



SPEKTRIX

Fundraising+

Growing Your Revenue

October 29, 2025 / 12pm EDT / 4pm GMT



Presenters



Jake Larimer

Consultant, Fundraising
Specialist
he / him



Sara Stevens

Senior Consultant,
Fundraising Specialist
she / her



Miriam Wright

Senior Consultant,
Fundraising Specialist
she/her



Lucy Robinson

Consultant
she/her



Guest Speaker



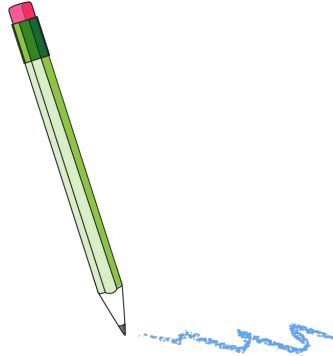
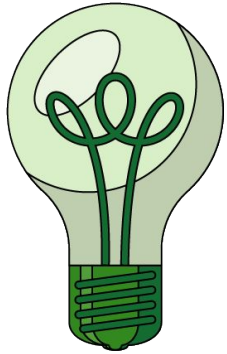
Carter Tholl

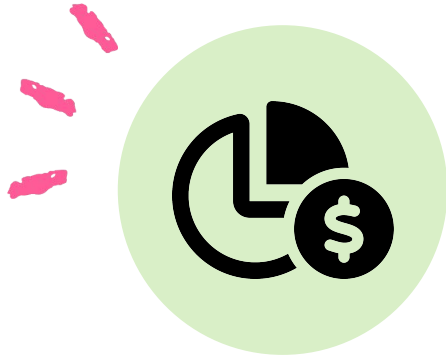
Development Director





Information





Growing Your Revenue





Where are you now?

The importance of baselines

- Understand which metrics you are hoping to change
- How do you know what change had what impact?
- Note it down!





Agenda

1

Introduction

2

High Impact, Low
Effort

3

Long Term
Security

4

Making
Connections

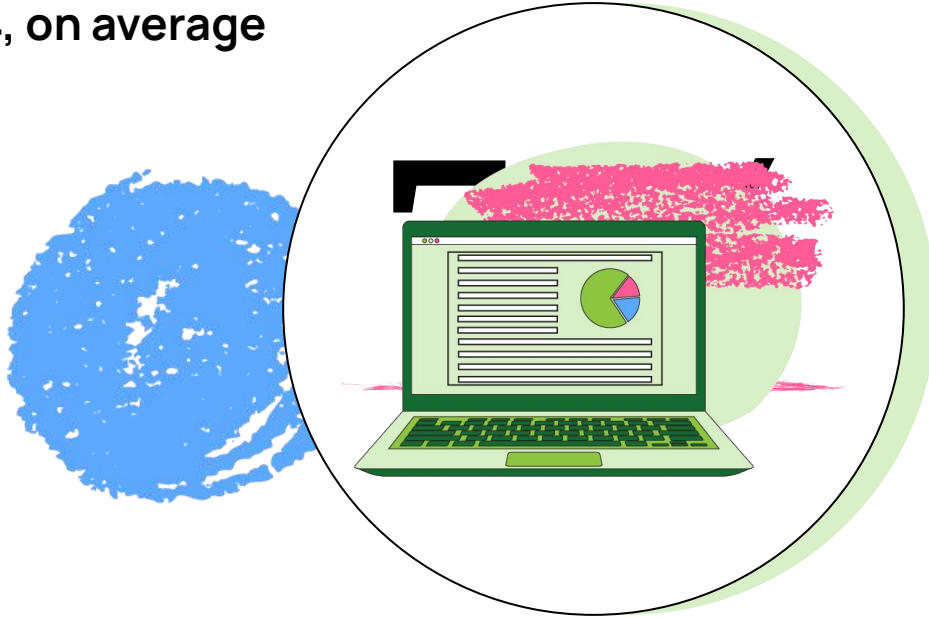
5

Q & A



**High Impact, Low
Effort**

In **2024**, on average



Of all your donations under £/\$ 500 were processed **online**, through your **website**



Donations

General Fund

Thank you for your support! As a not-for-profit, we rely on your generosity. Giving to our General Fund lets us direct your gift where it's needed most. For over 30 seasons, Chemainus Theatre Festival has brought the joy of professional live theatre to our community and visitors. Your support ensures we can continue sharing powerful stories from our stage. Donations of \$10+ will be receipted.

Donation Amount

\$ 10.00

Recognition Name for Donor Lists

☐ I want this donation to be anonymous

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE

After implementing online
purchase path donations
Chemainus Theatre
Festival, grew their first
time ***donors*** by

370% 

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%

Top Events

Event name	# ticket orders made with donation
The Wonderful World of Clive and The Giraffe	15

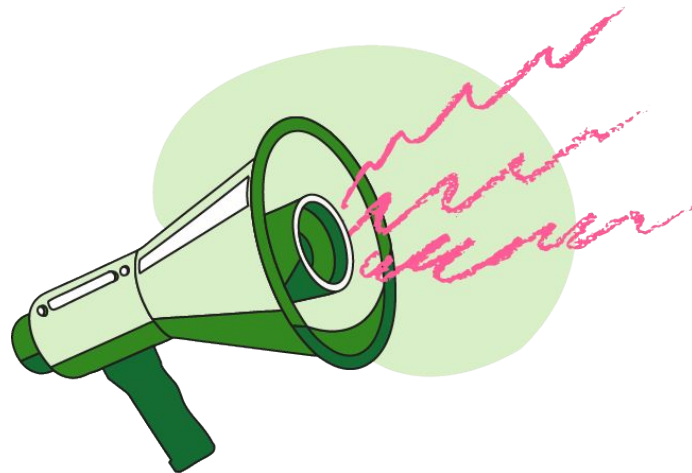
Fund breakdown

Fund name	# donations made with ticket purchase	Total amount	Avg amount
Education Fund	12	£1,248.00	£104.00



Fund Names & Descriptions

- What do your funds say about you?
- Are they clear and compelling?
- Do potential donors know how and where their gift will make an impact?



Checkout

Your selection

Basket

Checkout

Donations



Help us keep producing great theatre - Donate Now!

The Altrincham Garrick is a registered charity, and we receive no public funding from any other organisation, or from our regional or local council. We value any and all support you can provide.

