



Client Talk



Sarah Shooter
Head of Development
Theatre Royal Wakefield

theatre
Royal
Wakefield



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Head of Development
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Deputy Director
National Arts Fundraising School

Fundraising Advisor
The Grand Theatre Blackpool

theatre
Royal
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THE GRAND
THEATRE | BLACKPOOL

A bit about me.....

- Worked in fundraising for over 30 years in a range of roles across the charity sector
- Move to Theatre Royal Wakefield 9 years ago – returning to the first theatre I ever performed at as ‘wind’ in my ballet school show!!
- I am also the Deputy Director at the National Arts Fundraising School
- I love rugby mainly rugby league – especially Leeds Rhinos
- And cannot go anywhere without taking photos of people’s fundraising asks, posters, donation boxes.....
- This year I am also working for The Grand Theatre Blackpool – supporting them developing fundraising initiatives

Membership Scheme

Theatre Royal Wakefield is for EVERYONE!

There's something to excite and delight everyone at Theatre Royal Wakefield. We have shows for families, for fans of music, drama, comedy and more. Our stage is occupied year-round and some of the work is made by us, right here in Wakefield. The rest we hand pick from the best that the UK has to offer.

As well as vibrant performances, we run a Learning and Participation programme that engages with young people, socially isolated older people, refugees and asylum seekers, adults working to improve their mental well-being and more.

JOIN or RENEW your Membership today!

Being a member puts you at the front of the queue, saves you money and makes you a big part of everything we do. As a member you get first access during priority booking, before tickets are released for general sale.

Choose the level that is right for you and get the following benefits:

Theatre Royal Wakefield Member

£30
PER YEAR

Priority Booking:

- 7 days before general sale
- Save 5% off two tickets per show, boosted to 10% during priority booking*
- Two café/bar vouchers for complimentary drink or snack
- Avoid queues with access to your own dedicated Members Services team in the lobby before/during performances
- First access to season brochures
- Quarterly Member Newsletter

*Certain shows will be restricted from this discount

**These levels of membership can be paid as a monthly Direct Debit

Theatre Royal Wakefield Member Plus

£75
PER YEAR

- Enjoy flexibility with free exchanges on tickets (subject to T&Cs)
- No Booking fees
- Increased Priority Booking: 10 days before general sale
- Save 5% off four tickets per show, boosted to 10% during priority booking*
- Four café/bar vouchers for complimentary drink or snack
- Avoid queues with access to your own dedicated Members Services team in the lobby before/during performances
- First access to season brochures
- Quarterly Member Newsletter
- Recognition in printed programme
- Receive members-only season preview video from Theatre Royal Wakefield staff

Actors Circle Members

£200
PER YEAR**

- Enjoy flexibility with free exchanges on tickets (subject to T&Cs)
- No Booking fees
- Increased Priority Booking: 14 days before general sale
- Save 10% on four tickets per show at all times (subject to availability)*
- Save 10% anytime in our café or bar
- Personalised Members booking line
- Complimentary Programmes for all Theatre Royal Wakefield shows
- Acknowledgment at the Theatre of your support and recognition in printed programme
- Members exclusive annual event and backstage tour
- Invites to post show drinks on Guest Nights for Theatre Royal Wakefield shows
- Avoid queues with access to your own dedicated Members Services team in the lobby before/during performances
- First access to season brochures
- Quarterly Member Newsletter
- Receive members-only season preview video from Theatre Royal Wakefield staff

Directors Circle Members

£500
PER YEAR**

Includes - All the

Actors Circle benefits plus

- Tickets for selected Guest Nights
- Invitation to in-person season preview event/launch with supporters and sponsors
- Invitation to afternoon tea with Executive & Artistic Teams
- Invitations to open rehearsals and behind the scenes experiences with other supporters

Creative Circle Members

£1000+
PER YEAR**

Includes - Actors and Directors Circle benefits plus

A package of bespoke benefits that suit your needs. Contact Sarah Shooter, email sarah.shooter@theatreroyalwakefield.co.uk or call **01924 211 311** to craft your custom package of benefits and recognition.

Your donation

For memberships other than Theatre Royal Wakefield Members (£30), your membership fee is split between the commercial value of your benefits and a suggested donation to Theatre Royal Wakefield, UK registered charity 503597.

To discuss purchasing benefits separately please call Sarah Shooter or Poppy Wille on 01924 211 311.

Benefit chart

	Member	Member Plus	Actors Circle	Directors Circle	Creative Circle
Priority booking	7 days	10 days	14 days	14 days	14 days
Ticket discount during priority booking	10% (2 tickets)	10% (4 tickets)	10% (4 tickets)	10% (4 tickets)	10% (4 tickets)
Ticket booking at other times	5% (2 tickets)	5% (4 tickets)	10% (4 tickets)	10% (4 tickets)	10% (4 tickets)
Avoid the Queues	✓	✓	✓	✓	✓
Priority Access to Season Brochure	✓	✓	✓	✓	✓
Member Newsletters	✓	✓	✓	✓	✓
Café/Bar Vouchers/Discount	2	4	10%	10%	10%
Free ticket exchanges		✓	✓	✓	✓
No booking fees		✓	✓	✓	✓
Recognition in printer programme		✓	✓	✓	✓
Member only season preview		✓	✓	✓	✓
Personalised members booking line			✓	✓	✓
Complimentary programmes for TRW shows			✓	✓	✓
Acknowledgment at theatre of your support			✓	✓	✓
Invite to annual members event			✓	✓	✓
Invite to guest night post show drinks			✓	✓	✓
Tickets to guest nights				✓	✓
Invitation to in person season launches and supporter events				✓	✓
Afternoon tea with Executive and Artistic Teams				✓	✓
Invitation to selected rehearsals and behind the scenes experiences				✓	✓
Bespoke benefits					✓

In the 24/25 financial year...

- Ended the financial year with **439** members
- **171** new members joined the scheme
- **268** members renewed their membership with us
- **9** members upgraded within the scheme

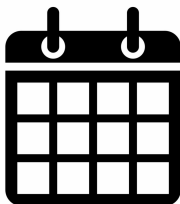


Members have made a big impact...



Membership scheme fees raised **£18,730**

56 members attended fundraising events

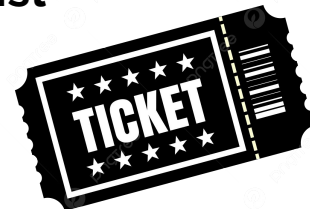


40% of members booked over the phone or in person



400 members donated to the Theatre

423 members bought tickets to shows/events in the last financial year



Members bought **£144,479.62** worth of tickets

What have we done...

**Autumn Season Launch Event
for our Members**



**Began a new
Membership retention
project**



**Introduced a new name
for our lower level of
memberships**

**New Member Signage
around the building**

**Working with an external mailing
company for our member
communications**



**Pre-show email and
tickets now contain
membership promotion**



**Membership merch
arrived**



**Creation of a dedicated
members hub**

How has Spektrix supported this growth in Fundraising....

- **Allowing us to logging personal info, donations history and contact details gathered from other platforms, campaigns or personal contact.**
- **Using reports and tags to: track people's attendance, flag key events such as birthdays, understand trends and much more.....**
- **Utilising Dot Digital to personalise correspondences**

And so much more.....

Sarah Shooter

Head of Development

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