

BLACKBAUD IMPACT AWARDS:
BEST USE OF INTERACTIVE TECHNOLOGY

The Lower East Side Tenement Museum

The Tenement Museum was opened in 1988 with a mission to educate people to the living conditions of 19th century immigrants in Manhattan's Lower East Side. The building was constructed in 1863 and has housed more than 7000 working class immigrants. Every year 44,000 school children visit the museum to gain perspective and appreciation for the immigrants who helped shape America.



CHALLENGE

Limited capacity on tours prompted need to streamline the online and onsite booking process: Space on the Museum's guided tours was limited to 12-15 visitors

per tour. Until recently there was no way for visitors to view up-to-date tour availability online, which meant visitors showing up at the museum would often have to leave due to lack of space. The Tenement Museum wanted to build a completely streamlined booking process, one that would eliminate double bookings and give visitors an up-to-the-minute view of availability, regardless of whether they booked tours online or onsite. In addition, the museum did not have a sophisticated system to cultivate donors and supporters or collect information on visitors and follow up with them.

SOLUTION

A new system with real time scheduling and connection to Altru: The first step was to implement a system that would allow museum visitors to book tours in real time.

They built a new website that allowed people to see tour availability that was always up to date, and book their tour. The same system is available on several screens onsite at the museum for visitors to use. This allows visitors to spend less time on logistics and instead appreciate the substance of the Museum bringing history to life. To get even more out of the system, they linked it to their CRM and ticketing solution, Altru, and now have a record of every visitor, which they use to identify VIPs and send follow ups, appeals, and annual campaign materials.

IMPACT

The move to online and advanced ticket sales has freed up resources, which the museum is using to train guides, subsidize discounted rates for schools, invest in the building, and build additional programs.

- 60% of sales are now online or through advanced sales, up from 30% a year ago
- Daily sales have also increased by 10%
- Individual giving, including membership, has increased by 14% and the average membership gift has increased by nearly 60%
- The previous ticketing system charged a transaction fee on each sale, now that fee goes to the museum