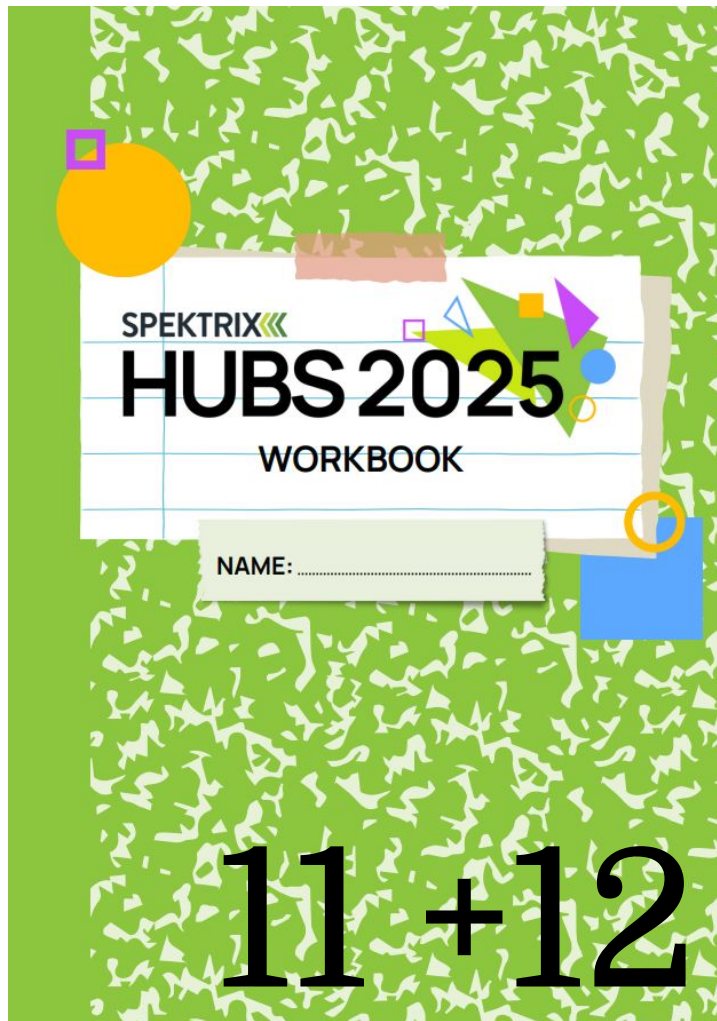
Amount: £

**ADD TO BASKET**

# What did we want to achieve?

	Financial Year 2023/24	Financial Year 2024/25
Amount raised	£723.60	£1,953.23
% orders that included a donation	1.9%	5.54%





## Behind the Metrics: Defining your Spektrix Data

### Behind the Metrics

Work through the scenarios from the Reporting Session. Remember to use the Metrics Catalogue in the Support Centre when you need more information about a particular metric!

- **Which Customers are Donating in the Purchase Path?**
  - Identifies ticket donors
- **Average Spend of First-Time Attendees vs. Repeat Bookers**
  - Proves or disproves repeat booker habits



# Recognising Need

# SPEKTRIX

## SUPPORT CENTRE

### Spotlight Sessions

#### Understand Data Through Effective Reporting

The power of data

### Spotlight Sessions

#### How to Build Your Own Reports

Embrace powerful  
report tools



A graphic titled "Spektrix Core Concepts Customer Lists & Reports" set against a light blue grid background. The title is in a large, bold, black font. Surrounding the title are several icons: a pink circle with a smiling face, a yellow circle with a group of people, a blue circle with a clock, a purple circle with a calendar, a green circle with a ticket, and a yellow circle with a person at a desk. The text "Spektrix Core Concepts" is in a smaller font above the main title.

Spektrix Core Concepts

## Customer Lists & Reports





# Fundraising+ Understanding Your Data

SPEKTRIX PHILANTHROPY

ON-DEMAND WEBINAR

## Leverage reporting to drive fundraising success

In this webinar, learn how to **collect** and **understand** data in a fundraising-specific context.



**Need**

Increase Repeat Bookers

**Plan**

“Welcome Back” Dotdigital Campaign

**Ask**

Contact permissions data

**Blocker**

Competing priorities



**Recognising Need**



Need

Repeat Bo...rs

Plan

"Come Back" Dotdig Campaign

sk

Contact permissions dat

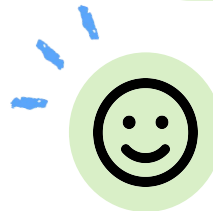
Competing priorities



**Recognising Need**



“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.”



