Would You Like Season Tickets With That?
THE ART OF THE UPGRADE

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“Would you like fries with that?”
Staff ARE NOT order takers

Staff ARE experts in multiple areas:
- Product
- Customer care
- Patron experience
- Inventory management
- Data collection
Both org and customer feel like they’ve won

To do that:

1) Know the next step in the patron’s relationship with the organization
2) Get the customer/patron to think that they want what we’re offering
<table>
<thead>
<tr>
<th>Action</th>
<th>Next Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a ticket</td>
<td>Buy another ticket</td>
</tr>
<tr>
<td>Buy a small subscription or membership</td>
<td>Buy a full series subscription or larger membership</td>
</tr>
<tr>
<td>Renewing subscriber or member</td>
<td>Add on donation or events</td>
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Case Study: Arts Club Theatre Company

$3 million two-year revenue growth

For years Arts Club Theatre

prompting a high proportion of tickets—one in every three—to be offered at a
discount. Some patrons got double discounts (i.e. corporate seniors got a
corporate discount on top of the senior discount).

- **Inventory management.** In addition to offering deep discounts on tickets,
  ACTC filled seats by offering large numbers of complimentary tickets—22,000
  in the 07-08 season alone.

- **Timing of marketing campaigns.** ACTC had a complaint that is standard
  among arts organizations—their patrons were buying later and later. To
  accommodate them, ACTC was also marketing and selling shows later and
  later.

- **Subscription offerings.** ACTC offered a wide variety of
  subscriptions—several fixed seat subscriptions, and many flexible
  subscription packages. Many more patrons opted for the lowest-price flex
  package rather than the full series; flex series renewed at low rates.
3 steps to a patron transaction

1) Confirm patron contact information

2) Take, confirm, and affirm the order

3) Make the appropriate “ask”
3 STEPS TO A PATRON TRANSACTION

1. CONTACT INFORMATION

WANT TO GO ON A DATE?

Photo: Todd Huffman
DATA COLLECTION
Why is it important?

Eliminates “invisible patrons”

Gives the organization the opportunity to keep patrons informed

It is our responsibility and liability to know who is in the venue

At the beginning of a transaction, open the patron’s account!
3 STEPS TO A PATRON TRANSACTION

2 TAKE

CONFIRM

AFFIRM

the order
The customer will tell you everything you need to know.
3 STEPS TO A PATRON TRANSACTION

MAKE
the
ASK

3
Making the Ask

Guiding principles

What is the RIGHT “ask”? 

- Staff must take the timing of the transaction into account 
- Refer to an Upgrade Matrix 
- Staff should talk about the event they’re are most excited about
Making the Ask
Guiding principles

This is assumptive selling, not aggressive selling

- Informing a patron IS good customer service
- “I wouldn’t be doing my job if I didn’t tell you about XYZ, Mrs. Smith.”
- The patron can always say “no thanks.”
BOX OFFICE DONATION CASE STUDY

Arena Stage

Mead Center at night. Photo by Scott Suchman.
Case Study: Box Office Giving Campaigns Get Revenue!

Donation successes at Ordway Center, Des Moines Performing Arts and Arena Stage

Why Box Office Asks Work
Collaborating cross-departmentally to grow loyalty is essential to longer-term success. However, in many organizations, the box office isn't integrated into the development process. TRG Arts sees development, marketing and the box office as deeply connected. Every development department depends on marketing to deliver donor-reporting ideas, while the box office regularly interacts directly with patrons and so can make ask-appropriate in the moment and that do a great deal to deepen loyalty. Telefunding follow-up call to a first-time single ticket buyer may push the relationship too far, while an invitation to add on a donation during a phone call is more natural.

TRG research shows that no matter the size of the gift, the effects on the donor and overall lifetime value can be tremendous, turning short-term requests into future opportunity. Most major donors are cultivated from lower giving levels, as the organization as brand new high-level donors. Given this fact, calling on the sales team like the box office asks for a lower-level gift make sense for the money.

