

Client Talk



Laura Perry-Portsmouth
Sales and Ticketing Manager
Polka





Asking for
Donations

Introductions



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%

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- 2) Align the Development team goals with those of the Ticketing team**
- 3) Learn some new tips and tricks in how to approach the ask**

What was included?

- Where our funding comes from
- Current projects and goals
- Gift aid
- Tips and tricks from Spektrix



How are we implementing the tools?

- Weekly updates to the team
- Updates on individual achievements to celebrate success
- Sharing ideas and positive interactions
- Clear, attainable goals set

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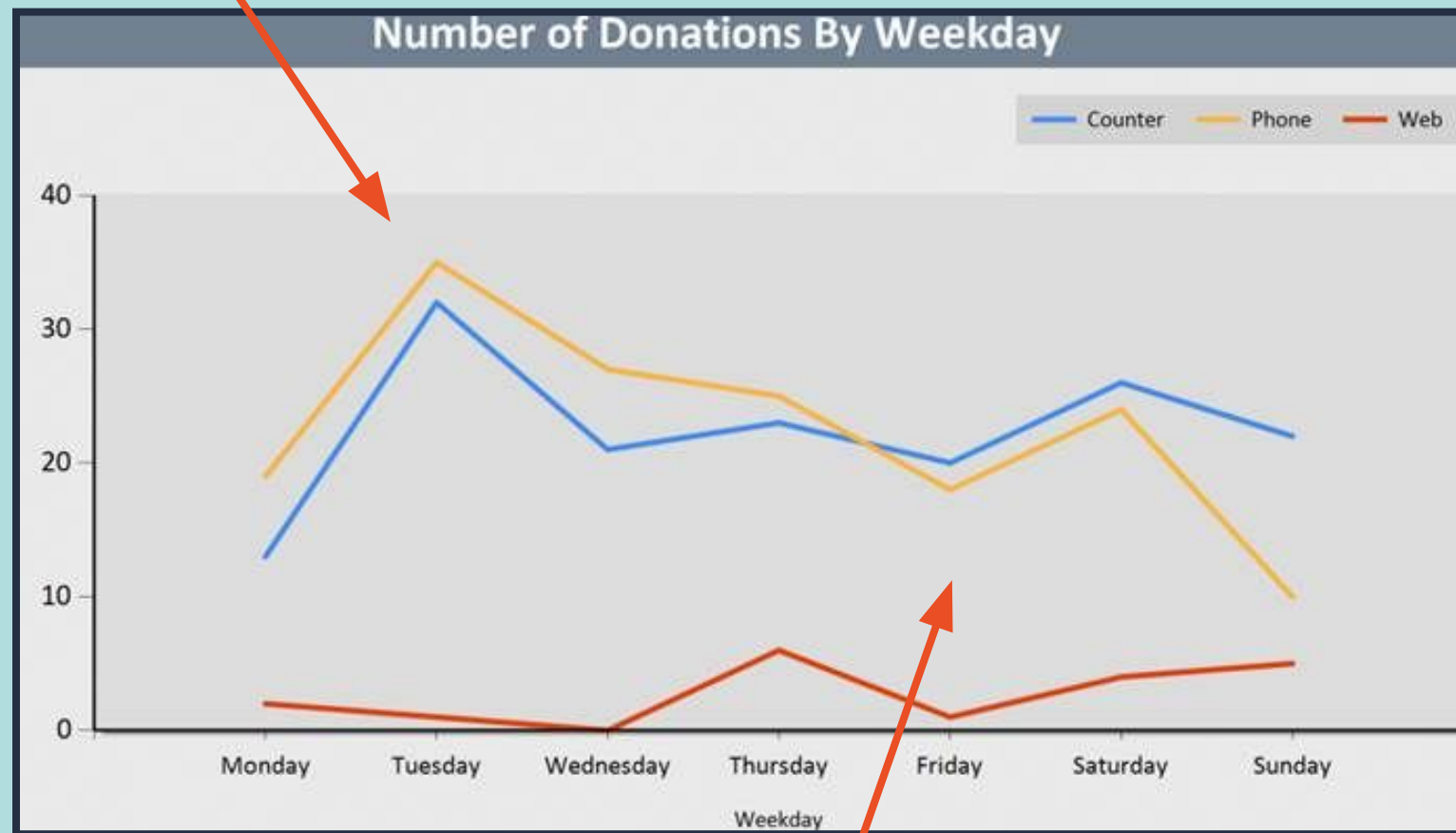
