Dynamic Operations

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Fundraising

Ticketing

Constituent Management

Collaboration

Create a more modern workplace and take business intelligence to the next level

Libraries & Museums, as with any complex organization, are looking to optimize operational costs and gain efficiencies in the areas of Finance, Marketing, HR, Facilities, Ticketing, Lending, and Fundraising.

The use of modern and connected enterprise systems as well as data-driven decision making are keys to reducing operational costs and providing intelligent insights into where to focus initiatives.

The latest platforms and tools help promote a more collaborative environment with open communication and sharing of data in real-time. Modern ticketing and lending solutions combined with a full 360-degree view of all constituents and donors are keys to driving efficiency and building lasting relationships.

Dynamic Operations focuses on four main opportunities for Digital Transformation:

- **Fundraising:** Optimize capital campaigns, donor programs, and manage grants.

- **Constituent Management:** A 360-degree view of constituents and their relationship with the institution.

- **Collaboration:** Sophisticated collaborative tools and modern workflows that support teams working together at any time and any place.

- **Ticketing and Lending:** Create efficiencies with ticketing and lending processes.

Key Challenges

Qualifying, engaging, and cultivating donors

Managing constituent relationship and retention

Fostering collaboration between department staff

Maximizing efficiencies in ticketing and lending

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- What tools or processes are you currently using to track donations and donor activity?
- How does your organization address the challenge of managing relationships with an expanding number of new and existing constituents?
- What opportunities do you see to help staff collaborate more effectively and efficiently across departments and locations?
- What plans are in place to maximize efficiencies of ticketing and lending systems?

Achieve more with Dynamic Operations

Review the capabilities below to assess where your institution is currently and the path forward on the road to successful digital transformation.

	Entry	Emerging	Advanced	Transformative
Campaign Management	Fundraising campaigns are not segmented and sent to potential donors by email or traditional mail.	Fundraising campaigns are custom developed by the marketing team and delivered to donors based on team knowledge and recommendations. Donors can give online.	The on-premises Campaign Management System provides a central system for creating, sending, and monitoring fundraising campaigns based on goals and target audiences.	Cloud-based Campaign Management System with AI capabilities provides predictive lead scoring of top donors, real-time analytics for targeted campaigns, and constant evaluation of campaign success. Multichannel outreach keeps donors engaged and custom landing pages drive personalized content.
Relationship Management	Constituents reach out to institutions when they have a question or a problem.	Standard constituent data and contact information are tracked and used for generic marketing campaigns and community outreach.	An on-premises Relationship Management System aggregates constituent data and behavior patterns from various sources into one central view. Business intelligence dashboards track constituent behavior and provide triggers when additional touchpoints are necessary.	Cloud-based Relationship Management System provides a 360-degree view of all constituents. Predictive analytics reveal relationship health and risks. Proactive data insights into constituent needs and behaviors make each touchpoint more relevant and engaging. Virtual agents and chatbots ensure constituents feel the institution is always available.
Modern Workplace	Communication and file-sharing between staff is managed over email or by phone.	Collaboration and communication tools for staff are available and vary from department to department. Video conferencing, chat, and file-sharing software are likely different applications hosted on-premises.	Safe and secure audio/video conferencing, live chat, and file sharing on a single on-premises platform across all locations and time zones. Staff sign-in for additional authentication when working remotely.	Enterprise-level and cloud-based solution provides secure audio/video conferencing, live chat, and file sharing all on one highly secure platform. Mobile working environments and automated workflows enable collaboration across all locations and time zones from any device.
Ticketing System	Ticketing and lending processes are managed in person or over the phone.	Online and mobile app ticketing is available but not integrated with offline ticketing processes.	Online and mobile ticketing system integrated with offline ticketing processes for a single source of truth. Name and contact information during ticket purchase captured and integrated into the CRM system.	Integrated, intelligent, and connected ticketing and lending solutions work seamlessly across all online and offline offerings securely in the Cloud, optimizing cross-platform revenue with dynamic pricing, cross-sell offers, recommendation engine, and add-on donation options from any device.

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