

L2



LACMA

THE
**CLEVELAND
ORCHESTRA**
FRANZ WELSER-MÖST
MUSIC DIRECTOR

Lincoln Center

SAM SEATTLE
ART
MUSEUM

**LONG
CENTER**

HIGH

thewashingtonballet
JULIE KENT, ARTISTIC DIRECTOR


Crystal Bridges
Museum of American Art

VSO

SCHOOL
OF MUSIC



 Arts
Commons



THE NATIONAL
WWI MUSEUM
AND MEMORIAL



P | E | M
Peabody Essex Museum

THE
**PHOENIX
THEATRE**
COMPANY

**PHILMY
PHILMY**

JAN VAN ZWEDEN
MUSIC DIRECTOR

TPAC TENNESSEE
PERFORMING
ARTS
CENTER

DAYTON PERFORMING ARTS ALLIANCE

DAYTON DAYTON DAYTON
Ballet Opera Philharmonic

THE
NATIONAL
Ballet
OF CANADA

Hope Muir
Artistic Director


**HISTORIC
NEW ENGLAND**


**MISSOURI
BOTANICAL
GARDEN**

 **Philbrook**

 **KANSAS CITY
SYMPHONY**



VSO
VIRGINIA
SYMPHONY
ORCHESTRA
Eric Jacobson, Music Director



HOUSTON MUSEUM
of NATURAL SCIENCE



Kauffman Center
FOR THE PERFORMING ARTS

Colonial Williamsburg

NATIONAL
VETERANS
MEMORIAL
AND MUSEUM

Scott Family
AMAZEUM

BOSTONLYRICOPERA

MASS MoCA

PACIFIC
SCIENCE
CENTER

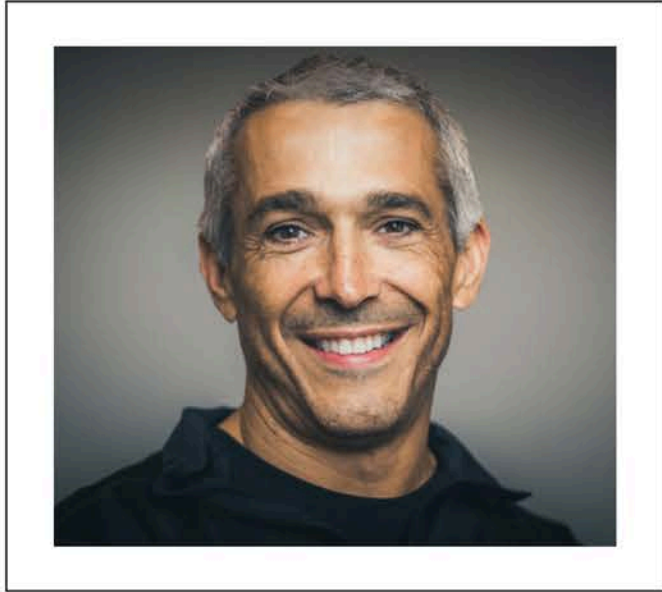


Wallis Annenberg
Center for the
Performing Arts

Come for the coffee, stay for the pie!

PRESENTED BY L2

MEET THE PRESENTERS



Stephen Lynch

L2

Founder & Co-President

36+ Years in Business

26+ Years Working with Arts
& Culture Organizations

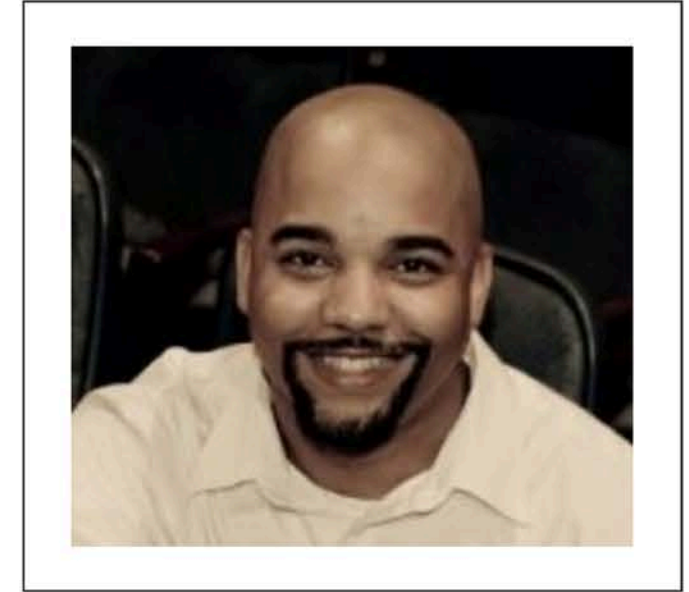


Kristin Nyquist

LACMA

Tessitura Manager

6+ Years in Arts & Culture



Akil Lyle

TPAC

Director of Ticketing and
Customer Service

17+ Years Customer and
Patron experience in Arts
& Culture

AGENDA

L2 Product Updates - Web2, Prospect2, and 2Account

Denver Zoo - Baby Giraffe Naming Fundraiser

LACMA - Donation & Auto-Renew Memberships

TPAC - Broadway Renewals with Donation

Questions & Answers

MEET THE SUITE



Design and Development

Web2

Web builds for all types of businesses and Tessitura-integrated arts organizations. We offer a full suite of services from planning & strategy to design, coding, support, and hosting.



Marketing Automation

Prospect2

Marketing Automation that's eons beyond email. Developed on the ActiveCampaign platform with the option to integrate with Tessitura CRM!



