

Grow With Your Families:

Use Data to Cultivate Relationships
and Create Lifelong Donors

Association of Children's Museums: Interactivity 2023



Meet the Panel



Leigh Moring

Director of
Agency
Marketing

**Speak
Creative**



Olivia Pekkala

Director of Operations
& Guest Experience

**Qubein Children's
Museum**



Kailey Singleton

Director of
Operations

**Kidzu Children's
Museum**



Lexi Trempe

Sr Customer
Success
Manager

Blackbaud

Speak

Meet Speak Creative!

We specialize in...

Web Design

Web Development

Mobile Apps

Branding

Video Production

Analytics (UA & GA4)

SEO

PPC (and programmatic)

Social Media

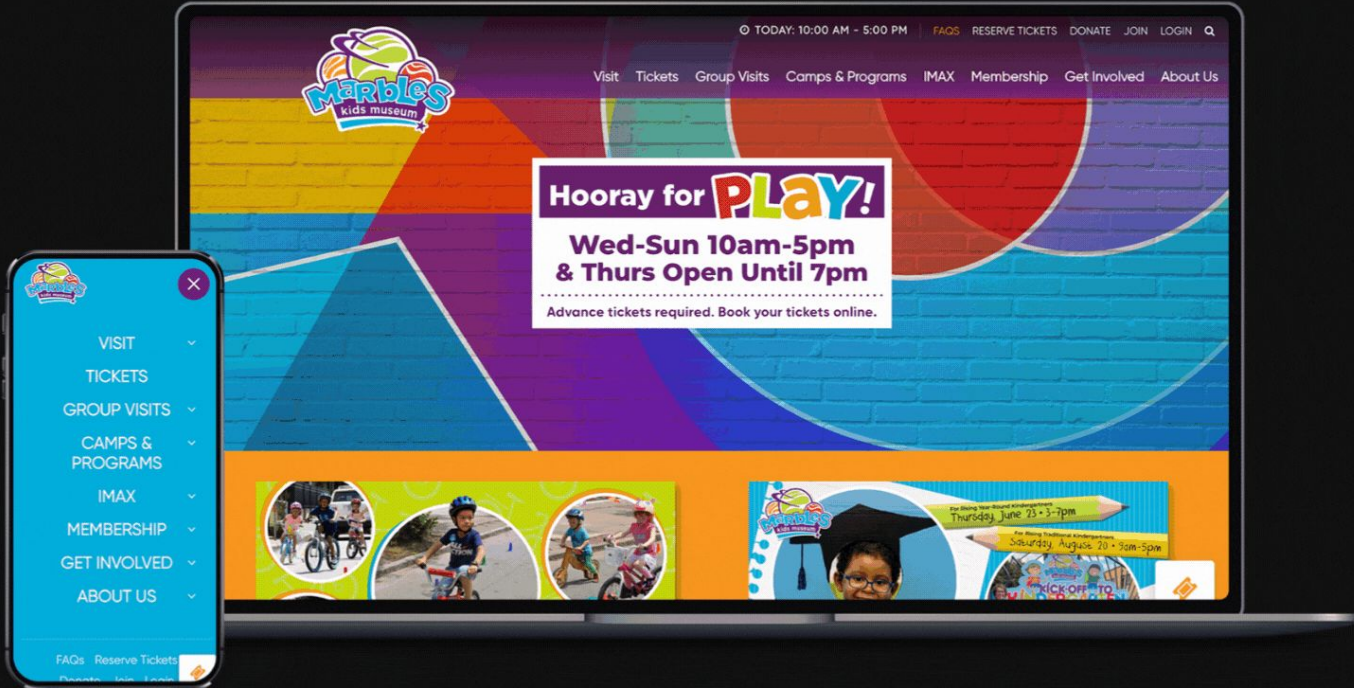
Content Maintenance

Print Media

PR + Communications



Unmatched Web Design for Children's Museums.