The Arena Stage box office has collected 2,834 gifts totaling $72,010 over 3 years.

The Des Moines Performing Arts ticket office secured 380 donations totaling $3,887 for their education fund. 70% had no prior giving history.

Ordway Center achieved their goal for box office giving halfway through the 2011–12 season. They generated 548 donations totaling $12,758, including one $1,000 gift.

More on this case at www.trgarts.com
BOX OFFICE DONATION CASE STUDY

Key Success Factors

1. Someone takes ownership of the campaign.
2. Train staff on messaging, test it, and repeat
3. Set goals & track results
4. Put the campaign everywhere
5. Incentivize box office staff
Box office culture

1. Collaborative
2. Entrepreneurial
3. Sales-focused
4. Goal-oriented
5. Communicative
6. Inspired
SRT SITUATION

1. Staff loss and budget cuts
   30% across the board

2. Affordable option
   Retention vs. Acquisition

3. Opportunity
   Lots of new single ticket buyers
4-YEAR PATRON RETENTION PLAN

- **Year 1:** same-season ticket
- **Year 2:** 3 plays for $99
- **Year 3:** Subscribe!
- **Year 4:** Offer: Renew!
SPECIALLY CULTIVATED PATRONS WERE RETAINED OVER 3 YEARS

**CULTIVATION PAYS: HIGHER RETENTION RATE**

Year 1 2010: 0%
Year 2 2011: 10%
Year 3 2012: 9%
Year 4 2013: 9%

Cultivation Group
Other 2010 First Timers
Cost of Sale
+25%

Revenue
-47%
A LITTLE INSPIRATION AT THE RIGHT TIME

- One Patron Strategy
- Donors and ticket buyers are not different people
- Put your patrons first
OPEN PATRON MODEL TRANSITION
INTRODUCING THE PATRON SERVICES OFFICE (PSO)
hello from your patron services team!

As one of our most valued partners, you bring your own Patron Services Specialist, Katie Mihm. She is responsible for ensuring your experience is easy and enjoyable at every step. Whether you need tickets, have questions about ticketing or a particular show, want to make a donation, or just need advice on parking, we’re here. Click through the links below to meet your Patron Services Specialist.

It's our goal to make the experience easy and enjoyable for you. Please contact us at 206-701-1127 with any questions you may have.

The service is provided free of charge.

Hello from your patron services team!

SAVE THE DATE
Season Preview Event

Wednesday, September 11, 2013
7:30 p.m. - Reception in the Lobby
8:00 p.m. - Show with Katie Mihm, Patron Services Manager

P.S. Can't remember who your Patron Service Specialist is? Log into our website and look at the Ticketing Assistance Box in your Account section.

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36th Annual Conference & Exhibition
Go the Extra Mile
PROOF IT WORKS!
REALLY – IT WORKS!
THE RESULTS – 3 YEARS

Gift with Subscription – 29% increase
New gifts – 21% increase
55 HH have moved into Major Donors ($1,000k+)
Annual Fund grew 4% in the last fiscal year; first growth since FY11
Molly R. Wink,
Director of Membership & Amenities
OUR APPROACH TO MARKETING & SALES

Marketing  Sales  Service
• Capturing visitors’ contact information is a challenge in a museum environment

• Data helps you learn about your audience

• Having data helps you build relationships
Online Sales

Onsite Conversion
I ❤️ SALES

We ❤️ Our Customers
How do you motivate?
Engagement + Service = Loyalty
Engagement = Retention
RENEWALS INCREASE WITH NUMBER OF VISITS

Buy membership
Visit once 6% renewal rate increase
Visit twice 9% renewal rate increase
Visit 3 times 11% renewal rate increase
1. 6,200 brand new members signed on during *Becoming Van Gogh*

2. Invited via phone to member preview of new general admission show on Georgia O’Keefe

3. 2,565 attended. 500 was typical.

4. Renewal rate for those who attended preview: increased by about 17%
What are the challenges with these types of programs?
Thank You!

Questions?