**Recognising Need**





## Sales & Insights

### 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

# Caramoor

**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 is based on the number of new audience members throughout the year as we convert lapsed customers into current ones.


\*\* These figures are based on the number of new audience members and tickets.





# Recognising Need





 **Ask for email ...**

 **Charles Baptise**  
698 Spektrix Street, SW2 698



 **Upsell 2nd Ev...**

 **Buster Farrant**  
Buckingham Palace, SW1A 1AA  
buster@jenfarrant.com





**Recognising Need**

# Support, Training & Consultancy

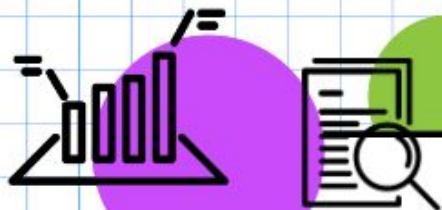
We're here to help you  
do more with Spektrix

**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.



**Recognising Need**



**SPEKTRIX** 

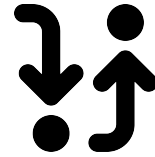
# Asking for Donations







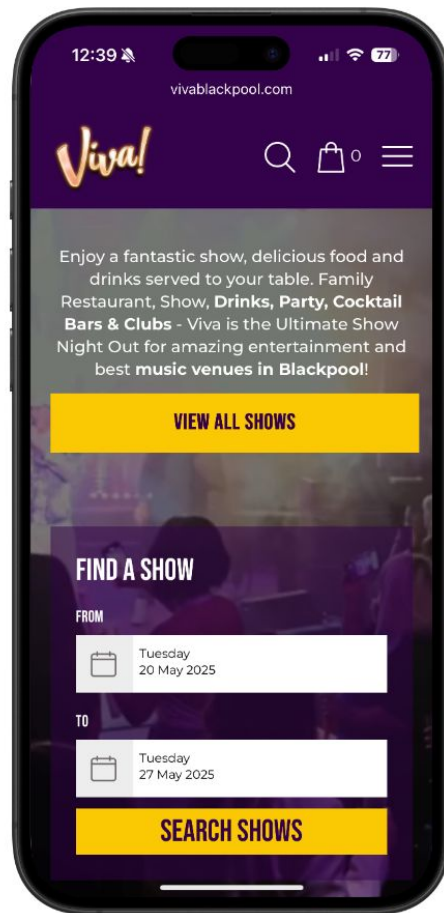
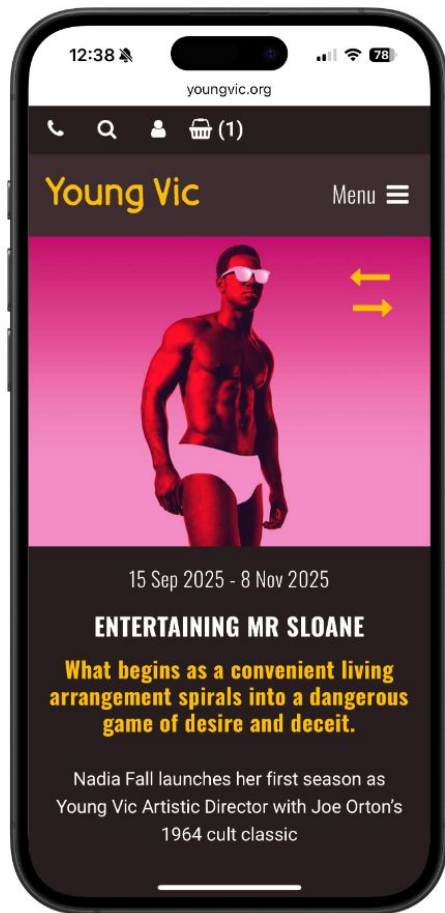
- Internal Emails
- Staff Forum
- Visiting Team Meetings