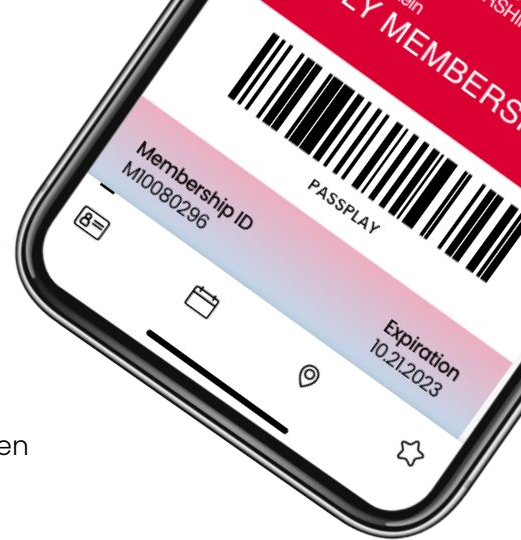
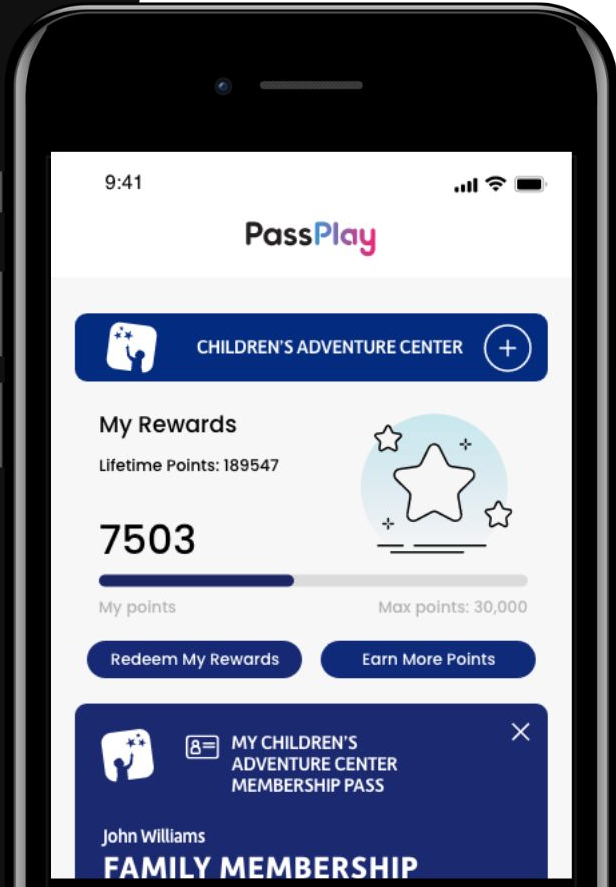
PassPlay by Speak.

Digital Pass Solution

Members can ditch the plastic card and go –and getting through the gate is just the beginning. Members can access a wayfinding map and a calendar of upcoming events. When it's time to renew, PassPlay notifies them automatically and connects them to the renewal process.

Loyalty + Rewards Program

PassPlay is a flexible loyalty system created just for cultural attractions. It's completely customizable and scalable, allowing organizations to decide how they want to incentivize guests to visit more often and engage more deeply—and how to reward them!





Ice Breaker Questions:

What made you want to work with children?

What museum left a lasting impression on you as a child?

If you were a museum, what type would you be and why?

Blackbaud Customer Success

Lexi Trempe, Sr Customer Success Manager





alexandria.trempe@blackbaud.com

Hello! I'm **Lexi**

AT BLACKBAUD: 1.5 YEARS
BASED IN: CHARLESTON, SC

- Former nonprofit professional working with Arts & Cultural organizations including the Children's Museum of Winston-Salem (now Kaleideum)
- Helps customers think strategically and use Blackbaud solutions to their full potential

What to Expect from Customer Success

We are your partner and trusted advisor throughout the customer journey to help you drive increased value from our Blackbaud solutions and services towards your outcomes.



Share

- Solution expertise
- Usage insights
- Social good best practices
- Thought Leadership



Engage

- **Executive engagement quarterly**
- **Success check-ins**
- New solution onboarding
- Change management
- Voice of customer feedback



Connect

- Solution updates
- Adoption webinars
- Discussion forums
- Customer community

Blackbaud Altru[®] A Cohesive Management System for Your Arts and Cultural Organization

YOUR PATRON JOURNEY

Advance your mission with tools purpose-built for your organization.

Turn first-time ticket buyers into members and members into donors.

Enhance employee engagement and enrich the guest experience.

Transform amazing moments into lifelong relationships.

One Simplified Ecosystem

Ticketing • Membership
Fundraising • Relationship Management
Group Sales and Events • Payment Services
Financial Management • Analytics



75%

Fewer Customer Complaints About Ticketing

[See how Akron Zoo did it.](#)



200

Memberships Added Within One Year of Blackbaud Altru Adoption

[See how Dayton Art Institute did it.](#)



61%

of Ticket Sales Sold Online with Blackbaud Altru, Up From 0%

[See how Longue Vue House and Gardens did it.](#)



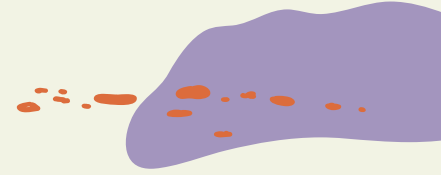
Nido & Mariana Qubein
Children's Museum

**Olivia Pekkala, Director of Operations and
Guest Experience**

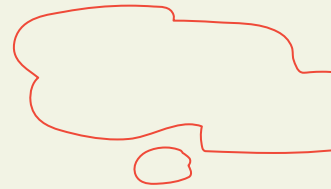
NIDO & MARIANA QUBEIN
CHILDREN'S MUSEUM

Our Story

NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM



The Nido & Mariana Qubein Children's Museum provides a space of wonder, discovery, and play for all children and their families. We do this with a commitment to learning, inspiration, and love of children as they explore our universe, earth, and community.



