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## CUSTOMER STORY:

# Tallahassee Museum

The Tallahassee Museum has served as an iconic Tallahassee landmark for over 50 years. Ranked as one of Florida's top museums, the Museum's living exhibits of native Florida wildlife, nature trails, and native gardens are renowned by visitors of all ages. The Museum encourages guests to discover and learn about North Florida's natural environment, rich history, and diverse cultural communities.



*“Overall revenue is increasing and it is largely because of our new online systems.”*  
—Amber Smalley, Membership and Marketing Director

*“I love the [Blackbaud Interactive] team. Everyone is great.”*

—Rebekka Wade, Director of Finance

### BUSINESS CHALLENGE

The Tallahassee Museum website provided an online presence and basic web functionality, but it failed to reflect the organization's brand and a user-friendly experience for its visitors.

In addition, the staff spent a lot of time manually renewing memberships, registering supporters for events, and sending emails.

### REASON FOR PARTNERSHIP

The Museum partnered with Blackbaud Interactive to create a full online experience for its organization. The goal of the project was to bring the Museum's website into the modern era with a compelling design, improved branding, and an intuitive navigation system. It also needed a more efficient and sophisticated way to communicate and connect with its audience, to leverage online tools for engagement, and to aid in the fulfillment of its mission.

### CAPABILITIES GAINED

Blackbaud Interactive created an online presence for the Tallahassee Museum using WordPress® and Altru®. Now, the website is engaging, intuitive, and designed for action. Website hits have doubled over the past year as people spend more time on the site. With the website's new ticket purchasing option, event ticket sales have increased, and donors are excited they no longer have to wait in line to buy tickets. Membership renewals have also increased, saving staff members a significant amount of administrative time as the number of manual renewals is dwindling.

### MISSION IMPACT

The Tallahassee Museum's increased revenue and productivity means more conservation and better education. The Museum is able to better support the community, implement additional programs, and help more children and adults.