- Automation
- Resource to support

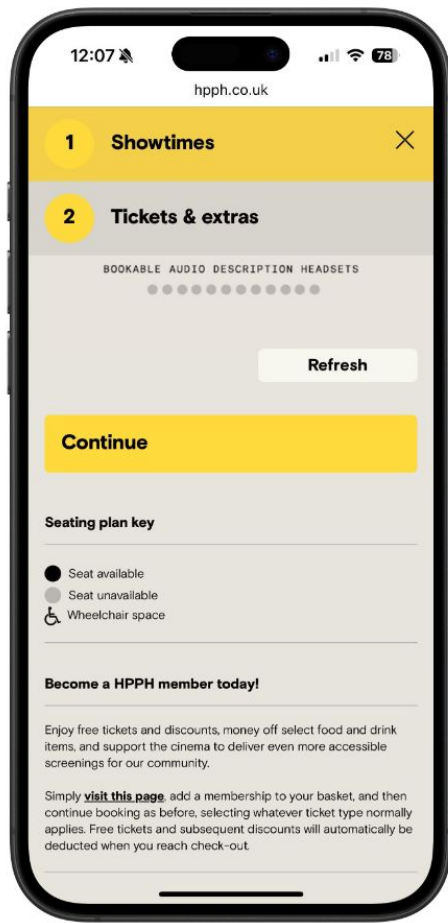


**Recognising Need**

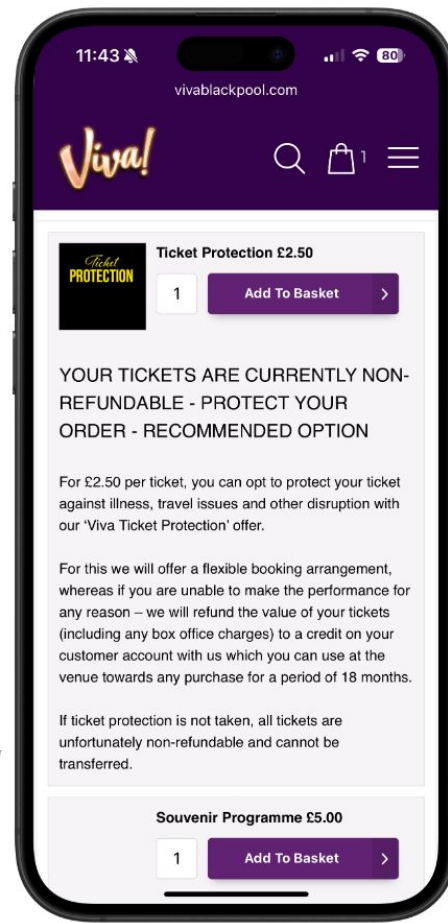




Merch Ask



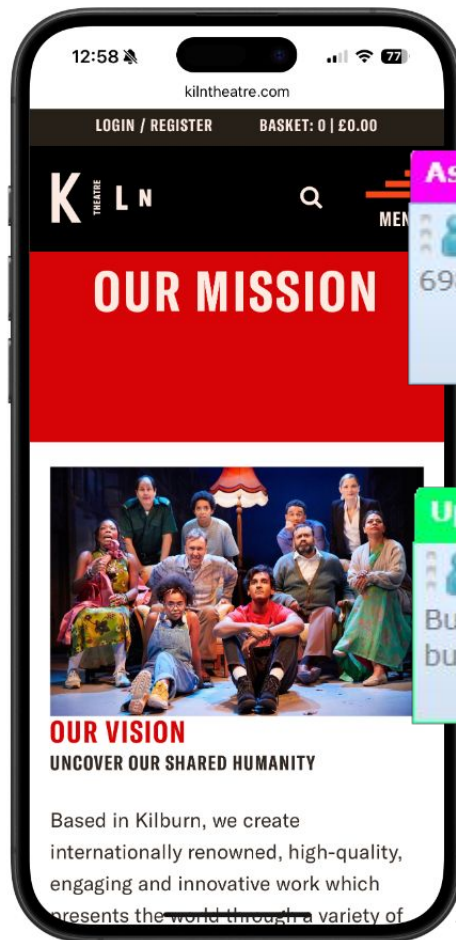
Membership Ask



Upsell Ask



SUPPORT US



OUR MISSION





## Customers also bought

Based on products customers bought together



**This item:** Sikao Pencils Bulk  
100 Pack 2 HB Yellow  
Woodcased Graphite Lead...

4.4 ★★★★★ 33

£16<sup>00</sup> (£0.16/count)

+



Sponsored ⓘ

SOL 36 Colouring Pencils,  
Assorted Colouring Pencils for  
Children & Adults with a Wid...