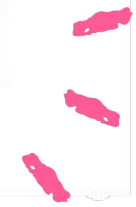
Donation Amount

£ 3.00

-

+

Continue with my donation





Average Donation amount increased from

£4.08 to £5.12

In just two weeks



Event Criteria

Target your donation ask using

- Event Type
- Event Date & Time
- Venue



Event Criteria



Family Bookers



Venue Loyalty



Gallery Bookers

Fund Details

Basic Details

Force on way to checkout:
Always



Event Criteria

Customer Criteria

Default Amount

Audit

Edit

Fund Details

Basic Details

Force on way to checkout:
For specific events**Event Criteria**

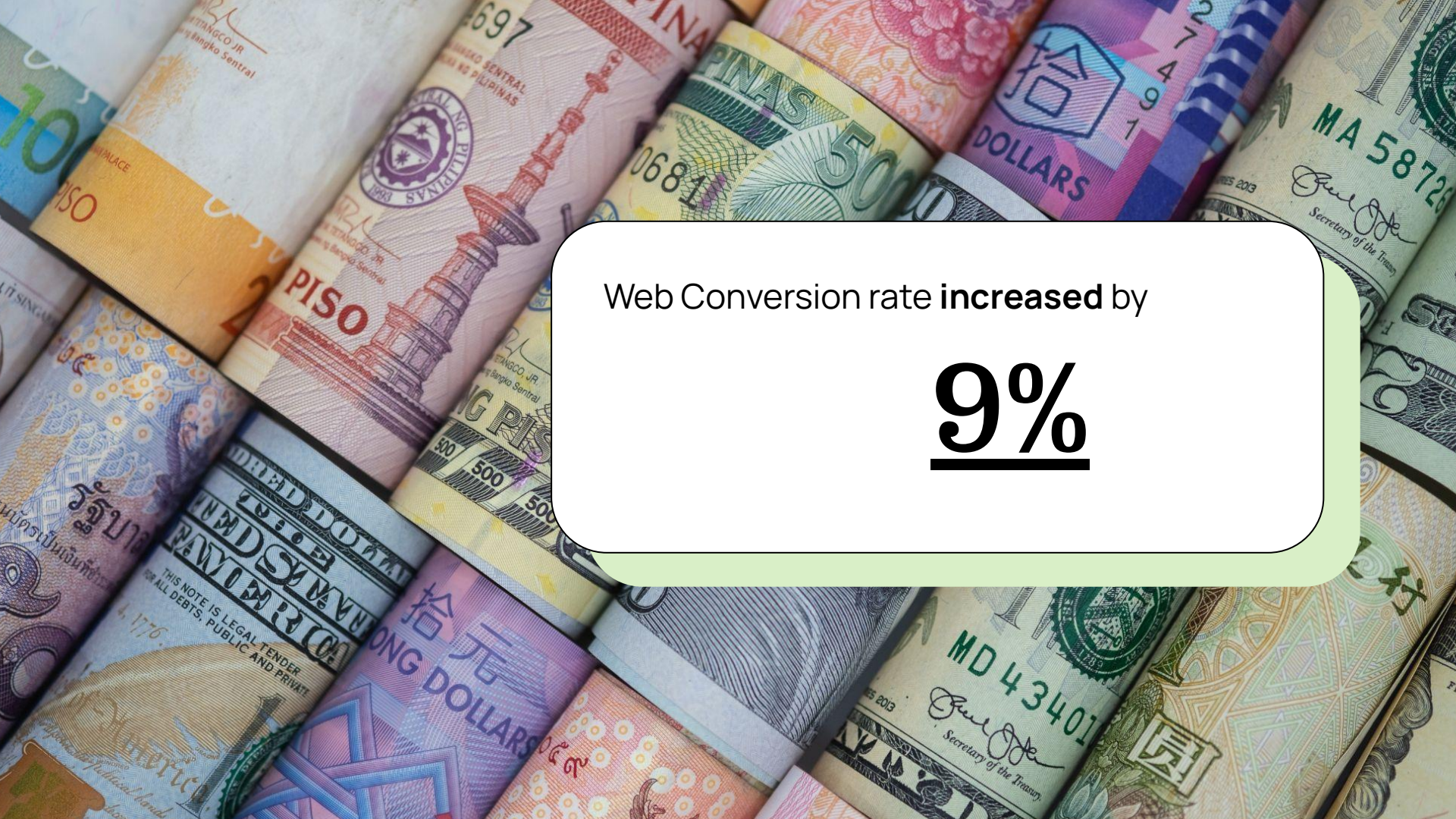
Customer Criteria

Default Amount

Audit

Event Instances with

Event Attributes Contains all of: Development Fund is exactly The Iris Tomlinson Fund



Web Conversion rate **increased** by

9%

Customer Criteria

- Suggest different funds in the checkout path based on Customer criteria.
- Bespoke, dynamic asks with little effort.



Funds

View Inactive? ☐

Name	Code	Description
<u>Support Bristol Old Vic</u>		Thank you for supporting Bristol Old Vic today! Your contribution makes it possible for us to continue making a meaningful impact throughout communities in Bristol. We truly appreciate your generosity, thank you.
<u>Thank you for supporting Bristol Old Vic</u>		We really appreciate your generosity. Last year we provided over 66,000 contact hours and creative development to over 21,000 participants throughout Bristol. With your continued support, we can extend our reach even further and expand access to the arts throughout the city. Your donation plays a vital role in helping us create lasting, positive change in Bristol's communities. Thank you!
<u>Your support makes such a difference!</u>		Your generosity has helped to deliver our ambitious artistic programme and work throughout the city. In the last year, we have expanded our offering to reach more people than ever before, working with over 170 artists, freelancers and writers on stage. Help us to continue to deliver our adventurous work by adding a donation to your booking today. Thank you!

☐ Not

Tag

Donated £100 to £199.9



Default Amounts

Maximise Capacity: Dynamic Default Donation Amounts

- The Ask Adapts
- Comprehensive Calculation
- Right Ask, Right Time

Data is your starting line!

Events		Subscriptions	Pricing
Funds		Merchandise	Offers
Fund Details			
Basic Details		The d	
Event Criteria		Bask	
Customer Criteria		£ 0.0	
		£ 1.0	
		£ 5.0	

0 Value Baskets

SPEKTRIX 

Events Subscriptions Pricing Seating Custom

Funds Merchandise Offers Promotion Codes Price

Fund Details

Basic Details

The default donation amount is set

Event Criteria

Basket Value

Customer Criteria

€ 0.00 and above



Default Amount

Audit

Average donation amount

€15.03

Donation amounts

Amount	Times donated	Donated as part of m'ship
€1.00	2	0
€2.00	2	0
€3.00	3	0
€4.00	4	0
€5.00	39	0
€7.00	2	0
€10.00	29	0
€15.00	2	0
€20.00	5	0
€25.00	61	0
€35.00	1	0
€50.00	1	0