Cart Free Transactions

2Account

Donate2 Forms for 1-Click donations, Stream2 Forms for digital content, Flex2 Forms for memberships, events, and more, all with Tessitura integration.





WEB 2

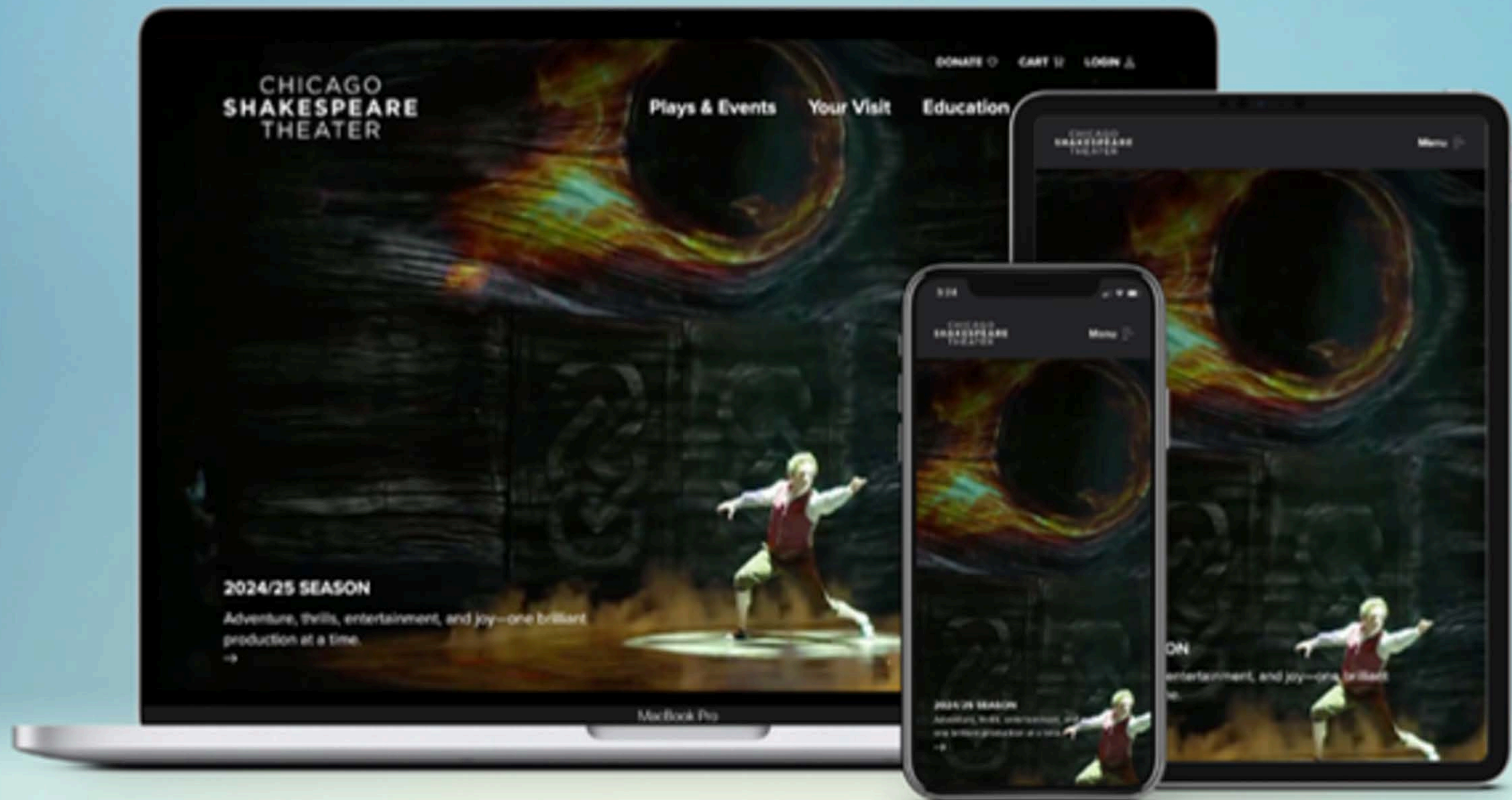
WORDPRESS + TESSITURA

23+ YEARS

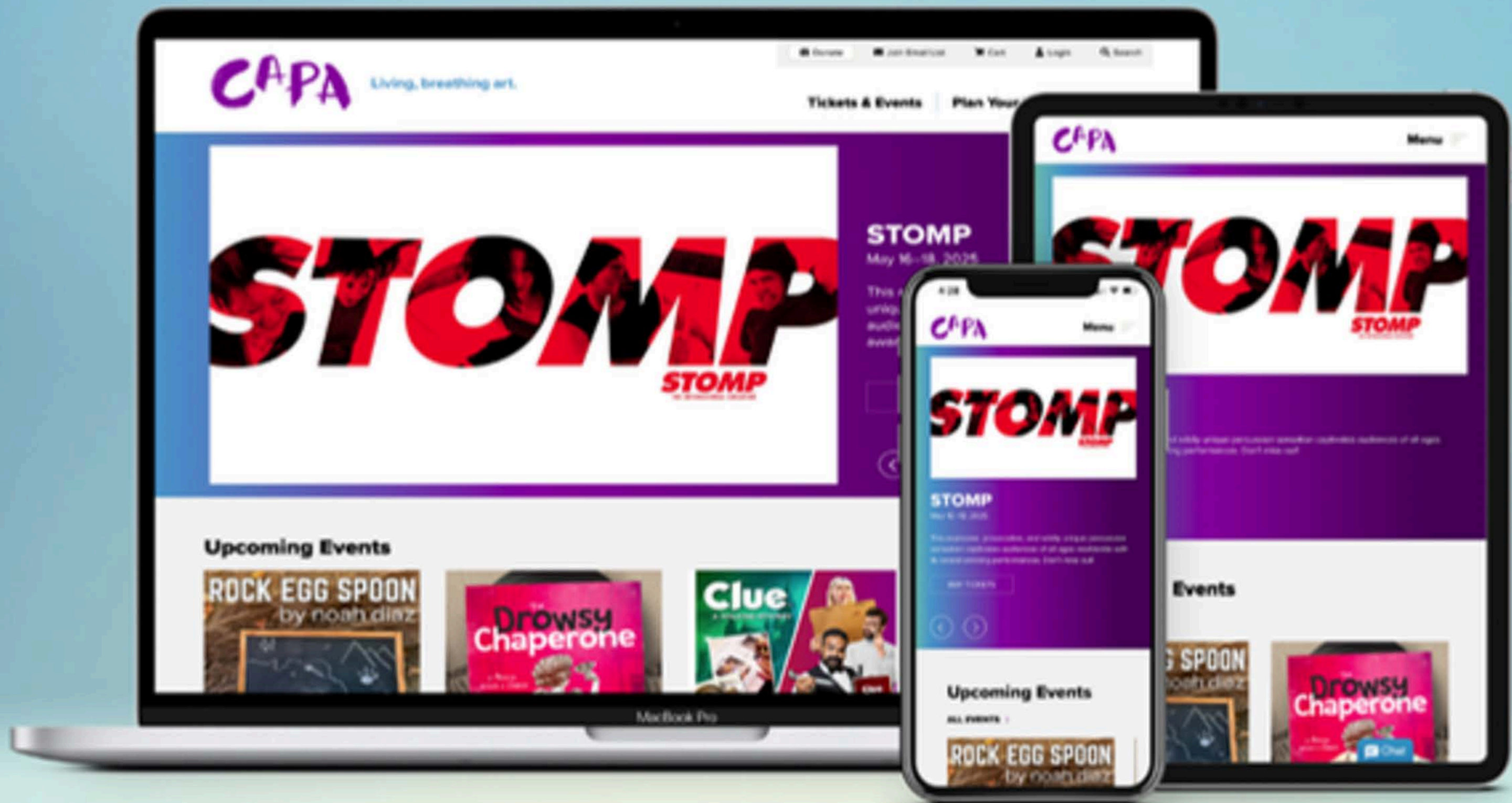
OVER 200+ INTEGRATED WEBSITES

TNEW & CUSTOM WEBSITES

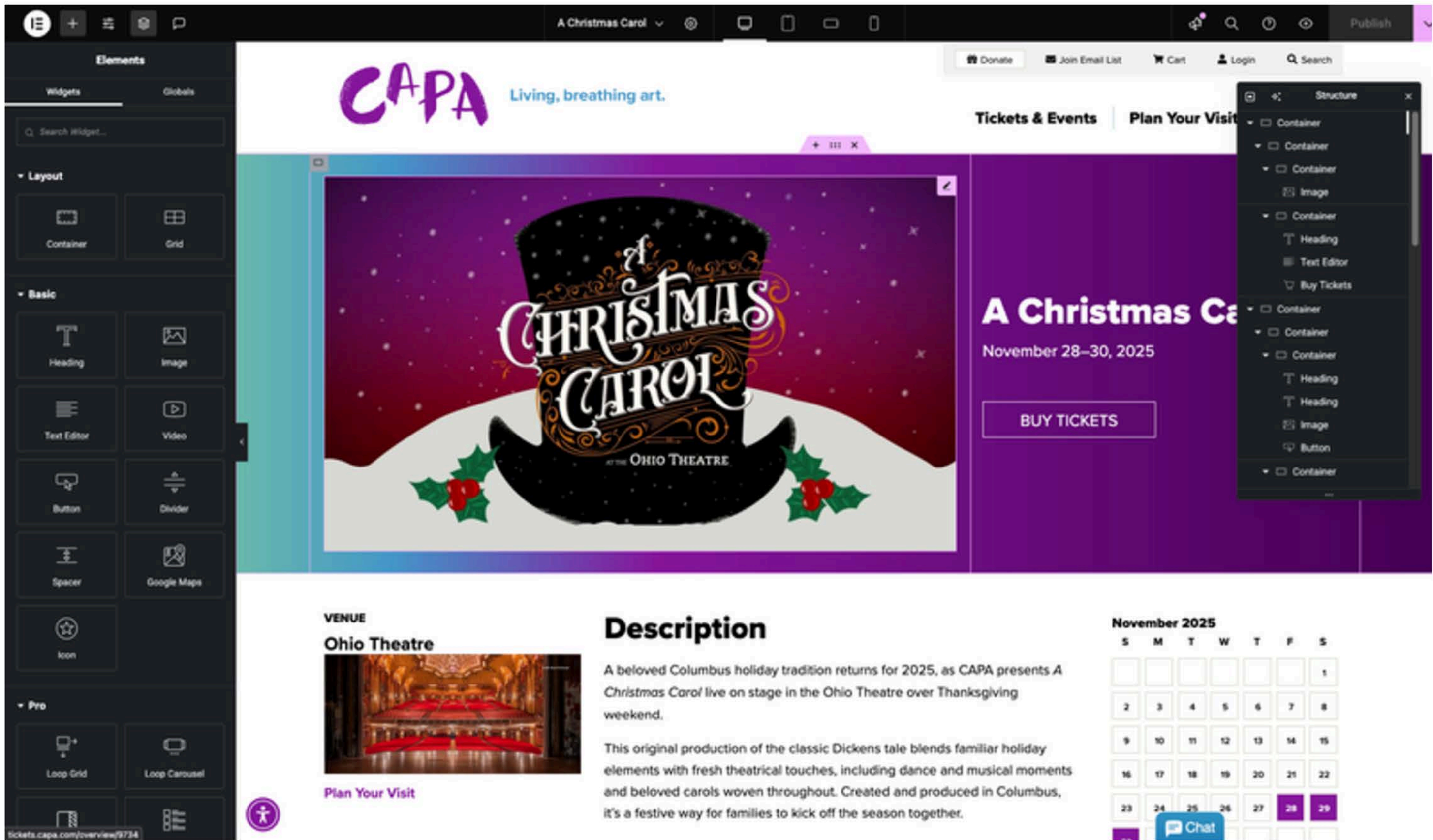
WEB 2: CHICAGO SHAKESPEARE THEATER



WEB2: COLUMBUS ASSOCIATION FOR THE PERFORMING ARTS



WEB2: ELEMENTOR CMS EDITOR



WEB2: TESSITURA MERCHANT SERVICES

Dashboard

Kinsta Cache

Posts

L2 Suite

L2 Suite

Tessitura Connection

Plugin Settings

Tessitura Settings

Components

Waiting Room

Orders

Cache

Logs

Security

Session Info

SYOS

Tessitura Data

Web2

L2 Client Docs

People

Cart Checkout Process (#1360)

Cart Checkout Process

Display Options

Configure how the checkout form looks.

Behavior Options

Configure how the checkout form behaves.

Advanced

Configure advanced settings for this component.

Template Select

Choose the template to use for this component.

Posts

L2 Suite

L2 Suite

Tessitura Connection

Plugin Settings

Tessitura Settings

Components

Waiting Room

Orders

Cache

Logs

Security

Session Info

SYOS

Tessitura Data

Web2

L2 Client Docs

People

Media Galleries

Media

Forms

Pages

Press Releases

Comments

Elementor