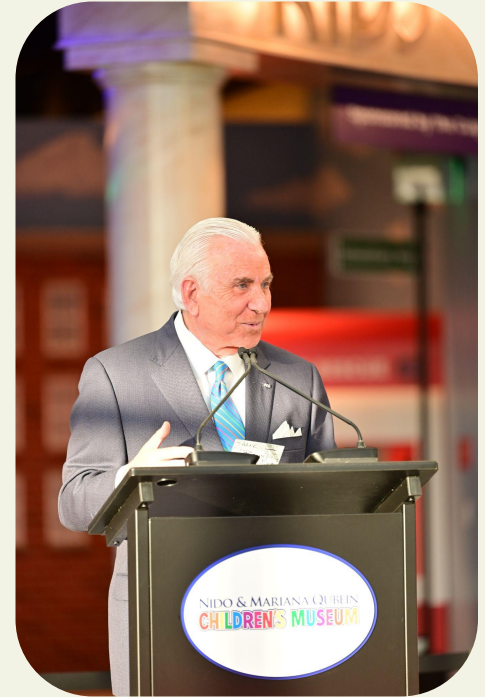
Friends & Family Practice Play Before the BIG Day!

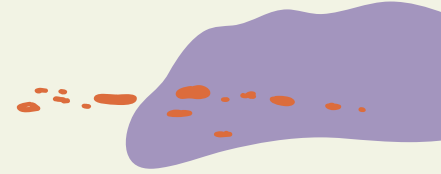
We hosted our friends and family three days prior to our grand opening day to ensure our operations and team were ready to serve our guests. This helped our Discovery Guides prepare for checking in large crowds, prepping and resetting exhibits, and most of all decrease opening day jitters!



Exclusive Donor Evening Unveiling of the Museum

The highly anticipated opening of the Nido and Mariana Qubein Children's Museum finally arrived Saturday, April 30, 2022 and while the public got its first look at the 75,000-square-foot facility, those who helped make the project possible were able to get a sneak peek the evening before.





“I'm focused on planting seeds of greatness in the minds, hearts, and souls of all those I'm blessed to encounter.” Dr. Qubein

High Point University President Nido Qubein and HPU first lady Mariana Qubein, leading donors for the project, were honored along with city leaders and others in the community who supported and helped fund the project and its more than a dozen exhibits.



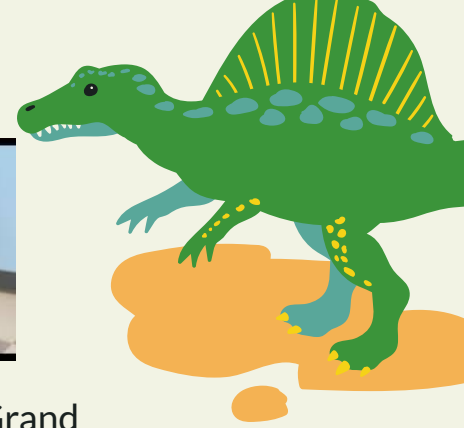
Grand Opening Day

April 30, 2022

Powered by Altru

How we prepared for opening with our point of sale programs & reporting

1. **Ticket availability**
2. **Event attendance**
3. **Sale by payment method**
4. **Program revenue**
5. **Sales by program & Total revenue & payments**

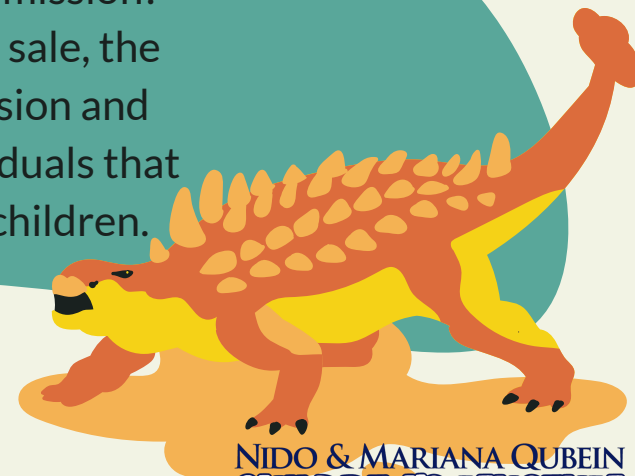
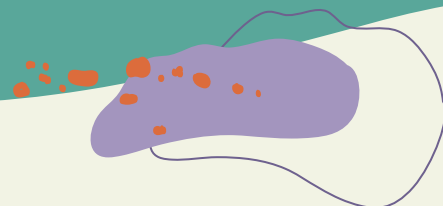