Admin [spektrix\lucyr]
The Gate Theatre

prod-web-08c5 1.54.10179

Credit Types



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

➤ Key Takeaways

1

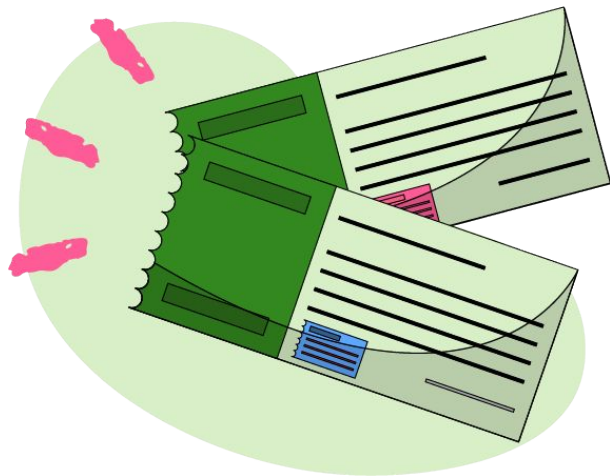
Mark your baseline

2

Test the outcome

3

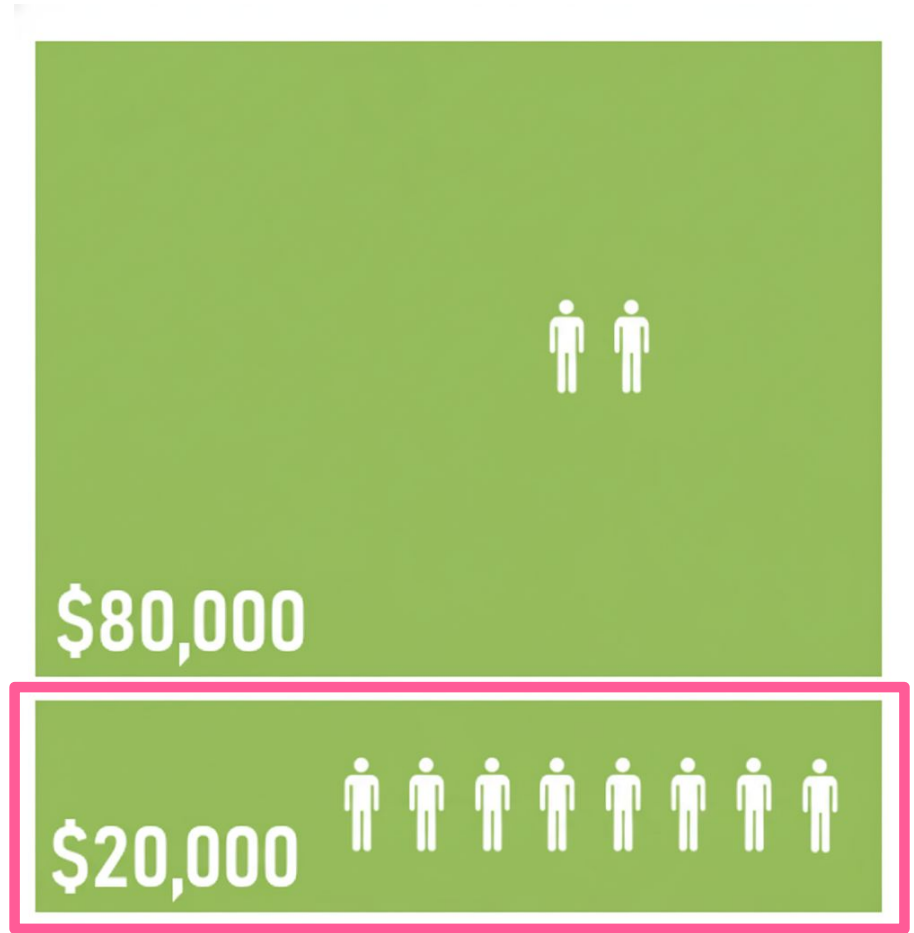
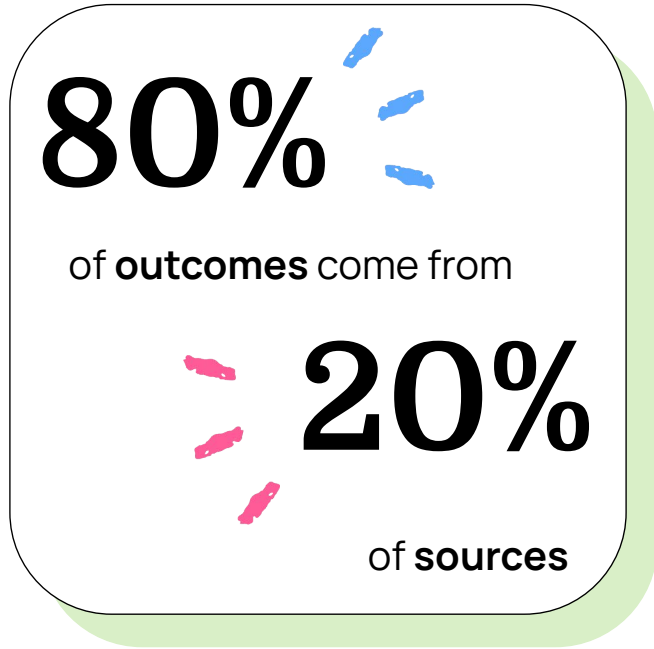
Learn from the results





Long-Term Security

The Pareto Principle



Between 2018 and 2022, the
number of recurring donors
to nonprofits went up by

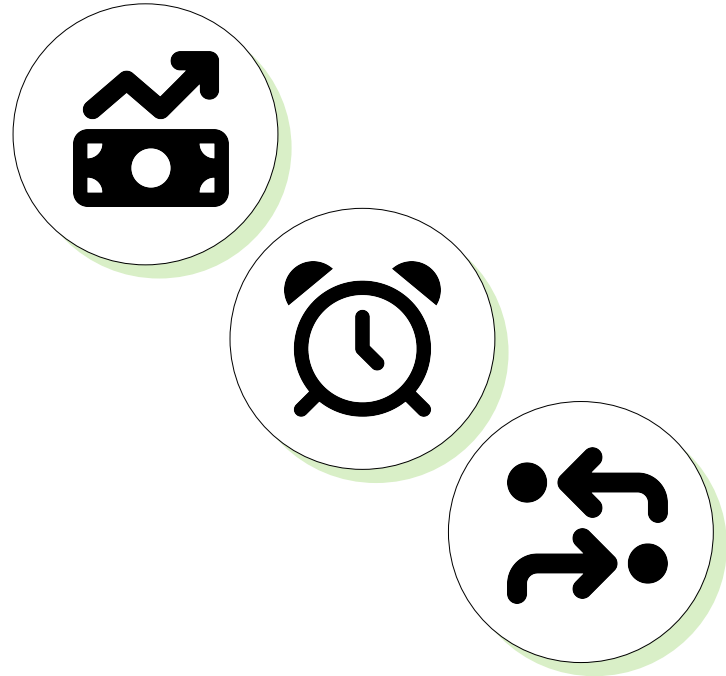
127%



Recurring Giving

How it benefits you...

- Raise more on average
- Predictability
- Cash Flow



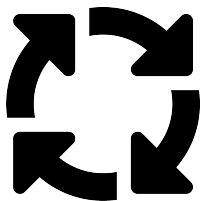


Recurring Giving

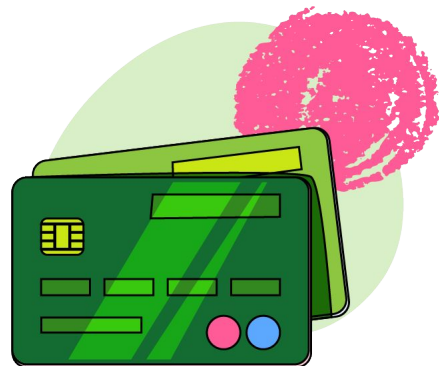
And how it benefits your donors...

- Approachable for most donors
- Flexibility to adjust giving
- Convenience

Auto-Renewable Memberships



Name:	Gold Membership
Description:	Gold members will get 2 free tickets per show for a whole season and early booking access.
Image:	None
Price:	\$50.00
Renewal Price:	\$50.00
Membership Period:	Fixed period of 1 month
Renewal Period:	7 day(s)
Grace Period:	3 day(s)
Can Auto Renew?	☒
Notify customer of auto-renewal:	☒ 3 days before expiry
Attempt auto renew payment:	2 days before expiry
Tax Code:	NA - N/A
Active?:	☒
Giftable:	☒
Includes Donation:	☒



PURCHASE A CLUB MEMBERSHIP

If you hold a membership and wish to renew it, please log in to your account before adding the item to your cart.

FAN

- Two member tickets to one show (2 tickets)
- Local Partner discounts
- Jazz Forum car magnet

Membership Period: 1 year
Price: \$250.00

☒ Automatically Renew?

ADD TO CART

FRIEND

(Most Popular!)

- Two member tickets to three shows (6 tickets)
- Two gift tickets to share
- Local partner discounts
- Jazz Forum car magnet

Membership Period: 1 year
Price: \$500.00

☒ Automatically Renew?

ADD TO CART

You are receiving this email because you recently attended a show at the Jazz Forum.

