

## The South Florida Museum Relies on Altru™ for an Integrated System



Since opening in 1947, the South Florida Museum has worked to preserve, interpret, and communicate scientific and cultural knowledge of Florida, the world, and our universe. Through collections, exhibitions, and educational programs, the Museum endeavors to be a premier regional museum of natural and cultural history. The Museum, continuing its founding legacy of excellence in education, care of collections, and engaging exhibits and programming, has expanded to include the Bishop Planetarium, the Parker Manatee Aquarium, and the Spanish Plaza.

### Challenge

Staff at the South Florida Museum all serve multiple roles – and they all work off disparate systems and databases. Important visitor data is not captured in any systematic format. Visitors to the Museum enjoy the great exhibits and programs, but staff is not able to collect the data needed to measure the success of those programs (number of member visits, donors, etc.).

They were craving a centralized repository of up-to-date, sharable information so staff could work together efficiently and dedicate their time to revenue-generating and visitor-cultivating activities.

### Solution

Brynne Anne Besio, executive director, chose Blackbaud's **Altru™** for its single source of information, which will improve her ability to easily pull complete and accurate data for board presentations. This central source of information will also streamline and enrich the process for making strategic fiscal decisions.

The more clearly Besio can demonstrate the Museum's bottom-line financials, the more effectively she can use organization's resources to generate revenue, predict and combat seasonal fluctuations, and achieve financial stability.

### Results

**New institutional memory:** Director of Development Kelly Foster anticipates a user-friendly, integrated system with which she can share her institutional memory of visitors with the rest of the staff — by simply clicking a single constituent record.

**Time for the constituents:** Foster said that “with the efficiency and centralized information provided by Blackbaud, staff [will] have more time to dedicate to the Museum and offer our patrons better customer service.”



“We needed an affordable solution for all our data, one that provides a 360-degree view of the museum's operations and everyone that walks through the door. This organization of data will allow us to better serve our customers, save staff time, and also provide critical information to our board for fundraising. We can now focus on donor development with an accurate picture of each person.”

— Brynne Anne Besio,  
Executive Director,  
South Florida Museum and Bishop Planetarium, Inc