

CUSTOMER STORY:

Citi Performing Arts Center

Citi Performing Arts Center is a nonprofit innovator and steward of iconic venues providing arts, entertainment, cultural, and educational experiences to the Boston area. With three theaters providing cultural programming year round, Citi Center creates extensive community programs to inspire the next generation of creative thinkers, doers, and leaders.



To fundraise effectively in this fast-paced world, we need to be strategic. Raiser's Edge™ with ImportOmatic™ and Target Analytics® gives us the completely integrated suite of solutions we need to efficiently and effectively increase constituent engagement and convert ticket buyers into donors.

—Ashley McGlone, Associate Director of Development

BUSINESS ISSUE

The Citi Center box office processes up to 5,000 tickets per week, but to continue to preserve its historic theaters and provide free arts education to thousands of people in underserved communities, the staff needed to raise donation dollars too. With a development staff of five, it needed a simple way to transfer its large quantity of ticket buyer information into **Raiser's Edge**, and then narrow down that data to those most likely to donate.

REASON FOR PARTNERSHIP

Citi Center has worked with Blackbaud for over 20 years and wanted to continue working with the team to integrate Raiser's Edge with **ImportOmatic** and **ResearchPoint™**. ImportOmatic, a Blackbaud partner solution, imports ticket buyer information into Raiser's Edge with advanced constituent matching and duplicate checking. ResearchPoint allows Citi Center to screen those ticket buyers in real time to identify prospective donors, without ever leaving Raiser's Edge. Finally, integration with other data enrichment services, like **AddressFinder™**, **AddressAccelerator™**, and **DeceasedRecordFinder™** ensures that constituent information is kept up-to-date.

CAPABILITIES GAINED

With the new integrated solution, Citi Center is able to take a personal approach to acquisition, personally calling those with the most giving potential and inviting them to an upcoming event. Without this suite of products, prospects might slip through the cracks. ***"We have 3500 seats in the theater and five people on our development staff. Even if we all attended every performance, we would have no way of speaking with every individual or identifying who was there and who might want to engage with us on a deeper level,"*** noted Ashley.

MISSION IMPACT

Citi Center's improved strategic donor acquisition approach gained from the integration means more fundraising dollars, which means more free education and better community programs. Its outreach programs have already reached nearly 300,000 children, teens, families, and educators, and each incremental dollar raised gets it closer to the next 300,000.