WELCOME TO THE CLUB



Thank You For Joining Our Community

Hi Patron,

Mark and Ellen here, founders of Jazz Forum Arts.

We wanted to say thank you for visiting the Jazz Forum and we hope that you had a wonderful experience at the club. We also wanted to let you know that with your ticket purchase, you've been automatically added to our mailing list.

You will be receiving updates about our programming, upcoming events and get access to special offers and exclusive discounts – so stay tuned!

[Purchase Tickets](#)[Buy Flex Passes](#)[Make a donation!](#)[Recurring giving](#)[Gift Voucher](#)[Mailing List](#)

Recurring Donations

If you hold a membership and wish to renew it, please log in to your account before adding the item to your cart.

\$10 Monthly Donation to Operations

Your ongoing gift provides financial stability to the Williamston Theatre and allows you to donate more over time. A \$10 monthly gift adds up to \$120 over the course of a year and makes a big impact! Your gift helps to fulfill our mission to offer a diverse array of intimate storytelling experiences to entertain, build a sense of belonging, & foster empathy for the human journey.

Membership Period: 1 month

Price: \$10.00

☒ Automatically Renew?

ADD TO CART

\$20 Monthly Donation to Operations

Your ongoing gift provides financial stability to the Williamston Theatre and allows you to donate more over time. A \$20 monthly gift adds up to \$240 over the course of a year and makes a big impact! Your gift helps to fulfill our mission to offer a diverse array of intimate storytelling experiences to entertain, build a sense of belonging, & foster empathy for the human journey.

Membership Period: 1 month

Price: \$20.00

☒ Automatically Renew?

ADD TO CART

\$25 Monthly Donation to Operations

Your ongoing gift provides financial stability to the Williamston Theatre and allows you to donate more over time. A \$25 monthly gift adds up to \$300 over the course of a year and makes a big impact! Your gift helps to fulfill our mission to offer a diverse array of intimate storytelling experiences to entertain, build a sense of belonging, & foster empathy for the human journey.

Membership Period: 1 month

Price: \$25.00

☒ Automatically Renew?

ADD TO CART



Memberships in Spektrix

\$10

\$50

\$25

\$100

Memberships

Bronze Membership

between \$20-\$99

1 year

\$20

\$99



\$20

Join our supporters

Members Newsletter
Early event notifications
Special offers

Add to Cart

Silver Membership

between \$100-\$199

1 year

\$100

\$199



\$100

Level up your support

All Bronze benefits plus
Priority Booking
Exclusive member events

Add to Cart

Gold Membership

between \$200-\$500

1 year

\$200

\$500



\$200

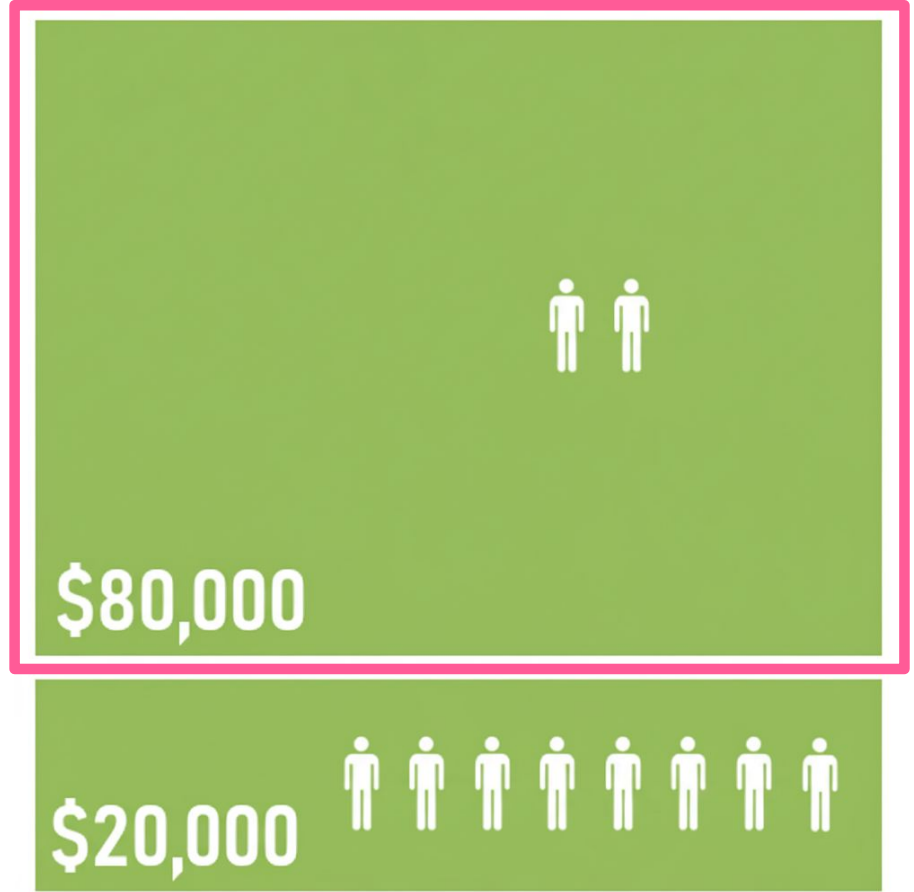
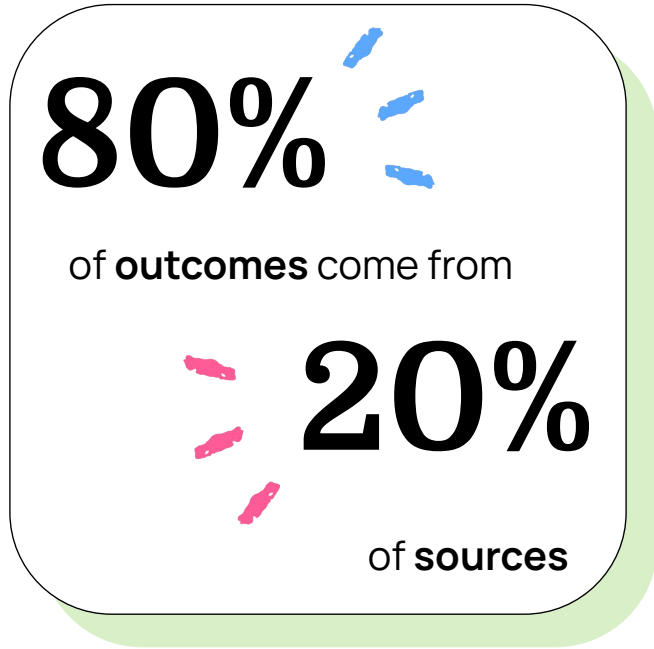
Take your membership journey
even further

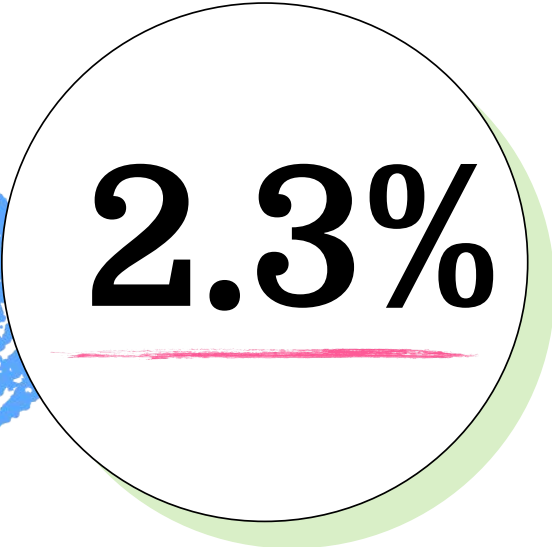
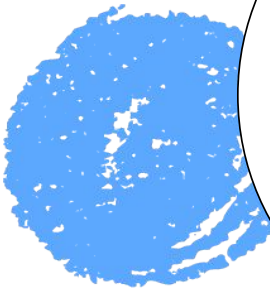
All Silver benefits plus
VIP seating options
Annual patron dinner