4.3 ★★★★★ 856

-12% £5<sup>99</sup> (£0.17/count)

Was: £6.79

✓prime





40 x 20 x 25 cm ⓘ

**1 Small Bag**

fits under your seat



40 x 20 x 25 cm and 55 x 40 x 20 cm ⓘ

**Priority & 2 Cabin Bags**



**1 Small Bag only**

Included with fare



From

**Add from €23.00**

Per flight



## YOUR BAG (1)

Hooray! Your items are shipping for free!



### VEGAN PROTEIN POWDER

French Vanilla Wafer Sundae | 23.8 oz

\$56

-

1

+

[Remove](#)

### We Think You'll Love This



### VEGAN PROTEIN POWDER

Strawberry Shortcake | 24 oz.

[Add to cart - \\$56](#)

**SUBTOTAL**

**\$56**

Shipping

Calculated at Checkout

CHECKOUT





Our first  
**4 DEMENTIA-FRIENDLY  
SCREENINGS**  
were attended by over  
**70** people

We provided 7

**WINTER  
WARM SPACES**

and 72

**FREE HOT MEALS**



We gave away

**512**

theatre tickets to members  
of our local communities



We supported

**4 PLACEMENTS**

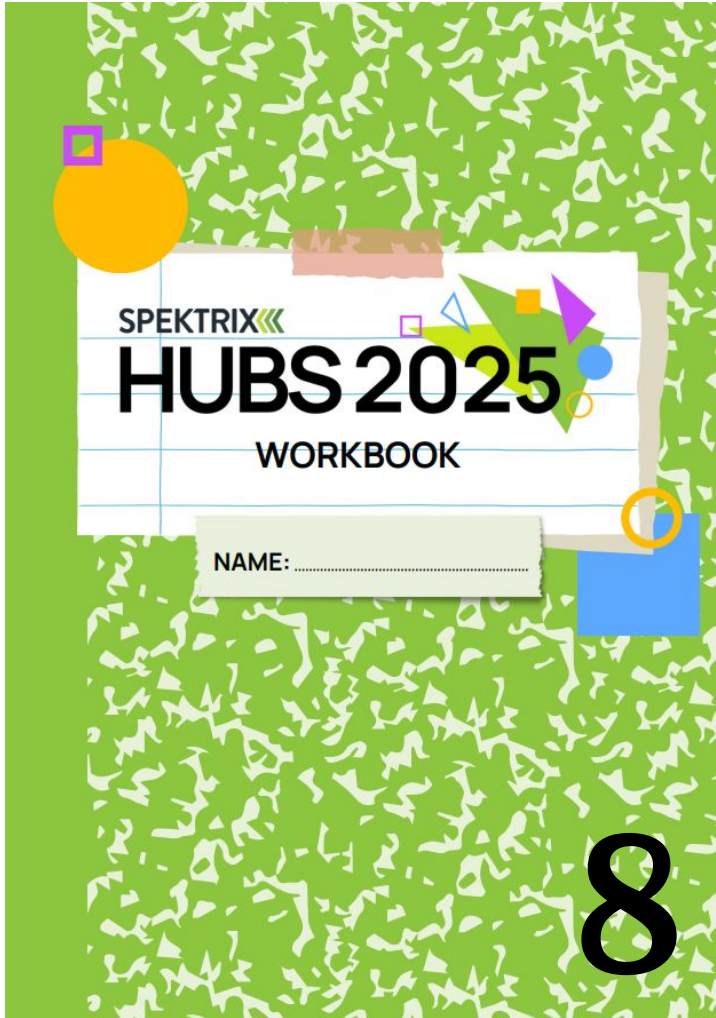
which spanned from 1 week  
to 3 months


**11 PARTNERSHIPS**

Turtle Key Arts, Synergy Theatre Project, Carboard Citizens,  
Groundswell, Linkam Arts, Music Action International, Royal Opera House,  
Brent LCEP, Brent Health Matters, Brent Care Journeys, Ashford Place



Name a Seat	Tap to Donate	Collection Buckets
Participant Quotes	Toilet Door QR Codes	Donor Boards
Call-To-Action (CTA) Phone Messages	Goal Thermometer	Upselling Materials



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**OCTAGON THEATRE**

# OCTAGON FESTIVE APPEAL

**HELP US SHARE THE MAGIC!**

**This festive season we are fundraising to make the Octagon and the arts for everyone, including those who might not be able to afford to come and see a show here.**

All donations to our festive appeal will go towards providing more opportunities next year for young people and families to experience the magic of creativity – from providing affordable tickets for performances to free storytelling sessions and our annual family festival.



