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## CUSTOMER STORY:

# SUN 'n FUN Fly-In, Inc.

SUN 'n FUN Fly-In, Inc. strives to share the passion of flight with people of all ages. In addition to its year-round museum and events, SUN 'n FUN hosts an annual International Fly-In and Expo, which brings in 100,000 visitors and 85 percent of the organization's support each year.



*With a user-friendly interface and fewer screens to navigate, volunteers were able to get trained on Altru® quickly and move visitors through the ticket lines faster.”*

— Tracy Neal, Chief Financial Officer

### BUSINESS ISSUE

SUN 'n FUN's annual Fly-In and Expo attracts 100,000 visitors, including 1,700 students from school groups, making it the perfect opportunity to get people of all ages exposed to the magic of aviation.

In order to successfully execute an event of this size, SUN 'n FUN was using three different ticketing systems. As a result, staff members struggled to know how many tickets they had sold or how much they had in ticketing revenue. Furthermore, the current systems were difficult for volunteers to learn and required maneuvering through multiple screens and clicks, which was frustrating when dealing with long ticket lines.

### REASON FOR PARTNERSHIP

Altru is extremely user-friendly and made it easy for SUN 'n FUN to have 250 volunteers operating the system during the festival. As an all-in-one solution, Altru also eliminates the need for multiple ticketing and fundraising databases. Plus, Altru could easily handle the pressure at crucial peak times when the organization was processing 23 transactions per minute.

### CAPABILITIES GAINED

Not only was Altru easy to use, but also it reduced the number of screens and clicks, which helped move visitors through the lines faster. Just a second or two per transaction makes a significant difference when processing 14,000 visitors through 38 ticket windows in a single day.

Staff members were particularly excited to have streamlined reporting in one system where they could easily check data without pulling multiple reports, allowing them to focus their time and energy elsewhere during this all-hands-on-deck event.

### MISSION IMPACT

In just one week, the Fly-In and Expo accounts for 85 percent of SUN 'n FUN's annual support and is its best opportunity to introduce new people to the magic of aviation.

Every second saved moving people through the lines is another second a visitor spends being inspired by everything the Fly-In has to offer.