- 795 visitors during our Grand Opening Day - built with its own program for reporting purposes & tracking
- 30% of opening day tickets sales occurred over the counter in Daily Sales. 70% were online sales through the usage of Altru's Web Forms.
- Importance of capacity control using the ticket availability & event attendance reports

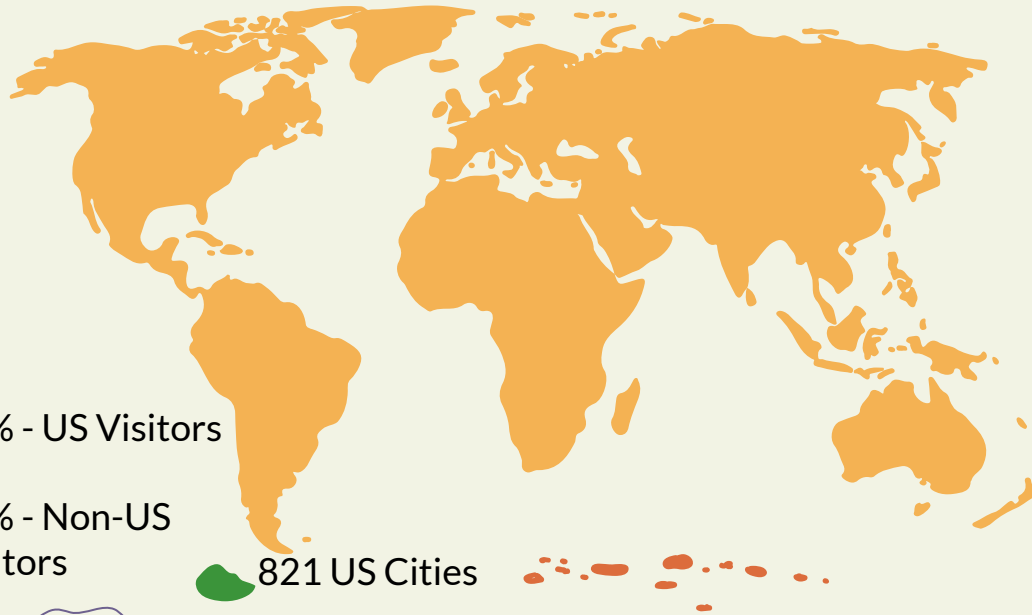



Whoa!

In our first year we have served over 200,000 visitors with field trips, parties, events and daily admission! How did we do this? With a robust point of sale, the generosity of donors that support our mission and vision, and an amazing team of skilled individuals that thrive in their environment working with children.



Who are our families and where are they traveling from?



 **North Carolina**


76% of Visitors


 **Virginia**


30% of Visitors


 **South Carolina**


19% of Visitors

 77% - US Visitors

 23% - Non-US Visitors


 821 US Cities

 Visitors from 48 different states



Museum Membership

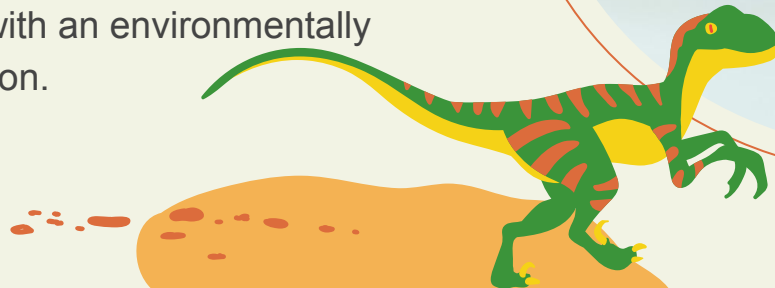
What does the membership journey look like for members of an emerging museum?

- 1,600 memberships sold within our first 12 months
 - Membership presale with gift cards
 - First visit incentive - applied ticket cost
 - Member perks & events
- 



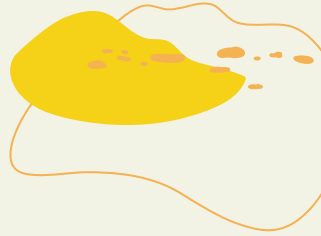
Guest Experience: Digital Membership Cards Powered by Cuseum

- **Promote your membership benefits**, discounts, and reciprocal programs to the fullest.
- **Send push notifications** to remind members when their membership is about to lapse.
- **Streamline your team's administrative efforts** in updating records, and automating outreach.
- **Go green** with an environmentally friendly option.



Donors & Members Only Events

- Donor Exclusive Events
- Grown Up Night
- Cookies & Milk with Santa
- Noon Years Eve Party
- Steve Spangler the Science Guy
(Unveiling of a new exhibit)



Donors & Members Only Events 2022-2023



Exhibit Expansions - Steve Spangler Energy Stick

With our exclusive **Energy Stick**, you can turn your body into a human conductor of electricity!