Templates

Appearance

Plugins

Defaults

Behaviors

Payments

Global Payment Settings

General Settings

I-Frame Redirect URL *

Zero Balance Payment Method

Currency

Enable Tokenization

Payment Plans

Payment Plan Payment Group

Payment Plan Billing Type

Payment Plan Mapping JSON

Payment Methods

Payment Method Visa

Payment Method MasterCard

Payment Method AMEX

Payment Method Discover

Payment Method Diners

Fallback Payment Method

CHICAGO SHAKESPEARE THEATER

Payment Information

Apple Pay

Cards

Card number

Expiry date

Security code

Name on card

Pay \$57.00

Order Total: \$57.00

DEMO

STOP BY OUR SPONSOR TABLE



PROSPECT 2

MULTICHANNEL COMMUNICATION

PROSPECT2: COMMUNICATION OPTIONS

Yes, we do email and a whole lot more... 900+ more

Communications

 **Twilio/SMS**

 **Postmark**

 **WhatsApp**

 **LiveChat**

 **Messenger**

Advertising

 **Google**

 **LinkedIn**

 **Facebook**

 **Instagram**

Ecommerce

 **Donate2**

 **Shopify**

 **WooCommerce**

CRM

 **Tessitura**

 **Salesforce**

PROSPECT 2

THE POWER OF AI ✨

PROSPECT 2: THE POWER OF AI ✨

AI Brand Kit

AI Campaign Builder

AI Image Generation

AI Content Generation

AI SMS Builder

AI Suggested Segments

AI Campaign Calendar

AI Predictive Sending

AI Suggested Automations

AI Suggested Actions

AI Business Goals

AI Active Intelligence

- **Insights**
- **Campaigns**