Add to Cart

Coming Soon!
Prototype Only

The Pareto Principle

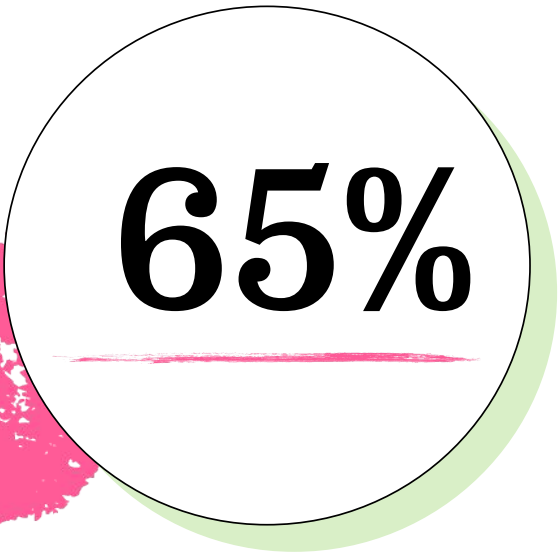
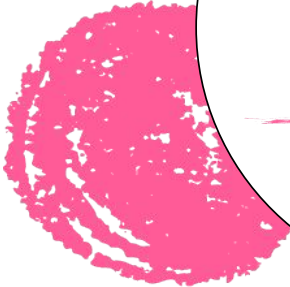
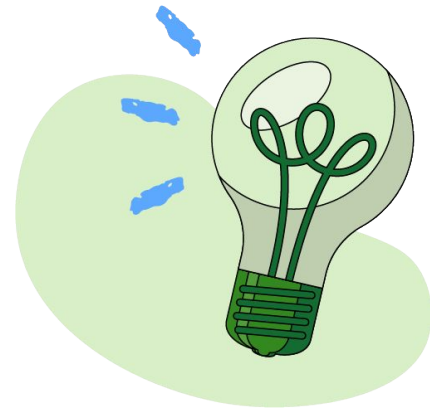




2.3%

Of all donors give at least
\$5,000 a year, representing

of organizational revenue

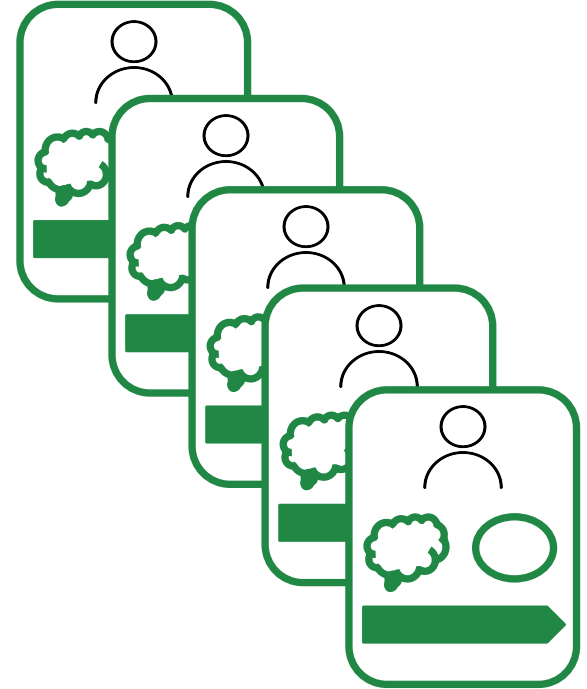


65%



Keeping it Organized

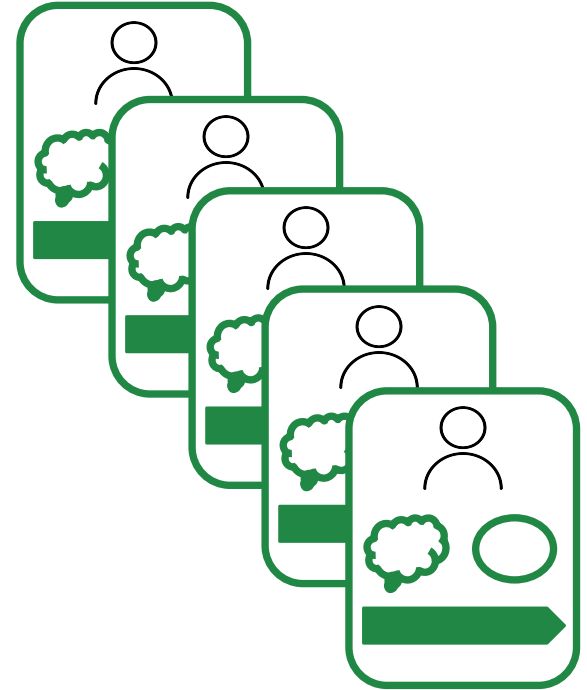
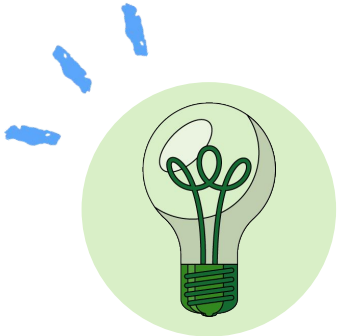
How do we keep track of our work
with major donors?





Keeping it Organized

Keeping donor information and deadlines in **one central place** ensures you always have the most **up to date** version



Portfolios in the Opportunities Interface

Edit Opportunity



Editing opportunity for Mrs. Miriam Wright.