**PLEASE GIVE WHATEVER YOU CAN AND HELP US SHARE THE MAGIC.**

**DONATE TODAY**

**DONATE IN PERSON**  
There are donation boxes and contactless points around the building, Thank you!





Name a Seat	Tap to Donate	Collection Buckets
Participant Quotes	 Toilet Door QR Codes	Donor Boards
Call-To-Action (CTA) Phone Messages	Goal Thermometer	 Upselling Materials





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1  
2  
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4



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## SPEND A PENNY!

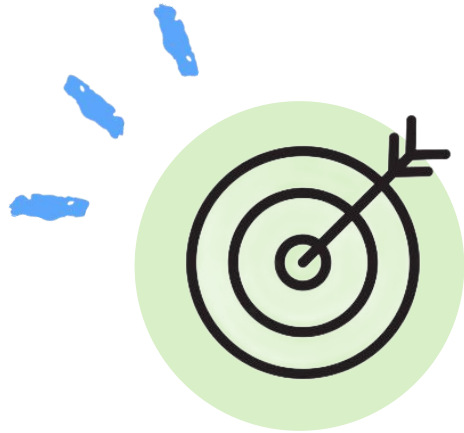
and help us...

- Keep our toilets open to the public
  - Fix our leaky roof
  - Pay our increased energy bills
  - Present free exhibitions
  - Welcome more fantastic productions
  - Champion local artists
- ...and MUCH more!



Scan the QR code to donate or speak to a team member about making a donation.

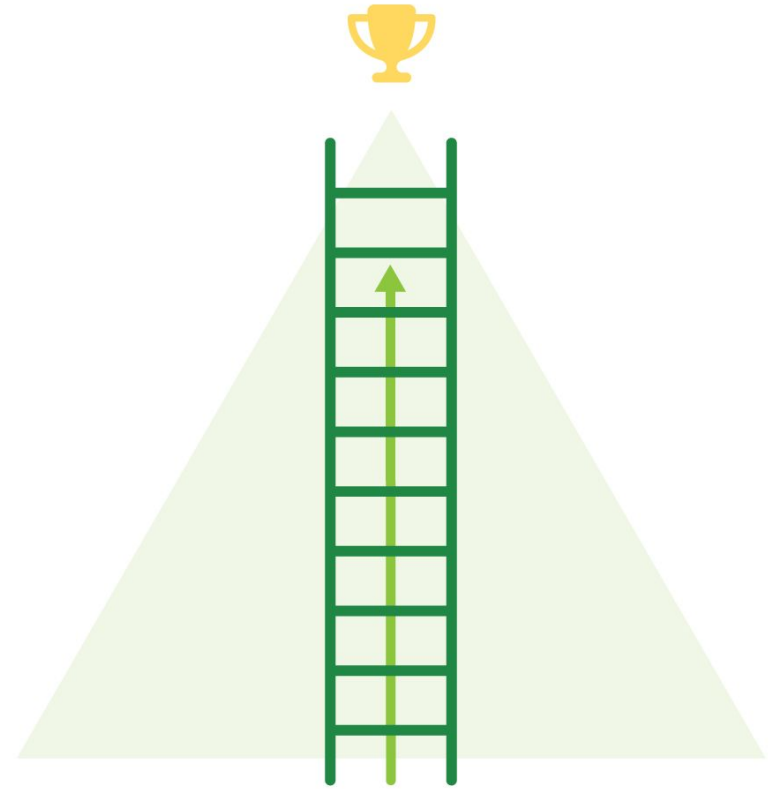
## EVERY PENNY COUNTS!



