

Tallahassee Museum Chooses Altru™ to Streamline and Centralize Organizational Activities



In 1958, the Tallahassee Museum opened at the McMillan House in downtown Tallahassee to educate children about nature and the wildlife around them. Since then, the museum has moved to a new location off Lake Bradford and expanded its original 10 acres there to the nationally recognized, accredited, 52-acre institution it is today. Exhibits have shifted focus to a more local emphasis and broadened the audience to people of all ages. Visitors can enjoy the historic buildings that highlight Southern living; view the wildlife exhibits of Florida panthers, river otters, and other native animals in their habitats; and check out informative educational programs. It's all in the name of promoting knowledge and understanding of the region's cultural history and natural environment – inspiring people to enrich their lives and build a better community.

Challenge

Russell Daws, executive director, said it was time for the museum to reinvent itself and continue to improve its operational efficiency.

Data on the various aspects of the museum – membership, visitor records, retail transactions, program and group sales, and financial statements – are all maintained independently, manually entered by staff into multiple locations.

Staff spent too much time compiling information without a system: searching through multiple databases, seeking answers to questions, or even digging through their own memories.

Solution

Daws and his team chose Blackbaud's **Altru™**. He is most excited about a single platform that will make his organization more stable and efficient.

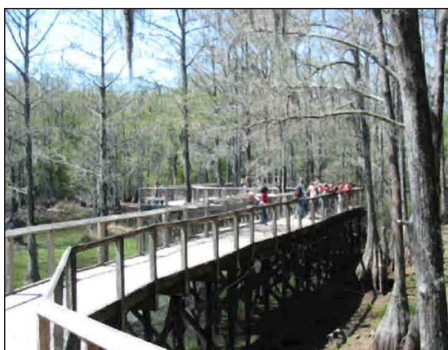
An institution-wide platform will increase staff's communication with one another, centralizing and increasing their cumulative knowledge of their business and visitors.

Technology on a Software-as-a-Service (SaaS) model will provide a safe environment, reducing Daws' worries about IT and the security and accessibility of his visitors' data.

Results

Change for the better: Daws is excited that Altru “changes almost everybody's normal business process within the organization. Not only can I see the entire organization from a 360-degree view, but we can see our own view as well as each other's — so we can all talk to each other.”

And the revenue will follow: Daws continued that the resulting “improved cultivation of our visitors and donors will lead to increased revenue, which will make the museum more profitable, allowing us to grow and offer more exhibits and programs for our families and school groups.”



“Altru is intuitive technology that allows staff to work more efficiently, communicate better, and have a global view of our organization, which allows us to know and serve our patrons better.”

— Russell Daws,
Executive Director,
Tallahassee Museum