What have we learned in our first year?

The public can be crazy
Kids are really really strong
and will break things you
never thought possible
Nothing is better than
watching kid run out of an
exhibit saying “this place is
awesome!”

Megan Ward
Executive Director

Having a museum that kids enjoy
means more to me than I could
have ever imagined. Their smiles
and
laughter are contagious...along
with their germs. It is crucial to
listen to every guest that enters
the doors whether is is good or
bad feedback, it is important for
the growth and sustainability of
the museum.

Olivia Pekkala
Director of Operations & Guest
Experience



Guest Experience: Peek at the Week

NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM

PEEK AT THE WEEK

APRIL 18-23

	TUE	WED	THU	FRI	SAT	SUN
AM	CLOSED	█	█	█	█	CLOSED
PM	█	█	█	█	█	█

CLOSED ON MONDAYS
TUESDAYS 1-5 P.M.
WEDNESDAYS- FRIDAYS 9 A.M. - 5 P.M.
SATURDAYS 10 A.M. - 6 P.M.
SUNDAYS 1-5 P.M.

█ EXPECTING <50
█ EXPECTING 51-100
█ EXPECTING 100+

NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM

PEEK AT THE WEEK: 4/18-4/23

WEEKLY THEMES

STEAM LAB: BUILD A BIRD FEEDER
11:30AM & 3:30PM

ART STUDIO: THE EARTH IS IN MY HANDS

CLOSED ON MONDAYS | TUESDAYS 1-5 P.M.
WEDNESDAYS- FRIDAYS 9 A.M. - 5 P.M. | SATURDAYS 10 A.M. - 6 P.M. | SUNDAYS 1-5 P.M.

NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM

PEEK AT THE WEEK: 4/18-4/23

WEEKLY THEMES:

STEAM LAB: BUILD A BIRD FEEDER | 11:30AM & 3:30PM
ART STUDIO: THE EARTH IS IN MY HANDS

SATURDAY: EARTH DAY EVERY DAY! ZINNIA GIVEAWAY

SUNDAY, 2-4 PM: STEAM LAB TAKEOVER
HP AMATEUR RADIO CLUB

CLOSED ON MONDAYS | TUESDAYS 1-5 P.M.
WEDNESDAYS- FRIDAYS 9 A.M. - 5 P.M. | SATURDAYS 10 A.M. - 6 P.M. | SUNDAYS 1-5 P.M.

Guest Experience: The Qubein Children's Museum is an Autism Certified Destination, certified by IBCCES

Staff

Each of our staff members go through an in person or virtual training session to obtain their certification

Sensory Guides

Each exhibit is scaled based off of the 5 senses. A Sensory Guide is located at the entrance of each exhibit



Sensory Guides

NIDO & MARIANA QUBEIN
CHILDREN'S MUSEUM

WATER PLAY

THESE SENSORY GUIDES, THROUGHOUT OUR MUSEUM, HELP THOSE WITH SENSORY NEEDS AS THEY EXPLORE OUR EXHIBITS.

TOUCH



7

TASTE



1

SOUND



8

SMELL



3

SIGHT



4

IBCCES

SENSORY GUIDE™

1=LOW SENSORY STIMULATION | 10=HIGH SENSORY STIMULATION

ISD#9095



Museums For All



15 % of Visitors

- Museums4All reaches
>15% of our visitors
- Online reservations
 - Walk up sales



Sponsorship

Retained sponsorships
cover the difference in the
cost of admission for
Museums4All tickets

Accessibility

A complimentary
admission ticket will
be issued to a
licensed care
provider for visitors
requiring medical
assistance to visit.

Macon's Wish

A fund in the making that sponsors visits for children in foster care and their foster families too!

A promotional graphic for Macon's Wish. It features a yellow ribbon with a blue heart on the left. In the center, a photo of a young child in a firefighter costume is framed by colorful, wavy borders. To the right is a QR code. Below the QR code is a yellow call-to-action button. At the top, the text reads "NIDO & MARIANA QUBEIN CHILDREN'S MUSEUM". At the bottom, the website URL is provided.