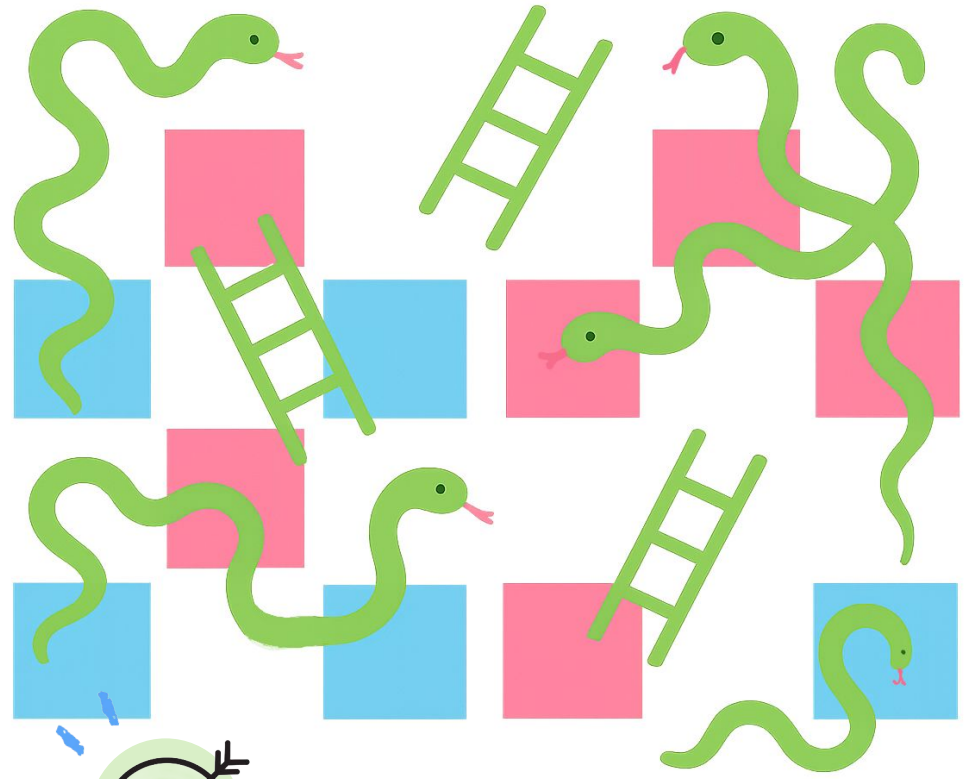
What are your motivators?

# Recognising Impact

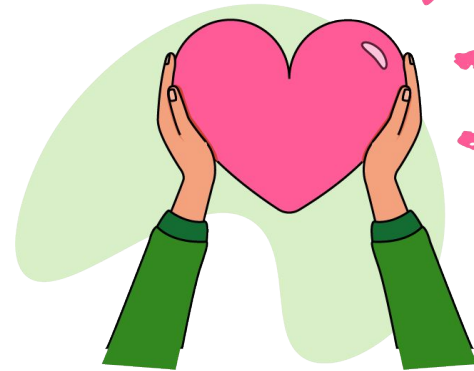




**Recognising Impact**



**Recognising Impact**



**Recognising Impact**





**Recognising Impact**



“An opportunity to contribute to the preservation of the UK’s sole working Regency theatre, a gem in our national heritage?”



**Recognising Impact**





Jinkx Monsoon, "One Day More" — MCC MISCAST24  
Fundraiser

MISCAST

 **MCC  
THEATER**



**Recognising Impact**

**Donate now**



**Miscast**

Support MCC Theater as we return to live theater!

**Total raised: US\$4,162.00**



**MCCTheater, organiser**

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.