- **Automations**

AI Actions Library

AI Campaign Translations

The ActiveCampaign MCP Server

PROSPECT2: THE POWER OF AI ✨

Post Event Follow Up

Post Event Follow Up

A performance-based job running daily at 5:00 AM CDT.

Automation: **Post Event Follow Up with Survey** ✓

Post Event Follow Up with Survey

Notification Emails: **stephen@lynch2.com**

ON

Step 3: Performance Keywords & Pricetypes

Optional

Performances that have one of the following keywords:

Performances that **do not have** one of the following keywords:

event

Nothing selected

event

Orders that have one of the following pricetypes:

Orders that **do not have** one of the following pricetypes:

Nothing selected

Comp

Comp

Step 4: Choose the Time of Day Contacts Will Enter the Automation

Jobs triggered by Tessitura performance data can only be scheduled to run once per day.

Configure Time Below:

5 00 AM

Step 5: Tessitura Performance Search Window

When this job runs, it will search for eligible performances 1 days in the Past

If this job were to run today, it would search for performances in Tessitura with a date of Sat Aug 09 2025

Performance Data

Display 10 records

Search

title	perf_no	perf_code	text1	text2	text3	text4	day_no_full	day_of_week_full	month_no_full	month_full	year_full	year_short	time_2
Amahl and the Night Visitors	63	VIS061209					10	Sunday	8	August	2025	25	20:00