NIDO & MARIANA QUBEIN
CHILDREN'S MUSEUM

MACON'S WISH

LEARN MORE ABOUT
HIS FOSTER CARE JOURNEY

SUPPORT LITTLE MAN'S LEGACY

qubeinchildrensmuseum.org/macons-wish



Kidzu Children's Museum

Kailey Singleton, Director of Operations



KODZO

CHILDREN'S MUSEUM

Inspiring children and the adults
in their lives to learn through
creative and purposeful play





Founded in 2006

622 Active Memberships

40,200 Visitors in 2022

8,500 sq. ft. Public Spaces





Kidzu's new early learning environment for infants, toddlers, and their caregivers




The Nest



**Taking a
collaborative
approach to
development**



- 
- Re-engage with lapsed members
and past supporters**
- Retain and nurture current
relationships**
- Find new donors**

The background of the image is a reproduction of the painting 'The Starry Night' by Vincent Van Gogh. It features a dark, swirling night sky filled with numerous bright, glowing stars and a crescent moon. The foreground shows a dark, silhouetted landscape with a prominent, dark, swirling tree on the left side. The overall style is characterized by thick, expressive brushstrokes and a vibrant, almost ethereal color palette of blues, yellows, and blacks.

“Great things are done by a series of small things brought together.”

Vincent Van Gogh

Three (not-so-small) Things That Made a BIG Impact

1

**Identified the Useful
Data We Already
Have**



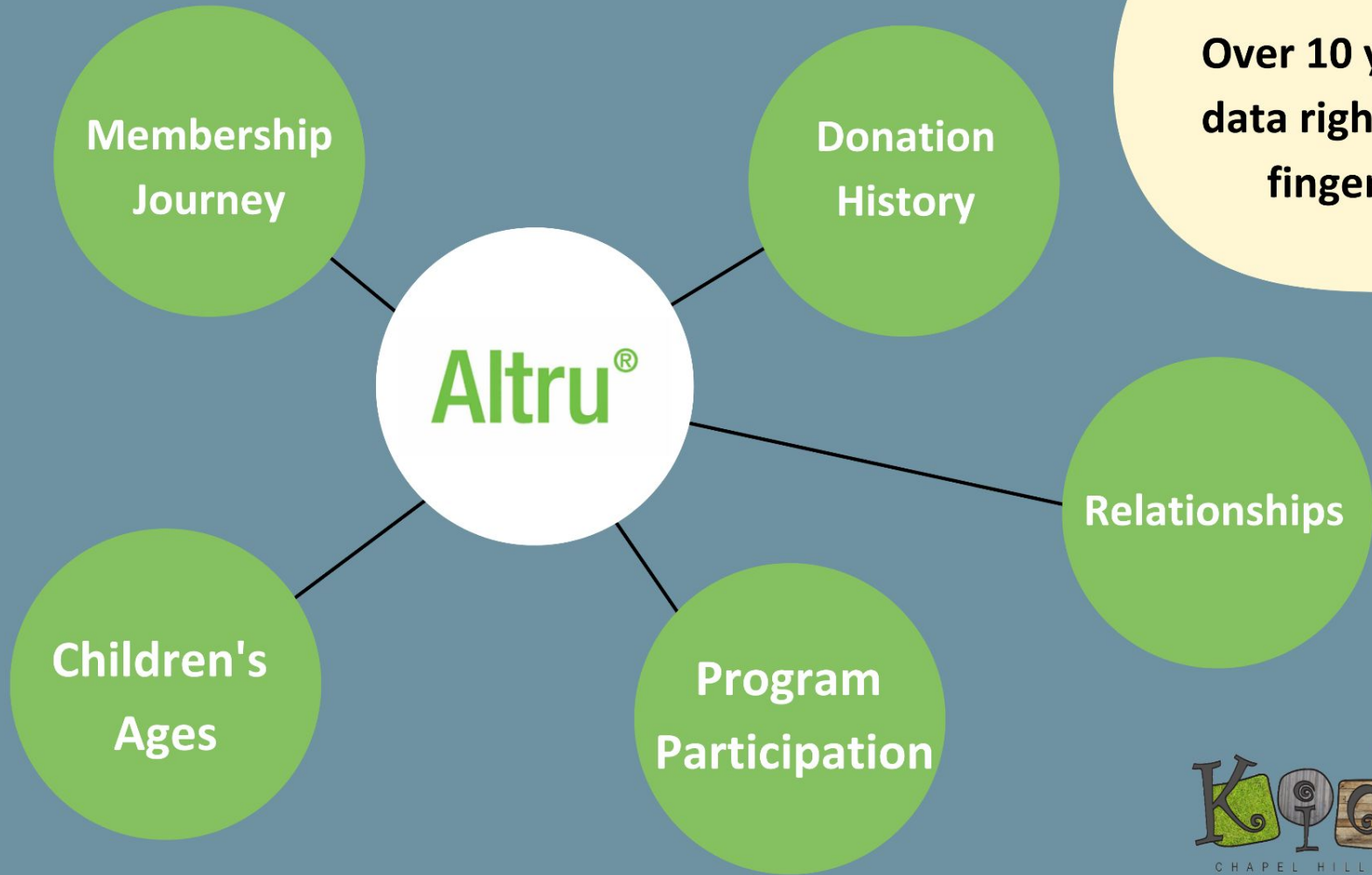
2

**Used That Data to
Nurture Existing
Relationships**

3

**Expanded Our
Volunteer
Program,
Creatively**

Over 10 years of
data right at our
fingertips



Grandparent Committee

- Personally invited to explore our environments, learn about our mission and ask questions
- Targeted outreach to senior and retirement communities



