

## Gibbes Museum of Art Uses Altru™ to Advance Operational Practices



Since it first opened to the public in 1905, the Gibbes Museum of Art has sought to bridge the old with the new, to mix tradition and innovation. Located in Charleston, South Carolina, the Museum's mission is to preserve and promote the art of Charleston and the American South. The Museum has expanded and renovated significantly over the past decades, but its exhibitions, acquisitions, and educational programs continue to develop its founding legacy as it enters its second century.

### Challenge

The Museum has struggled without a centralized database. Development and membership information is housed in **The Raiser's Edge®**, but other departments use disparate systems.

Without being able to reconcile development records with financial data, staff duplicate their efforts. Executive director Angela Mack said they were "entering everything three times in order to work around each department's database."

Instead of relying on staff institutional memory, they yearn for comprehensive reporting and a complete view of Museum operations. Mack said they "lack a means of tracking member visits and guest event attendance. I would like to know when someone comes to the building."

### Solution

In selecting a solution, Mack "wanted to have as much functionality as I have with The Raiser's Edge . . . but in one database that serves the entire organization."

Mack chose **Altru™** for its single source of information, which will advance operational practices and enrich strategic fiscal decision-making.

### Results

**The gift of time:** No longer having to duplicate work, staff now have the time to focus on more mission-critical work and serving visitors.

**One system, many departments:** Mack anticipates that the integrated system will strengthen practices by offering a "deep look at the nuts and bolts of how we operate." The single platform will help to streamline how they run everything from admissions and special events to data tracking and reporting.



"I chose Altru for its single source of information, which will advance operational practices and enrich strategic fiscal decision-making. It will force a common style – it's a good thing."

— Angela Mack,  
Executive Director,  
Gibbes Museum of Art