Showing 1 to 1 of 1 records

First Previous 1 Next Last

Contact Data

Display 10 records

Search

address	eaddress_no	customer_no	perf_no	order_no	order_source	order_dt	zone_no	zone_description	zone_time	zone_start
brian.lassy@lynch2.com	4110	1047	63	418	52	2018-04-09T19:36:25-04:00	23	Orchestra Front	PT05	PT05
jim+107@lynch2.com	107	54	63	341	28	2010-10-25T10:38:15-04:00	24	Orchestra Rear	PT05	PT05
jim+159@lynch2.com	159	80	63	334	28	2010-10-25T10:26:03-04:00	23	Orchestra Front	PT05	PT05
jim+1695@lynch2.com	1695	848	63	351	28	2010-10-25T11:27:11-04:00	26	Balcony	PT05	PT05
jim+1713@lynch2.com	1713	857	63	350	28	2010-10-25T11:26:40:587-04:00	23	Orchestra Front	PT05	PT05
jim+179@lynch2.com	179	90	63	344	28	2010-10-25T11:10:55-04:00	23	Orchestra Front	PT05	PT05
jim+19@lynch2.com	19	10	63	339	28	2010-10-25T10:36:51-04:00	23	Orchestra Front	PT05	PT05
jim+53@lynch2.com	53	27	63	82	15	2006-08-02T09:12:54:03-04:00	23	Orchestra Front	PT05	PT05
jim+65@lynch2.com	65	33	63	91	15	2006-08-02T09:27:29:49-04:00	23	Orchestra Front	PT05	PT05
jim+68@lynch2.com	67	34	63	94	15	2006-08-02T09:30:15:87-04:00	23	Mezzanine	PT05	PT05

Showing 1 to 10 of 12 records

First Previous 1 2 Next Last

Web Content

Display 10 records

Search

inv_no	description	value
63	stuff to record	<p>Hey, here's some HTML</p>
63	Web Title Override	Amahl Live in Concert
63	Web_Synopsis	This show is super boring. And long. Don't bother coming.

Showing 1 to 3 of 3 records

First Previous 1 Next Last

Add a start trigger

+

Send an email: Post Event Follow Up

Post Event Follow Up

This email will send using Predictive Send


0 sent 0% open rate 0% click rate

+

Automation ends

SEATTLE SYMPHONY

POST-SHOW FOLLOW-UP



Dear VITAL, SALUTATIONS,

Let us know how you liked the event.

YOURNEY_LINKS

Please be sure to arrive 30 minutes prior to curtain time.

Sponsors


DELTA



This email was sent to you because you are a member of the Seattle Symphony. Please do not forward this email to anyone else. If you are not a member, please do not open this email. If you are a member, please do not open this email.