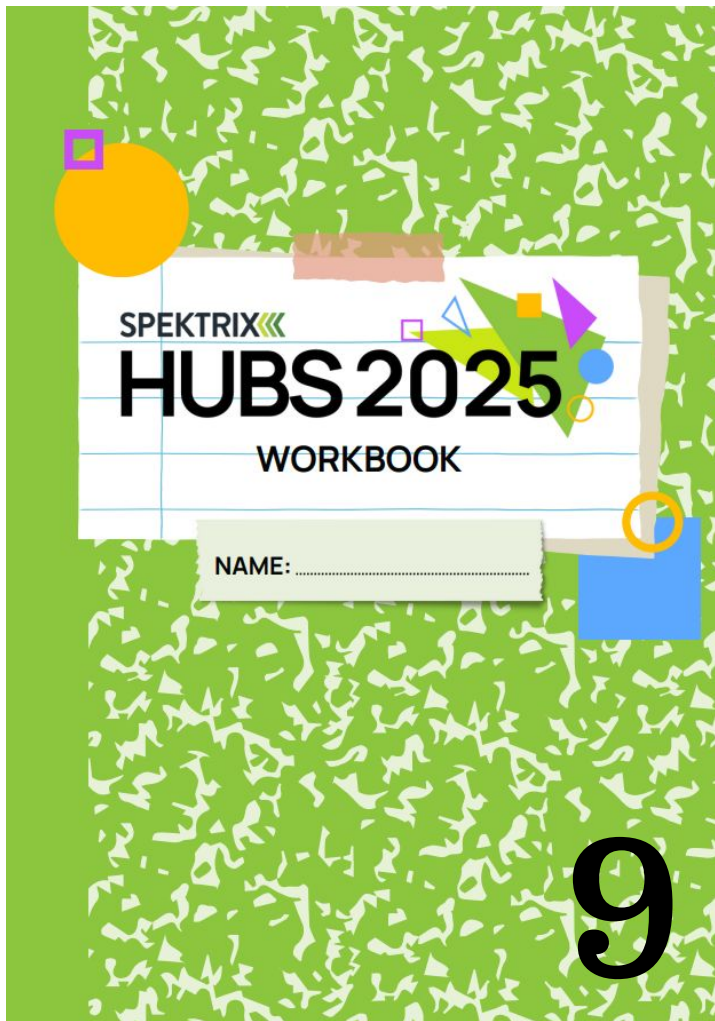
Jinkx Monsoon, "One Day More" — MCC MISCAST24 Fundraiser

MISCAST

**MCC  
THEATER**

**Recognising Impact**





## Defining Your Unique Motivations & Mission

Write down two statements, thinking about:

What motivates your organisation beyond putting on great events or performances?

What do you offer that no one else does? Why should someone care about your organisation?



## Recognising Impact



Making the ask at every level

# Transforming the Ask









Have you ever made  
a donation?



omaze



Lifeboats



WWF



BBC

Children  
in Need

amazon  
smile



DogsTrust

gofundme



Transforming the Ask



Where is the gap?



What could this achieve?