Expanding our Volunteer Program, Creatively



Junior Volunteer Program
Targeted outreach to households with teen children who have aged out, giving them a new opportunity to be involved



KidZu
CHILDREN'S MUSEUM

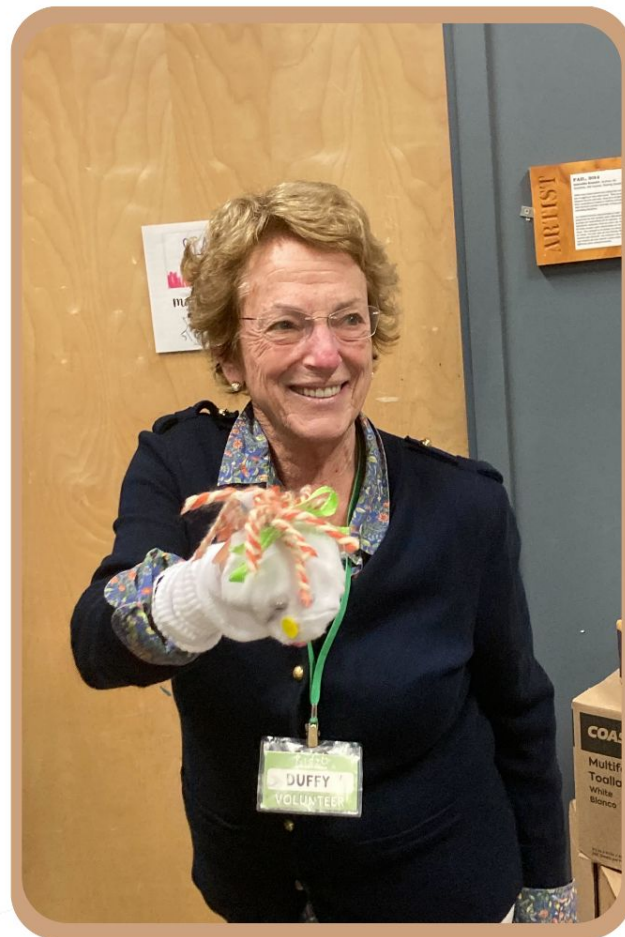


Museum Mentor Program
For those who wish to share special skills or interests with our visitors and staff

Meet DUFFY!

Duffy has been a Museum Mentor and dedicated volunteer since February 2022 and volunteers in our makerspace, garden programs, and fundraising events!

Duffy is invested in our mission and has become one of our biggest advocates!



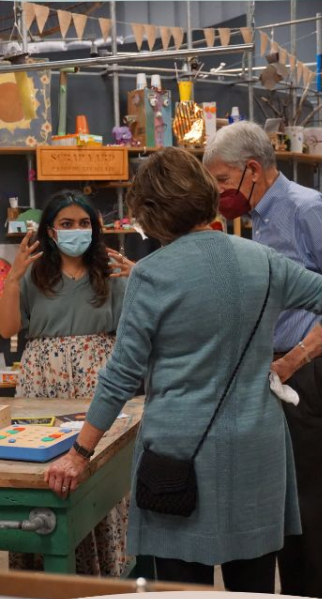


Nest Advisory Committee

Long-time members, donors, and community members were invited to be a part of a multi-disciplinary Advisory Committee along with professionals from UNC School of Education, Frank Porter Graham Child Development Institute, Duke University Center for Child and Family Policy, Museum Board Members and other community thought leaders.



Nest Advisory Meeting: Using Data as a storytelling tool

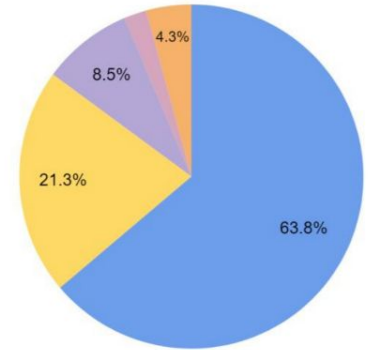


The Nest advisory committee meets quarterly and provides guidance and resources to enhance The Nest and associated programming.

We share data (both qualitative and quantitative) to show the impact of their work and investment in our mission.