THANK YOU FOR YOUR SUPPORT

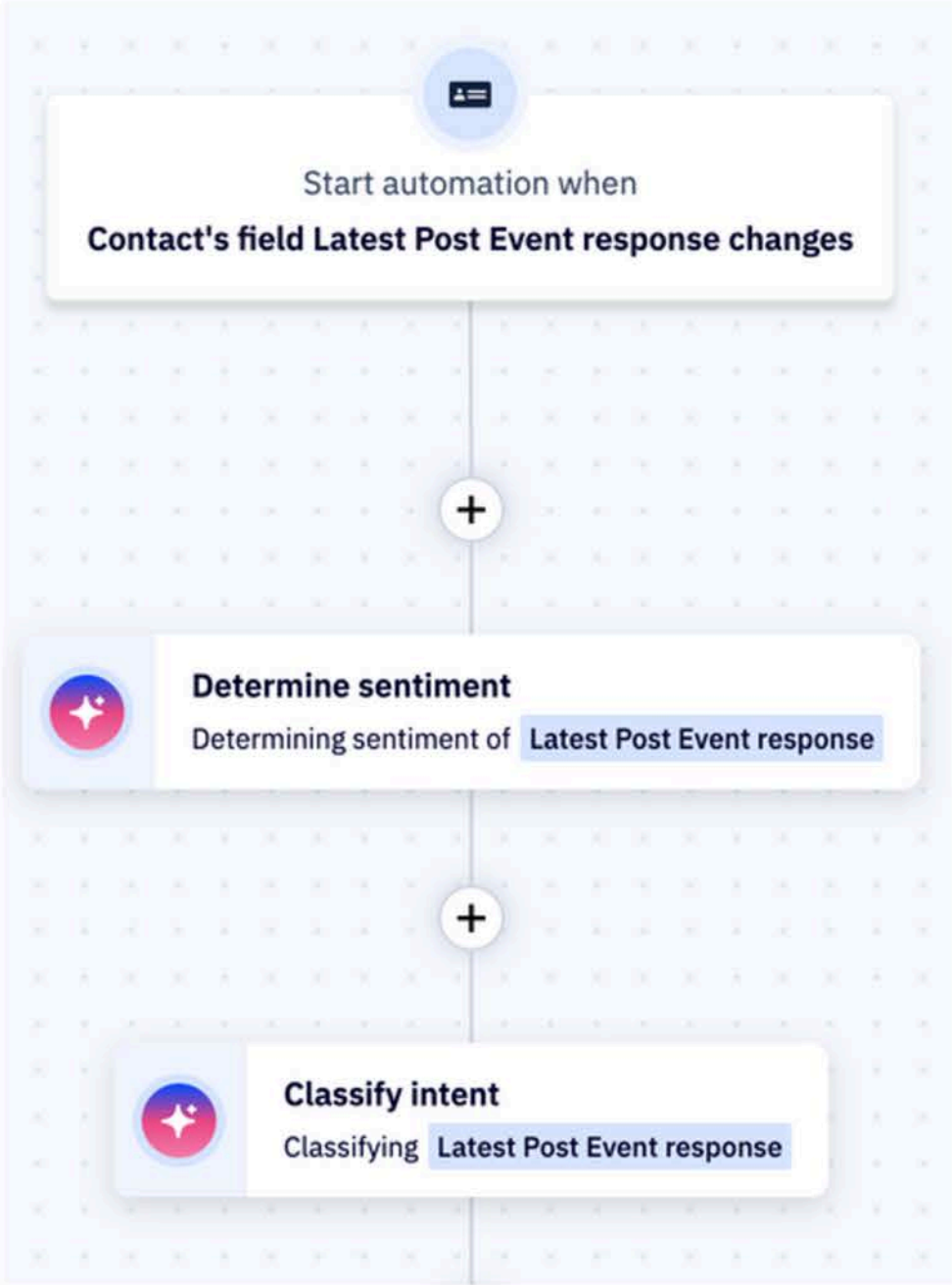
PROSPECT 2: THE POWER OF AI ✨

Survey Data Returned



Stephen Lynch


About Stephen Lynch		Hide Empty Fields	Manage Fields
> General Details			
v Post Event 1-3			
TICKETS___PERFORMANCE_NAME_	42 Balloons		
Latest Post Event response	Came here out of curiosity to check out Chicago's famous performing arts culture and was not disappointed! Saw the musical production 42 Balloons about the man who followed his crazy dream to fly by tying 42 weather balloons to a lawn chair and soared 16,000 feet above the Earth. It was funny and a bit of a tear jerker at the end! Amazing performances! The theater itself is an amazing space with the interior modeled after the Globe Theater of Shakespeare fame with a multi-tier gallery design. The staff are beyond friendly and helpful. You'll have a good time here and don't forget to support the arts. I wish there was an easy way to give a donation! Also parking validated if you park in the nearby Navy Pier garages is a huge plus!		
Latest Post Event Score	8		
Latest Post Event Sentiment	😊		
Post Event Intent	👉		





PROSPECT 2: THE POWER OF AI


Automation Triggered With AI



Stephen Lynch



About Stephen Lynch		Hide Empty Fields	Manage Fields
> General Details			
v Post Event 1-3			
TICKETS___PERFORMANCE_NAME_	42 Balloons		
Latest Post Event response	Came here out of curiosity to check out Chicago's famous performing arts culture and was not disappointed! Saw the musical production 42 Balloons about the man who followed his crazy dream to fly by tying 42 weather balloons to a lawn chair and soared 16,000 feet above the Earth. It was funny and a bit of a tear jerker at the end! Amazing performances! The theater itself is an amazing space with the interior modeled after the Globe Theater of Shakespeare fame with a multi-tier gallery design. The staff are beyond friendly and helpful. You'll have a good time here and don't forget to support the arts. I wish there was an easy way to give a donation! Also parking validated if you park in the nearby Navy Pier garages is a huge plus!		
Latest Post Event Score	8		
Latest Post Event Sentiment	+		
Post Event Intent	+		



Classify intent

Classify and categorize the given field to determine the contact's intent and goals.

Select field to classify

Latest Post Event response

☒ Enforce a set list of intents

Possible Donor, Possible Subscriber, Will return, Will tell their friends,

Separate possible intents via commas

☒ Enforce a maximum number of intents

3

Save the response to this field

☒ Save to existing field

Post Event Intent


☐ Create a new field

Cancel


Save

PROSPECT2: THE POWER OF AI ✨

“Possible Donor” Journey



Stephen Lynch
Executive Director
Chicago Cultural Center



About Stephen Lynch		Hide Empty Fields	Manage Fields
> General Details			
▼ Post Event 1-3			
TICKETS___PERFORMANCE_NAME__	42 Balloons		
Latest Post Event response	Came here out of curiosity to check out Chicago's famous performing arts culture and was not disappointed! Saw the musical production 42 Balloons about the man who followed his crazy dream to fly by tying 42 weather balloons to a lawn chair and soared 16,000 feet above the Earth. It was funny and a bit of a tear jerker at the end! Amazing performances! The theater itself is an amazing space with the interior modeled after the Globe Theater of Shakespeare fame with a multi-tier gallery design. The staff are beyond friendly and helpful. You'll have a good time here and don't forget to support the arts. I wish there was an easy way to give a donation! Also parking validated if you park in the nearby Navy Pier garages is a huge plus!		
Latest Post Event Score	8		
Latest Post Event Sentiment	✦ positive		
Post Event Intent	✦ Possible Donor, Will return, Tell their friends		

Start automation when

Contact's field Post Event Intent changes

Tag does not exist Donor **AND** Post Event Intent contains Possible Donor

+

Email

Ads

SMS

Wait 1 week

Etc...

Join our Family of Donors

And experience the **thrill** of giving

As an Open Commons donor, you'll enjoy donor benefits such as behind-the-scenes access, access to our greatest donor lounge, and even more exclusive insider with your support. Open Commons can continue our mission to connect our Commons community to the wisdom and talents of the world through open and educational programming that is accessible to all.