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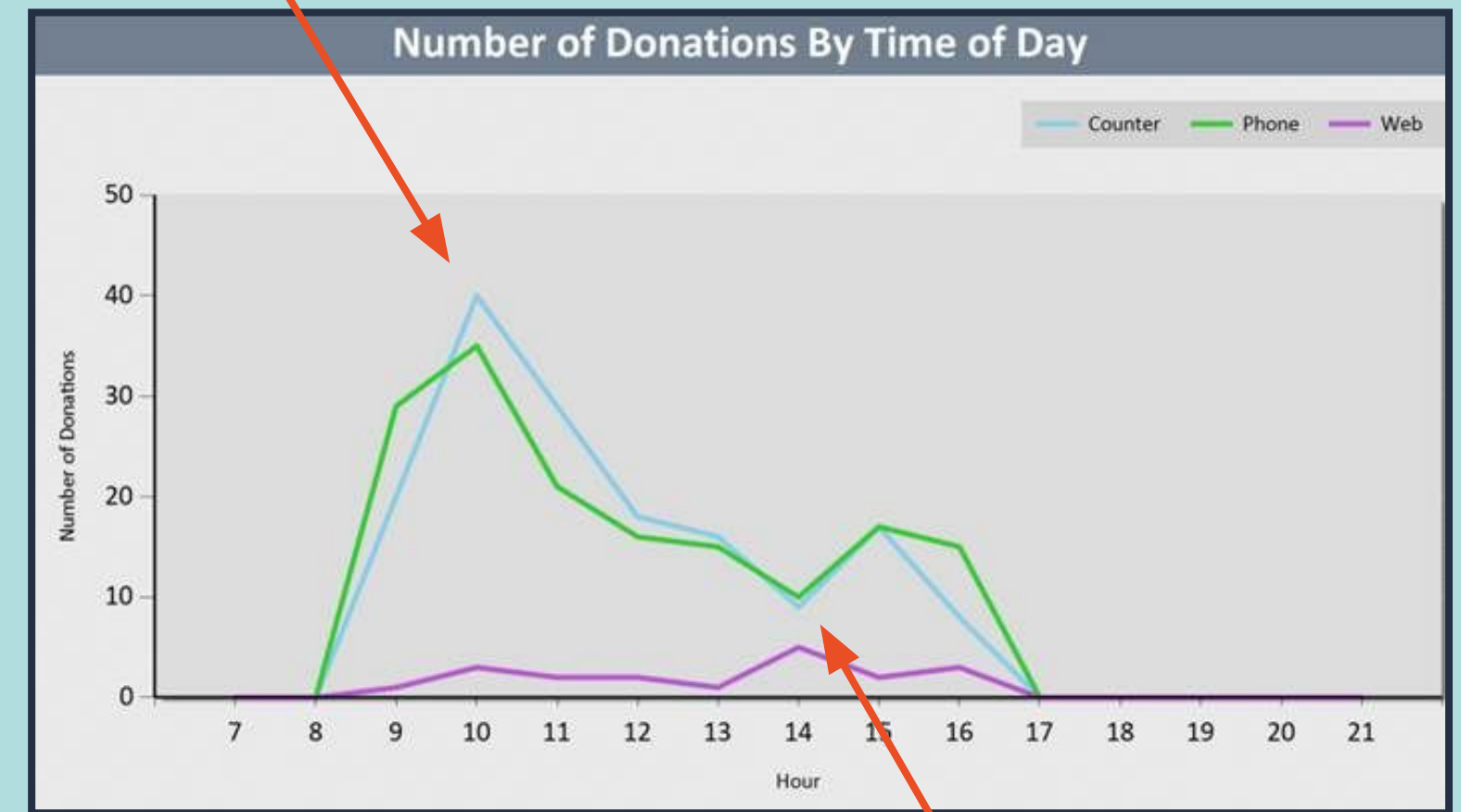
Donation Analysis Report

Best day of the week!



Area for improvement

Early bird catches the worm!



Post-lunch slump

What have we achieved?

	April 2024	April 2025
Amount raised	£86.01	
% orders that included a donation	5.95%	

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	April 2024	April 2025
Amount raised	£86.01	£98.90
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	April 2024	April 2025
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15%
increase!

Conclusion

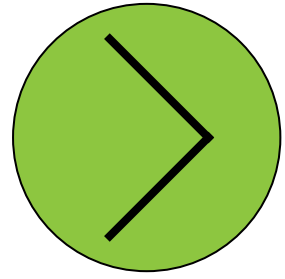
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- Alignment of cross-department aims
- New ideas and confidence in sharing them



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