Campaign: Capital Campaign > FY 25 > Individual

Description: Capital Contribution for Lobby Naming

Owner: jlarimer

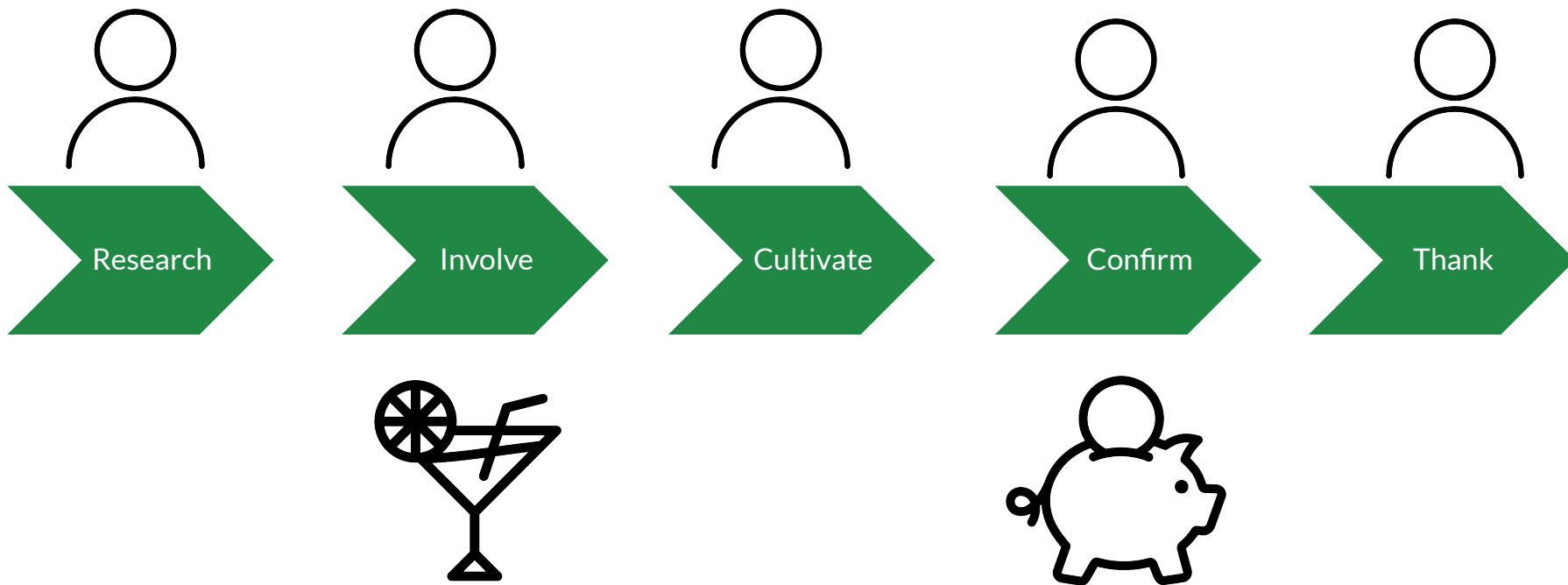
Current Stage: Confirm

Expected Close Date: 11/30/2025



Search My Portfolio  					
2 Research 0 Involve 1.0 2 Ask 1 Confirm 1 Pledge 0 Thank					
Opportunity	^	Owner	Next Activity	Target	Asked
 <u>Sir Johnny Cash</u>  AG Campaign 23-24  Research		jlarimer		\$4.0K	\$4.5K
 <u>Selena Gomez</u>  Individual  Ask		jlarimer		\$1.0K	\$15.0K
 <u>Spektrix Foundation</u>  Trusts & Foundations  Pledge		jlarimer	 2/1/2025 Grant Application Grant Applic...	\$10.0K	\$15.0K
 <u>Spongebob Squarepants</u>  Operating Funds AG  Ask		jlarimer		\$25.0K	\$35.0K
				\$191.0K	\$170.5K

Portfolios in the Opportunities Interface





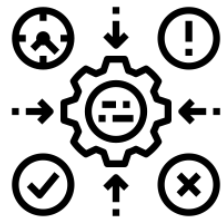
Prospecting

- Past donations
- Interests
- Attendance
- Relationships
- Custom attributes





Kindsight iWave



SPKTRIX

PAYMENT TEST

zapier beta

Create Zap

ZPS

Events

Customers

Orders

Tickets

Subscriptions

Other

Customer Search | Michael Bloomberg

Details

Orders

Mailings

Wallet

Subscriptions

Actions

ID: I-FV22-27HP

Title:

Last name: Bloomberg

First name: Michael

Email: test1@abctest.com

Phone:

Cell phone:

Date of birth:

Age:

Active: ☒

Online account active: ☒

Kindsight Score:

Largest Estimated Capacity:

Kindsight Profile Last Updated At:

Duplicate Email:

Invalid Email:

Household

Michael Bloomberg

Addressee name: Michael Bloomberg

Addresses

Michael Bloomberg

123 Main Street

New York

10001

United States

Default Billing

Default Delivery

Address Slip

Image (JPG format)

Contact Preferences:

Methods of Contact

Not asked Yes, I'd like to receive news via mail.

Not asked Yes, I'd like to receive news via email.

Kindsight On-Demand

Spektrix ID

I-FV22-27HP

Send

SUGGESTED ZAPS

Send URL to your Phone Try it

Shorten URL Try it

Share URL on Slack via DM Try it

Add URL to Google Sheet Try it

Save URL to Microsoft To Do Try it



Making Connections

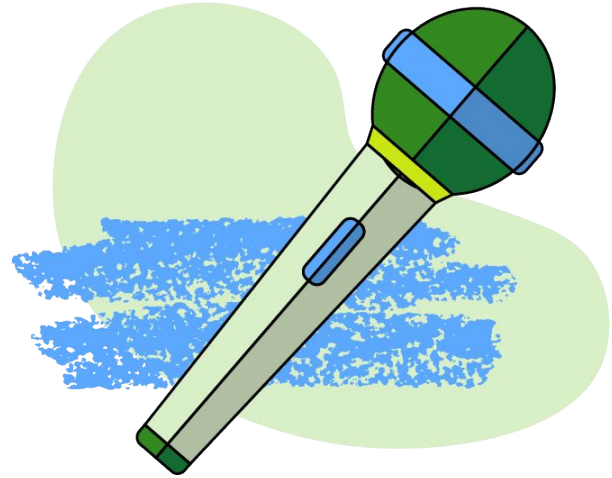
to drive the ask



What is your messaging?

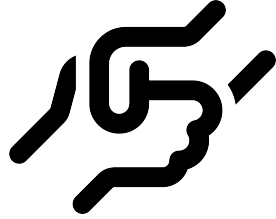
What is your Impact?

- How do you impact the community around you?
- How does the community impact your organization





Automation



Personalization





Dynamic Content

- Change content based on rules that you set
 - Autotags
 - Attributes
- Small changes like salutations or subject lines
- Big changes like entire blocks of email

Details Orders Mailings Wallet Subscriptions

**ID:** I-CP22-3WHD

Title:

Last name: Larimer

First name: Jacob

Email: jake.larimer@spektrix.com

Phone:

Cell phone:

Date of birth:

Age:

Active: ☒

Online account active: ☐

Pronouns: he/him

Alternate Email:

Seat Preference: Aisle Seat

Alternative Email 2:

Duplicate Email:

Invalid Email:

Salutation: Jake

Student ID Number:



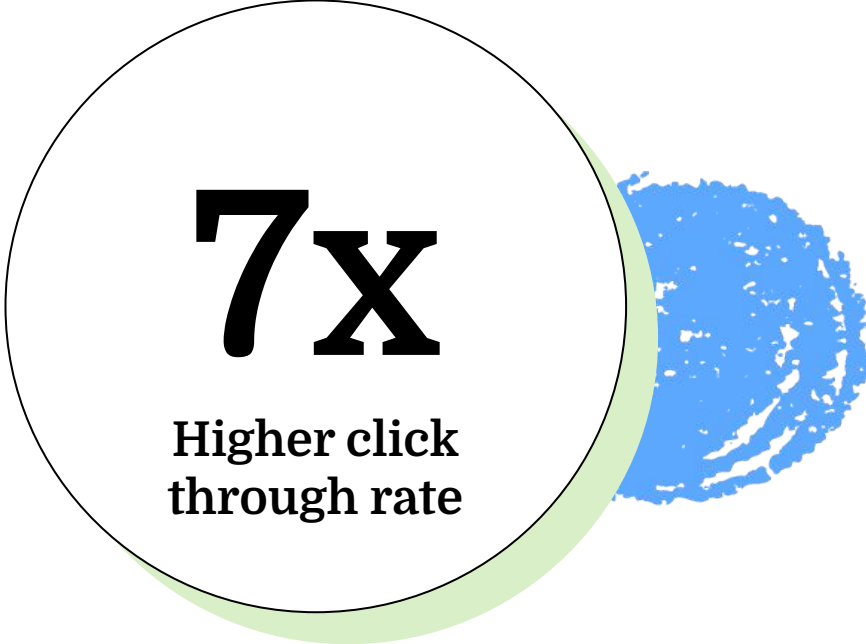
Dynamic Content

Recent Donor

- Thank you for your recent support of our organization! Click here to see more about your impact!