One Time

Recurring

Choose a One Time Donation amount

\$100

\$400

\$700

\$1000

Other amount

One Time Donation: \$ 100.00

Card

Google Pay

Bank

Apple Pay

Secure, fast checkout with LINK

Card number

Expiration date

Security code

Country

United States

ZIP code

First Name

Last Name

Email Address

ALWAYS IMPROVING

PARTNERSHIPS + SPEED + EFFICIENCY

PROSPECT2: ALWAYS IMPROVING

Partnerships

- Continuously working on improvements with **Tessitura** and **ActiveCampaign**



Sydney Lynch
Director of Customer Experience

PROSPECT 2: ALWAYS IMPROVING

Speed, Efficiency, and Accuracy

- Optimizing API calls and code
- Reducing failures and improving smart retry functionality
- Better use of “working tables” in Tessitura
- Reviewing database indexing for more efficient querying
- Utilizing table hints to reduce database deadlocks
- Improved formatting of Membership Dates and Dollar Values with Custom Output elements

PROSPECT2: ALWAYS IMPROVING

Performance Triggers

- Expanded Keyword functionality - Season, Production, Performance levels
- Respect the attendance flag for Post Event followup communications

Audit History

- Identify changed email addresses in Tessitura and auto-syncing the change in Prospect2
- Data Sync - Update Data Changes

DEMO

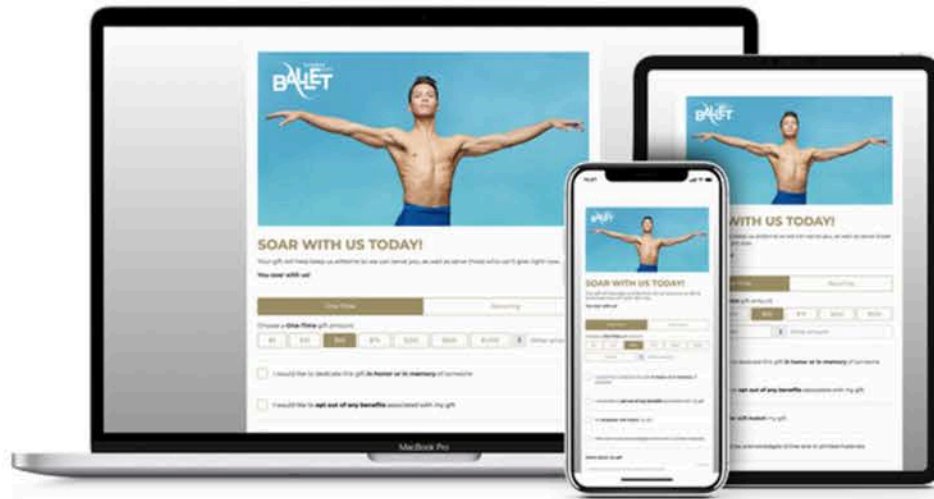
STOP BY OUR SPONSOR TABLE



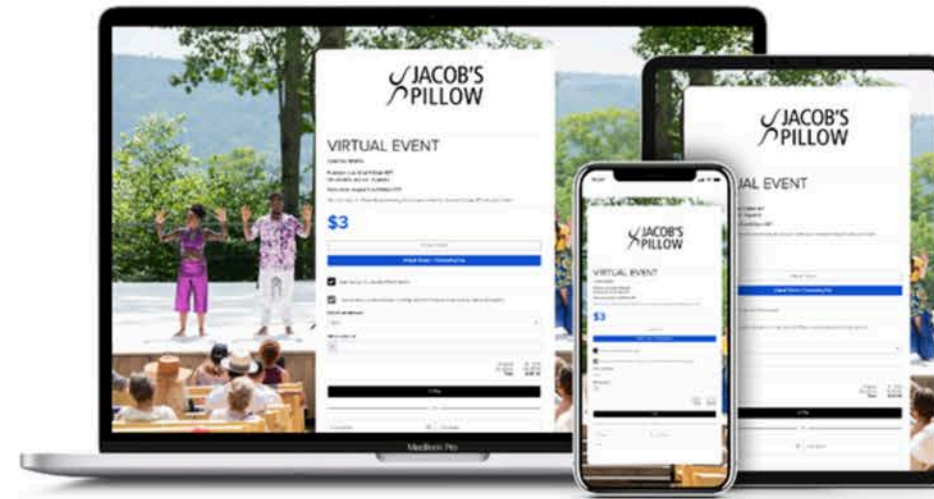
2ACCOUNT

CART FREE TRANSACTIONS

2ACCOUNT: DONATE2 | STREAM2 | FLEX2



KC Ballet



Jacob's Pillow



High Museum

Donate2

Donations, Pledging & Team Fundraising

Whether you're looking for a faster way to take donations, want to offer the option of Digital Wallets like Apple Pay and Google Pay, or need easy-to-build forms your patrons will love, a Donate2 Form is a great solution.

Form Types

Enhanced Donation, Pledge, Team Fundraising

Stream2

Streaming Subscriptions & Rentals

Stream2 Forms allow you to sell and manage access to digital content seamlessly with an out of the box solution. With our streaming platform integrations, you're able to offer customers an unparalleled experience.

Form Types

Brightcove Gallery, Brightcove Beacon, Vimeo OTT

Flex2

Memberships, Events, & Payments...

Looking to offer recurring memberships, sell tickets to an online or in person event, or to set up a form with more options? The flexibility of a Flex2 Form allows you to quickly configure forms for practically anything.

Form Types

Flex, Enhanced Flex, Package, Payment, Launch, Competition

PAYMENT METHODS

STRIPE

2 ACCOUNT: PAYMENT METHODS

stripe

Cards

Popular globally



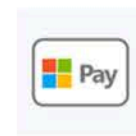
Digital Wallets



Apple Pay
Popular globally



Google Pay
Popular globally



Microsoft Pay
Popular globally



Link
Popular globally



Cash App Pay
Popular in United States



Amazon Pay
Popular globally



Ali Pay
Popular in China



WeChat Pay
Popular in China



Revolut
Popular in Europe and the United Kingdom

Bank Transfers



ACH US BANKS
United States

Buy Now Pay Later



Affirm
Popular in United States and Canada



Klarna
Popular in Canada, Australia, New Zealand, the UK, and the United States



Afterpay/Clearpay
Popular in Australia, Canada, New Zealand, the United Kingdom, and the United

