

Introduction

Founded in 1919, **Tring Park** stands at the forefront of artistic specialist education in the UK. It offers a unique opportunity for young people who show an outstanding talent for the performing arts and aspire to an associated career, while still recognising the benefits of a fine academic education.

Tring Park is housed in a former family mansion situated in 17 acres of beautiful grounds in Tring, Hertfordshire. It is an independent, co-educational boarding and day school with a maximum of 300 pupils between the ages of 8-19.

Tring Park has a purpose-built theatre seating 176 spectators, in addition to 8 large dance studios, 3 drama rehearsal rooms, 8 music rooms, plus music technology and music composition rooms.

The School used to organise performances just for parents a few years back but it currently holds over 20 productions per year, including 2 shows – the London senior dance show and the Musical theatre show – in major London theatres.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.



Tring Park has been an **Advantage**^{NFP} **Box Office** customer since 2009. They are using both the **Advantage**^{NFP} Fundraiser and **Advantage**^{NFP} Box Office.

Advantage^{NFP} is helping them to manage their world and raise more funds.



Before the Box Office

Jane Foy, Campaign Director at Tring Park describes: *“We had a limited system that was just doing the ticketing for the productions, but did not keep a record of who the customers were. We could not identify who was attending our performances and which ones. For example, we could not identify potential fundraising opportunities within our old ticketed event management system. All in all, our old system had very limited functionality to just producing and printing the tickets.”*

In addition, when the School was performing in London, it was relying on the ticketing system of the hosting theatre. *“We ended up losing all the money when one of the Box Office companies who managed the tickets on the night went into administration. Not to mention that we also lost all the customer data along with the ticket sales”.*

Advantage^{NFP} at that point in time introduced its integrated CRM, Fundraising and Ticketed Event Management product, the **Box Office**.

It's great when most of your customers say they'd recommend you, but it's brilliant when they say they **ALL** would.

Source: 2011 Civil Society Charity CRM Software Survey.
AdvantageNFP is a product of and powered by Redbourn Business Systems.

Here comes the Box Office!

Advantage^{NFP} Box Office was introduced at Tring Park School in 2009 and it had a big impact straight away! *"The difference was that for the first time we could look at any production, or any date range to see who comes to which shows. By the beginning of September we knew which show was sold out and decided if we needed to add an extra date."* Jane Foy admits

The School also used the Box Office to for communicating with its customers, something that used to be done via direct email one month prior to the productions. *"The ticket sales many months before the shows made a huge difference with our planning. It helped us grow and we now run performances even in London using Advantage^{NFP} Box Office"* Jane adds.

Jane observes *"Having the Box Office has made us more professional across the board for all shows."*

"We now have online bookings and customers are really interested this. The School was antiquated in its processes and Box Office transcended us into the modern era"

"From a fundraising point of view, it is really important to have the records integrated with the ticket sales."

"We can identify high value donors and plan our marketing efforts according to the data we get from integrating Advantage^{NFP} Fundraiser and Advantage^{NFP} Box Office" Jane concludes.

The Future at Tring Park

Tring Park is building a second theatre within its premises and also looking into a local venue with 1,200 seating capacity for future performances.

Even though it is currently not looking at increasing the number of performances per year, or the possibility of taking the performances elsewhere in the UK, the possibility of this happening in the future is not ruled out.



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