Not a Recent Donor

- Call to action to donate, join a recurring giving scheme, or join a membership program



7x

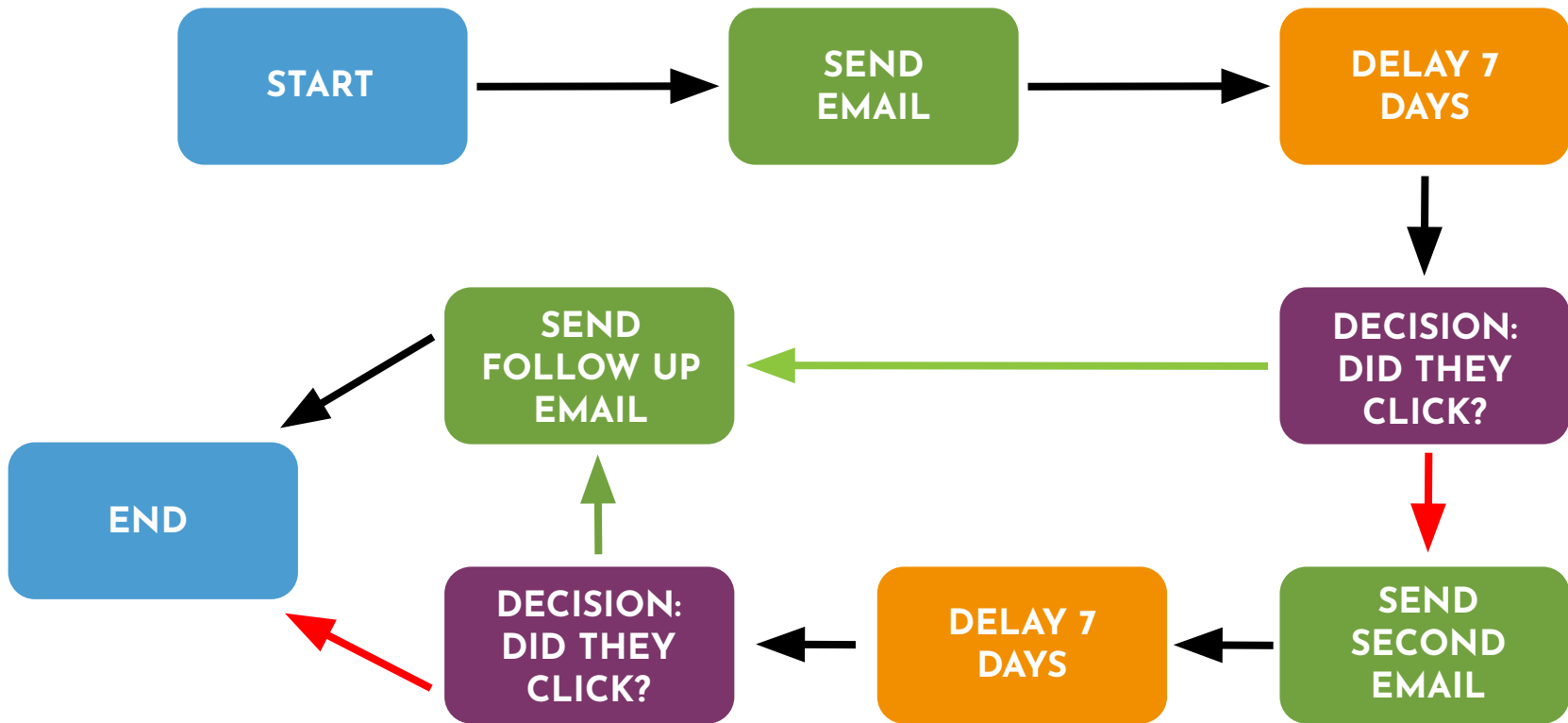
**Higher click
through rate**



Programs

Automated Workflows

- Easy Follow Up
- Personalized based on interactions
- Exit criteria to not overwhelm customer



