A GIANT LEAP TOWARDS A COMPLETE VIEW OF PATRONS

NEW ZEALAND SCHOOL OF DANCE

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Celia Jenkins
Marketing Manager
New Zealand School of Dance

New Zealand School of Dance

The New Zealand School of Dance is one of the Southern Hemisphere's leading tertiary training institutes for dancers. With purpose built facilities, the school produces world class dancers in classical ballet and contemporary dance. Graduates go on to join dance companies all around the world and embark on highly successful careers. While at the school, students put on many productions and recitals, all open and available to the public through the theatre they have on site. The school relies heavily on fundraising donations and a strong database of patrons so manages ticketing and fundraising internally.

Multiple systems lacking integration

To manage all of the different aspects of the school, multiple systems have to be put into place. Because it is a tertiary institute, a SMS (Student Management System) with reporting capabilities to the Ministry of Education is required. A separate fundraising system is also needed to track donations and donor requests as well as a separate patron system for show attendees, subscribers and contacts. These systems function independently from the core box office system which issues and manages ticketing.

Having so many separate systems makes it very difficult to see the full profile of an individual. Marketing Manager Celia Jenkins explains that "we really wanted a 360 degree view of individuals, donors, students and patrons, seeing all the different touch points with each person".

Because the systems in place lacked the ability to be integrated with each other they couldn't produce the complete view of individuals that Jenkins was after.

A customisable solution to cover all needs

Because of the educational side of the company, there was no one system that could cover all of their requirements. However, with a purpose built SMS already in place in the school, set up with all Ministry required reporting functions, the school were able to retain this system. For everything else, a database consultant recommended using the PatronBase system.

With functions that manage marketing, box office and fundraising, PatronBase was the most complete package available. The school had already been using the BoxOffice functionality of the PatronBase system for the ticketing management for a number of years so were keen to jump straight on board with the rest of the system. They enjoyed using PatronBase and were already familiar with its functionality, making it an easy transition.

The fundraising software that the school had in place was a very important piece to the puzzle. Being able to track and manage donations as they came in and being able to tag them to a project was very important to the school as this covers a vital portion of the School's revenue. By moving to the PatronBase system, the school were able to keep all the functionality that they had in the existing system as well as being able to gain a wider view of their donors (including seeing performances they attended, what they purchased outside of donations and similar interactions with the school).

Most of the aspects of the system came ready to use for the school, however there were a couple of features that needed adapting to better meet their unique educational needs. "PatronBase were also keen to develop the CRM functionality more and offered to build it to meet our needs," explains Jenkins.

Getting ahead of the competition

By using PatronBase, the New Zealand School of Dance have been able to create a full 360 degree view of their patrons and donors, seeing each touch point that they make with the school. This enables them to be able to create more targeted marketing outputs, increase fundraising activity, have attendance to fundraising events booked through the ticketing module, and offer a more streamlined box office and ticketing approach.

"There is an expectation in the industry that you should be able to find things out and complete processes online so it's important to have it, but a competitive advantage is to have it working as well as possible," explains Jenkins.

Jenkins explains that "Having a user friendly system that is easy for customers and outsiders to purchase tickets was important for us, as well as having good reports for use and to communicate with as well." Jenkins and the NZSD team are delighted that PatronBase have been able to provide this capability for them.

About PatronBase

PatronBase provides arts management software to organisations across the world.

It is used by performing arts organisations to build their audiences. These organisations are inherently creative in the way they do business, reflecting their specific talents, facilities and the community they serve.

Our software offers a broad range of functionality, from event marketing and ticketing through to membership and venue management. This range of features is available with a flexible pricing model that is highly competitive.

PatronBase is mainly about working with you, fitting our software to meet your needs, to reflect your unique situation and creative vision. The ultimate measure of success for us is that you are able to build an audience your way.

For more information and resources, visit:
www.PatronBase.com