Centre to the Ask



# Transforming the Ask



**“Would you be  
interested in  
making a donation  
to our youth  
fund?”**



**Transforming the Ask**



**‘Did you know our  
youth theatre  
have a festival?...’**



**Transforming the Ask**





**“We’re currently raising money for a new **mixing desk**, would you like to make a donation?”**



**Transforming the Ask**





**“We’re looking to  
increase the  
sound experience  
in the stalls....”**



**Transforming the Ask**



**“Are you happy to  
roundup your  
order today?”**



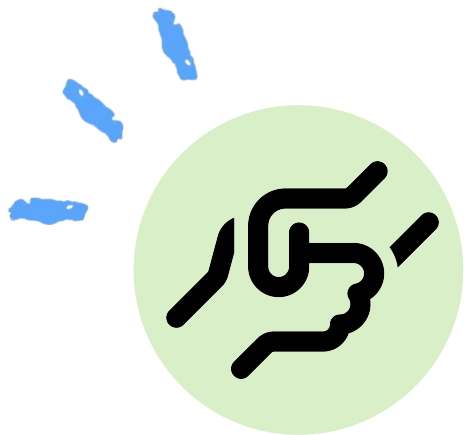
**Transforming the Ask**



**“Can you support  
us to...?”**



**Transforming the Ask**



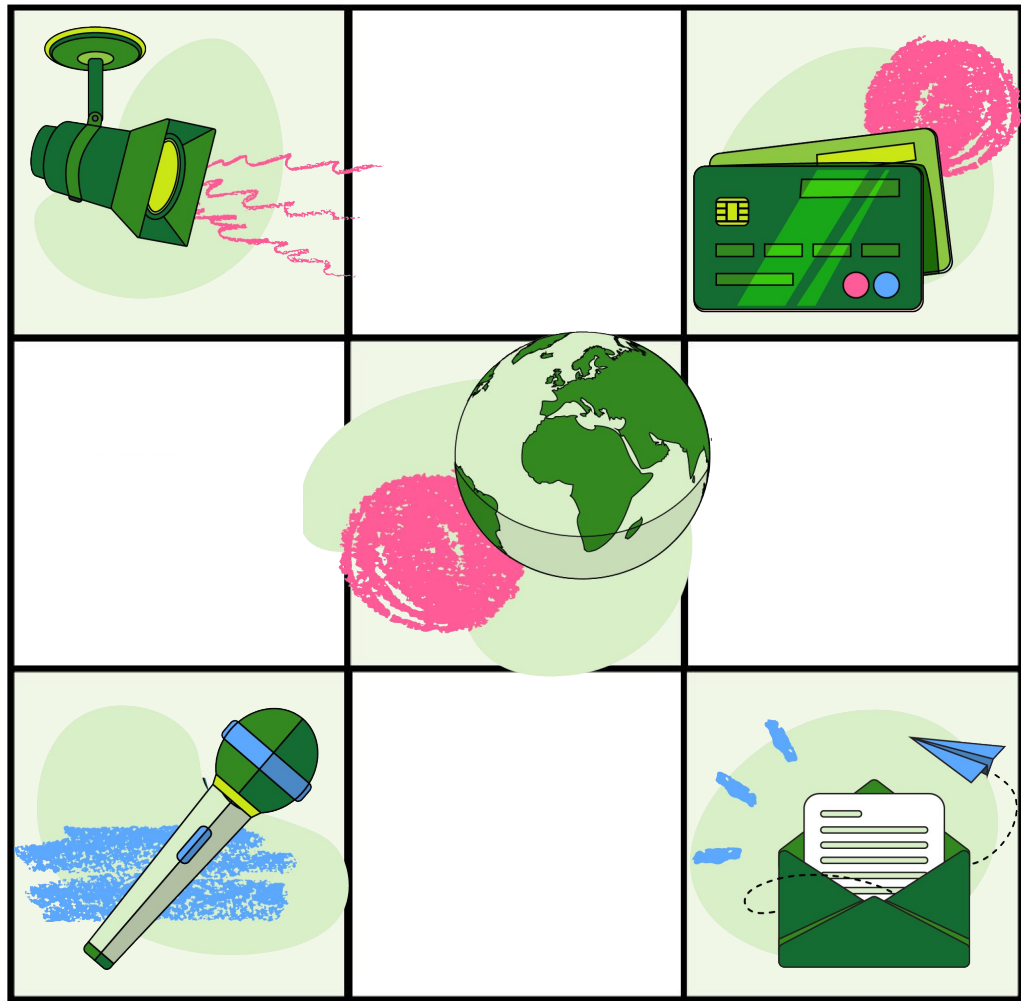
Taking back today

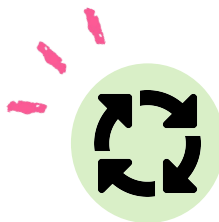
**Taking Action**



<b>Name a Seat</b>		<b>Collection Buckets</b>
	<b>Toilet Door QR Codes</b>	
<b>Call-To-Action (CTA) Phone Messages</b>		<b>Upselling Materials</b>







**Recognising Impact**



**Transforming the Ask**



## Success Stories

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

**3.64%**



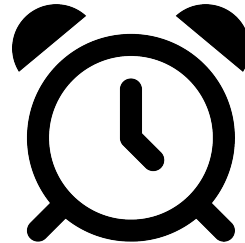




## Success Stories

Built in half hour crossover time

Permission for longer handovers to build a sense of teamwork and joint goals!

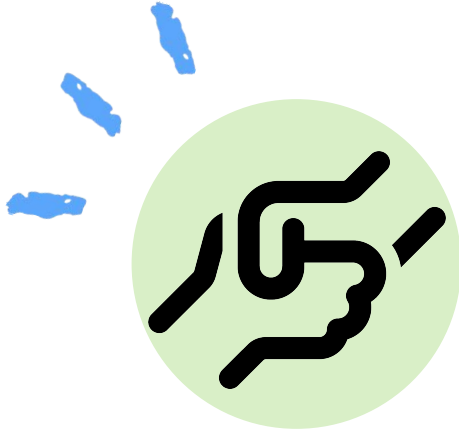




## Success Stories

“This is very much a work in progress. Even when we feel we’ve got it right, there will always be more to do to keep motivation high and momentum going.”

# CAST



Collaborating across the sector

**Sharing your stories**



# In Groups

Please choose one or more of the following topics

1

## **Driving Shared Success:**

How does your organisation share your mission + vision?

2

## **Recognising Impact:**

How do you share your goals and achievements with your audiences?

3

## **Transforming the Ask:**

How can your peers support you driving change in your organisation?