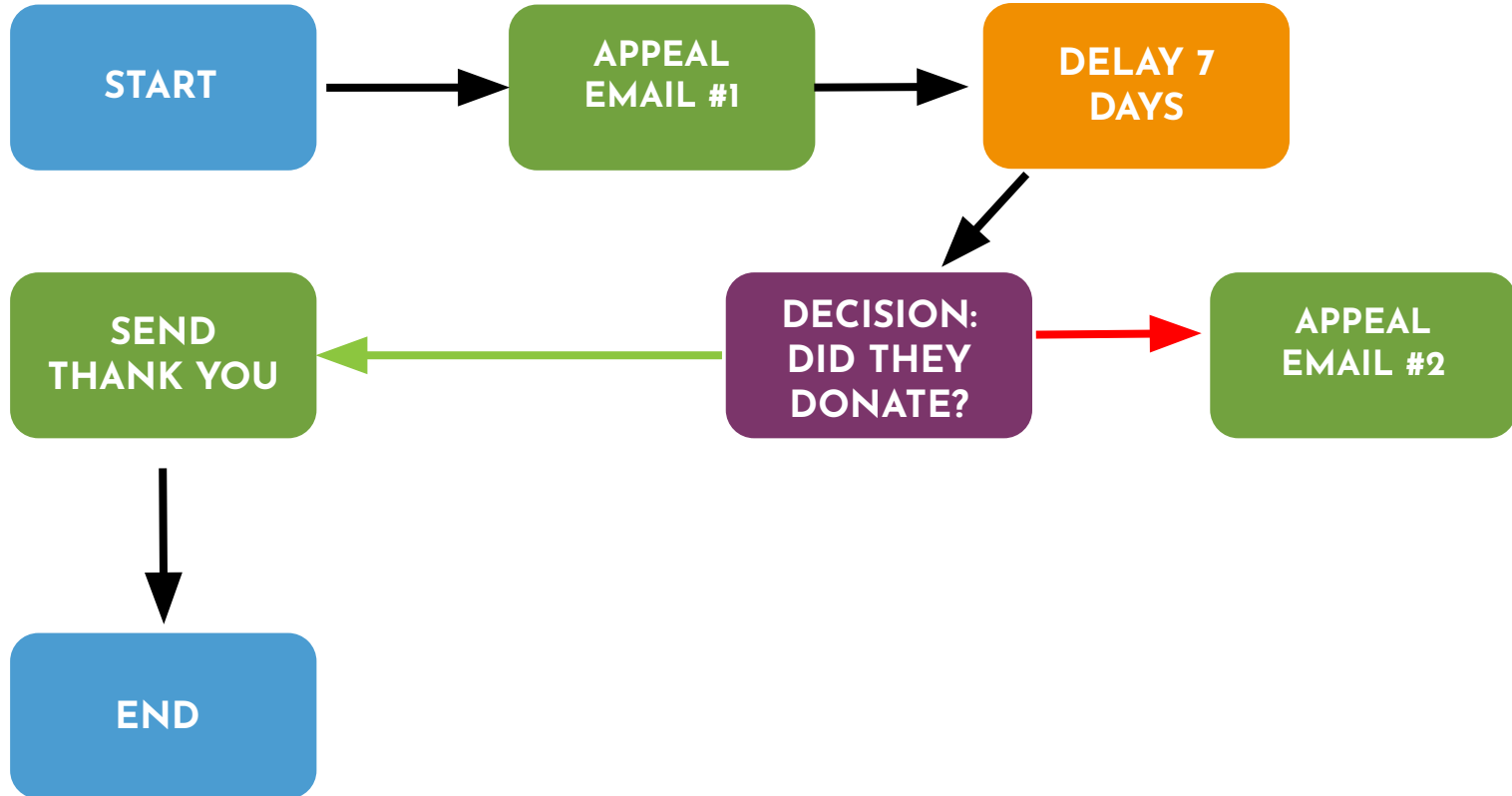


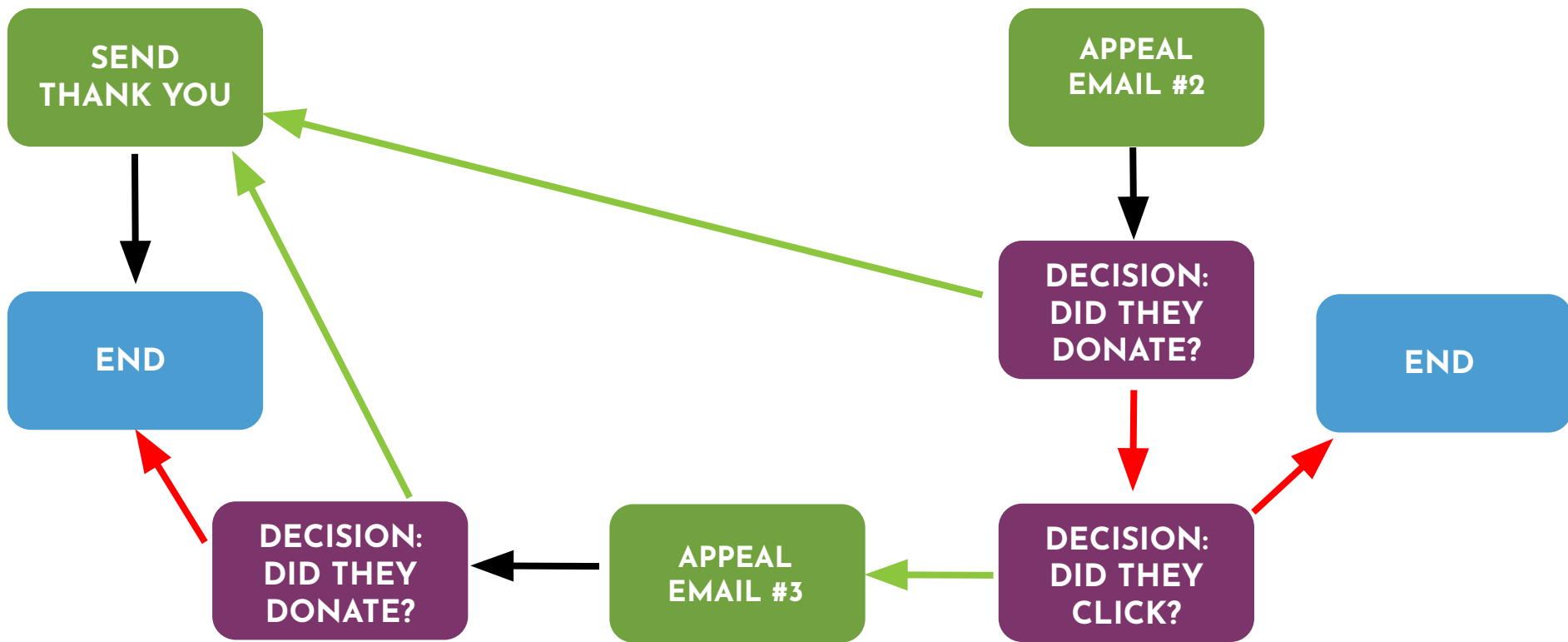
Program Templates

- ☐ BIRTHDAY PROGRAM
- ☐ WELCOME PROGRAM
- ☐ LAPSED BOOKER
- ☐ IMPROVING RETENTION
- ☐ CREDIT REMINDER
- ☐ MAILING LIST RE-ENGAGEMENT
- ☐ HIGH VALUE FACEBOOK LOOKALIKE AUDIENCE



Fundraising Appeal







Fundraising Appeal Program Template



Rachael Norris

Updated 3 seconds ago

Our Fundraising Appeal Program template is designed to automate your outbound fundraising appeals.

Before you start, you should be familiar with:



Dotdigital Program Templates



TIP: If you can't find this template on your Dotdigital account, **get in touch with our support team.**

Why set up a Fundraising Appeal Program?

Running a fundraising campaign can often be a manual, time consuming process. Using the Fundraising Appeal Program template, you can save time by automating your Donation asks whilst also providing a personalised experience for customers.

The Fundraising Appeal Program is aimed at **prospective donors** and targets them with a series of emails inviting them to donate to your organisation. By identifying customers with a high likelihood of donating, your campaign is already designed to succeed.

You can use the Fundraising Appeal Program for a **stand-alone** fundraising campaign, such as a Holiday Appeal or End of Year Appeal.



1:1 Touchpoints

Develop donor relationships

- Learn more about their interests
- Gratitude and appreciation
- Keep them in the know about what's coming





Guest Speaker



Carter Tholl
Development Director





MUSIC
THEATRE
WICHITA



Phone Call Fundraising

Phone Renewals & Upgrades

Approximately 25 hours on the phone over 3 months

Renewed Gift Revenue: \$30,300

Upgraded Gift Revenue: \$59,675

Giving Tuesday Gifts (Renewals and Upgrades): \$14,179 (goal: \$12,500)

Total Raised over the Phone: \$104,154





2024 Annual Fund

Broken Down by Solicitation Method



Grand Total



Budgeted Goal

\$681,800

(including memorial gifts)

Actual Contributions Total

\$705,000

(including memorial gifts)

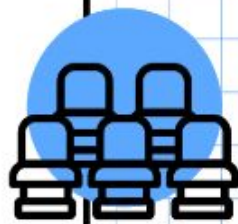
Difference

+\$23,200



SPEKTRIX <<<

Asking for Donations





Key Takeaways

Before implementing anything, understand your **baseline**

Don't neglect your online **purchase path**

Build a loyal **regular supporter** base

Share your needs via proactive outreach

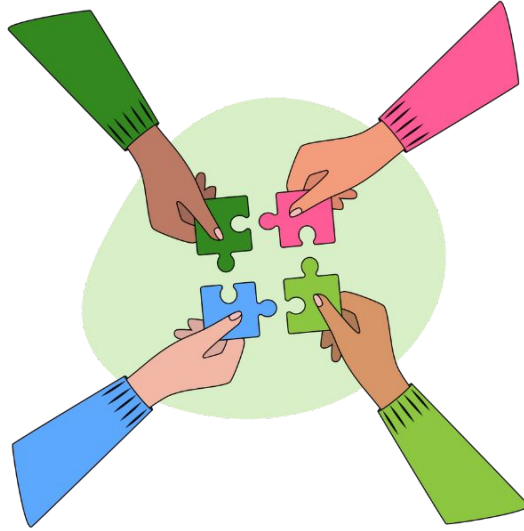


Questions?





The Spektrix Community



Launches November 5th 2025





Upcoming Events



New At Spektrix Webinar: 13 & 18 November (Online Webinar)



AMA Digital Marketing Day: 20 November (London, United Kingdom)



Ticketing Australia Conference: 24-25 November (Parramatta, Australia)



Revenue Generation Conference: 25 November (London, United Kingdom)



APAP Conference: 9-13 January (New York, New York)



INTIX Conference: 26-29 January (Las Vegas, Nevada)

SPEKTRIX <<<

Thank You!