CUSTOMER SPOTLIGHT
Sacramento Zoo

sacramento ZOO

"With the new website and point-of-sale solution, we are able to attract new visitors, capture more information on those visitors, and personalize follow-up communications to strengthen relationships with them."

—Jaime Wilson,
Digital Marketing Manager

The Sacramento Zoo has grown into a 14-acre Zoo with more than 10,000 member households and half a million visitors each year. More than an attraction, the Zoo inspires appreciation, respect, and a connection with wildlife and nature through education, recreation, and conservation.

The Sacramento Zoo Increases Online Donations Through a New Website Redesign

As the Sacramento Zoo approached its 90th birthday, it was rethinking how it wanted to be seen as an organization. The Zoo staff wanted to change the way the community viewed the organization and put more emphasis on its conservation and education efforts versus its role as simply an attraction. The staff wanted its website to reflect its values and do so in a way that maximized online conversions and attracted more visitors, members, and donors.

In recent years, the Zoo saw record attendance, but the technology it was using made it difficult for staff to get a clear view of Zoo supporters. The data they had was incomplete and not useful when it came to getting to know Zoo supporters.

The Sacramento Zoo is powered by:

➤ **Altru®**

➤ **Blackbaud Interactive Services**

➤ **Blackbaud Merchant Services**

Check out the Zoos new Website: www.saczoo.org ➤

The Zoo website, online donations, and memberships were handled through Blackbaud NetCommunity™, which integrated with Raiser's Edge™. However, online daily admission tickets and programs were processed through a third-party solution. To make things more challenging, admissions at the front desk were handled simply through a cash register, capturing no information on visitors. Because of this setup, there wasn't an efficient way to cultivate ongoing relationships with those coming in the gate. Membership cards weren't scannable and they couldn't provide print at-home tickets.

With so much going on at the Zoo, website had become overcrowded with content that was not customer-focused. With the help of the Blackbaud Design Services Team, the Zoo was able to identify that its primary website users are its visitors, followed by its members and donors. Then, the staff worked with Blackbaud to craft a website targeted to those groups, ultimately making it easier to buy tickets online. At the same time, the Zoo migrated all of its online and offline ticket sales, donations, memberships, and education programs to Altru. With a consolidated solution online and at the front gate, the Zoo has a 360-degree view of its supporters. Staff have more information about who is entering the Zoo, all while keeping their lines moving with print-at-home tickets and scannable membership cards.

In just a few months, the Zoo has seen more donations come in from the website than ever before due to the ease of navigation and ability to add a donation onto any online transaction. In addition, the Zoo has increased ticket prices by 33% without any customer pushback and attributes this, in part, to the enhanced and professional online experience it is able to offer now.

Ultimately, the Sacramento Zoo is better positioned to reflect the professional, mission-driven organization that it is.

"The Blackbaud Design Services team took our vision and provided the industry knowledge, best practices, and strategic plan to showcase our organization's brand on our website in a clear and compelling way. The results are stunning, and it's easier for our visitors to buy tickets online."

—Jaime Wilson,
Digital Marketing Manager
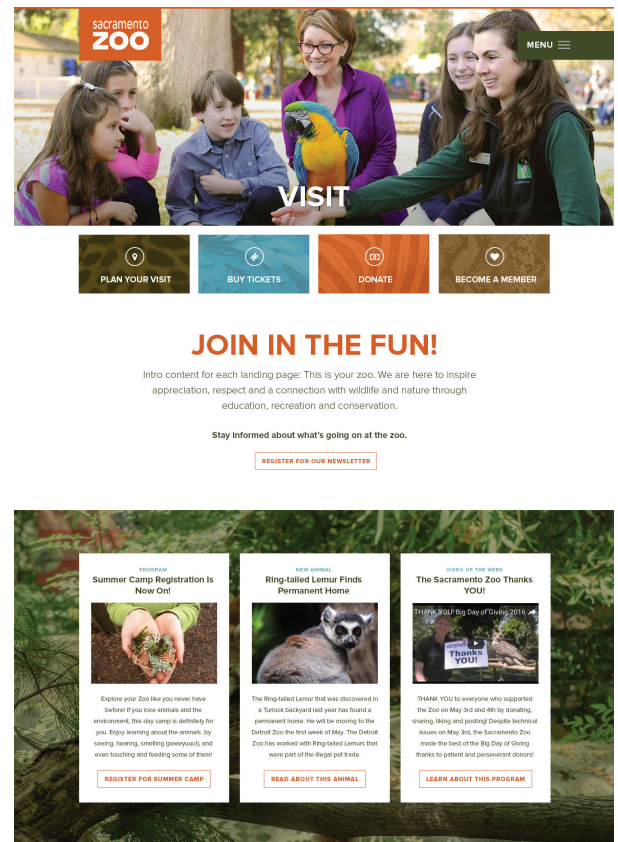
About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.