Which language is used most often by the adults in your home?
Round 2 KPL Bilingual Survey; Jan-Feb 2023

- English // Inglés
- Spanish // Español
- Both English and Spanish
- Arabic
- Korean // Coreano



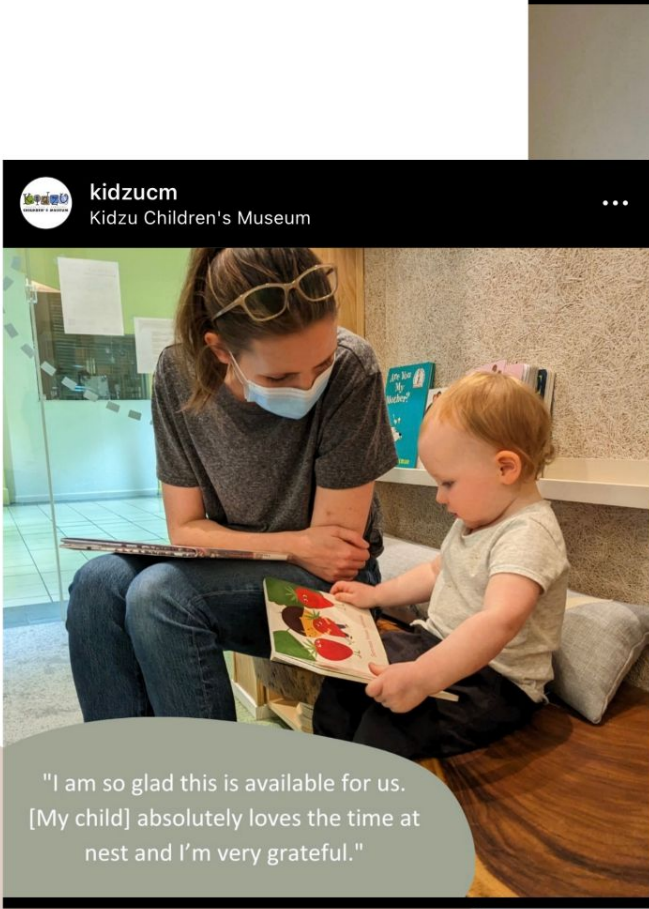
More than 20% report speaking Spanish at home.

By adding questions directly into our registration forms, we are able to learn more about those attending our programs. This information drives operational decision-making






"Love that you offer this free program, it is the best part of the week and makes a difference in the community!"



"I am so glad this is available for us. [My child] absolutely loves the time at nest and I'm very grateful."



"Having a consistent group to interact with has been beneficial to my daughter's social development."

A photograph of a wooden play structure. On the left, a telescope is mounted on a wooden frame. In the center, a wooden walkway leads through a structure with mesh walls. On the right, there are vertical wooden posts. The background shows a blue wall and some colorful decorations.


By nurturing the connections with those who have supported in the past, we've established a refreshed and engaged community of advocates to further our mission.



Questions for the Panel



What sort of messaging do you use to communicate the value of membership and donors at your organization?



How can you identify new donors and members outside the traditional demographic of young families?



**How does technology help
you make data driven
decisions to better serve your
donors and members?**

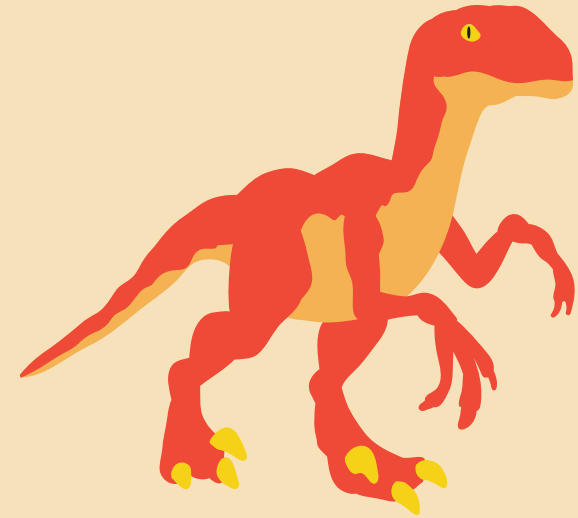


What strategies do you have in place to find new members when children start to age out?



**What advice do you have for
new development officers
working to create a dedicated
supporter base?**

Live Q&A



Connect with us!



Socials:
@kidzucm

Web:
**www.kidzuchildrens
museum.org**

Email:
**singleton@kidzuchildr
ensmuseum.org**

LinkedIn:
Kailey Singleton



Socials:
@blackbaud

Web:
blackbaud.com

Email:
**alexandria.trempe@
blackbaud.com**

LinkedIn:
Lexi Trempe



Socials:
@QubeinChildrensMuseum

Web:
**https://qubeinchildr
ensmuseum.org/**

Email:
**Olivia@QubeinChildren
sMuseum.org**

LinkedIn:
Olivia Pekkala



Socials:
**@speakcreative
@getpassplay**

Web:
**Madebyspeak.com
passplay.io**

Email:
**leigh.moring@
speakcreative.com**

LinkedIn:
Leigh Moring



Thank you!