Bank Debits



BECS Direct Debit
Australia



Bacs Direct Debit
United Kingdom

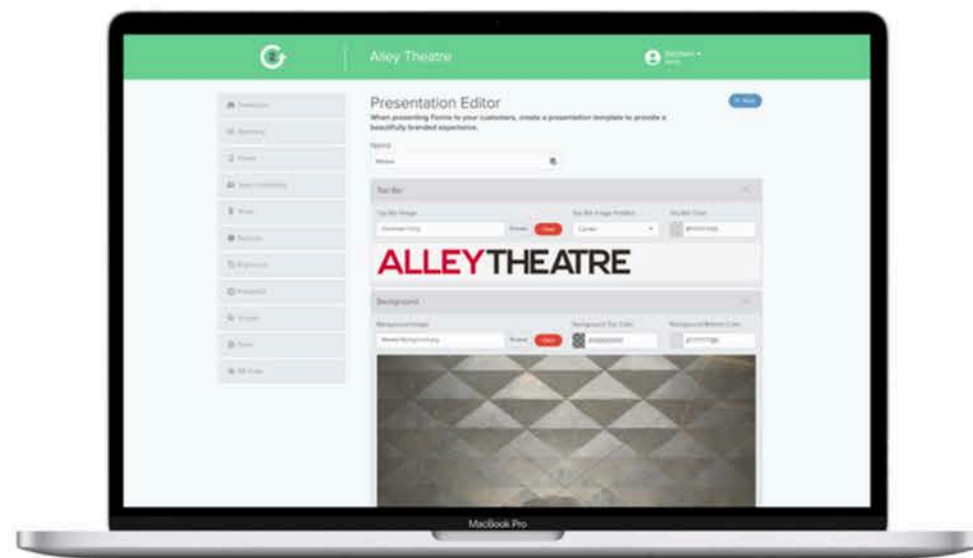


ACH Debit
United States

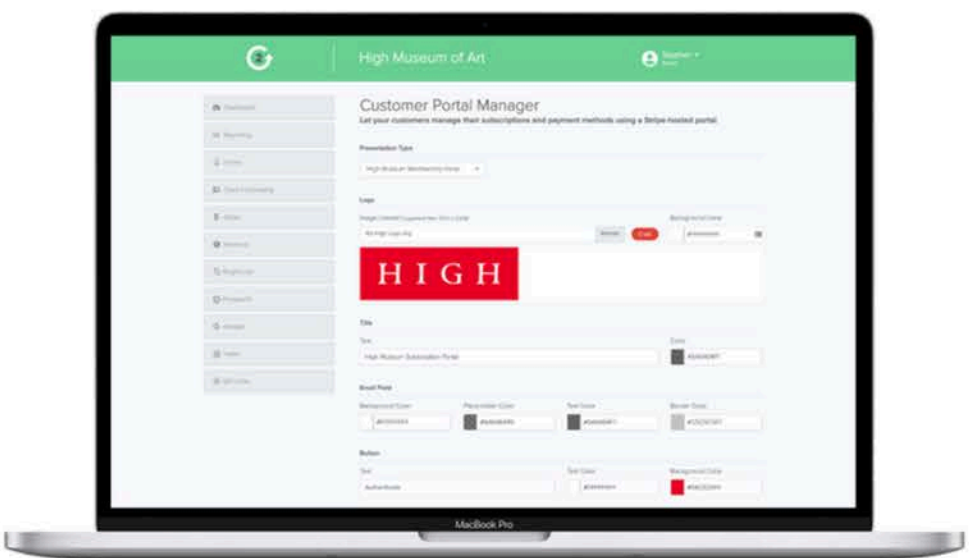
MANAGERS

TOOLS TO HELP OUT

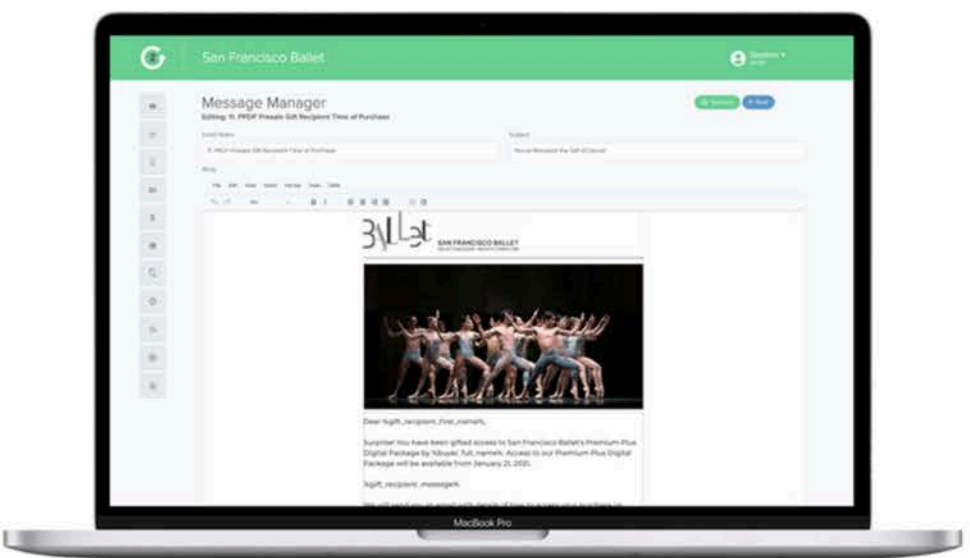
2ACCOUNT: MANAGERS



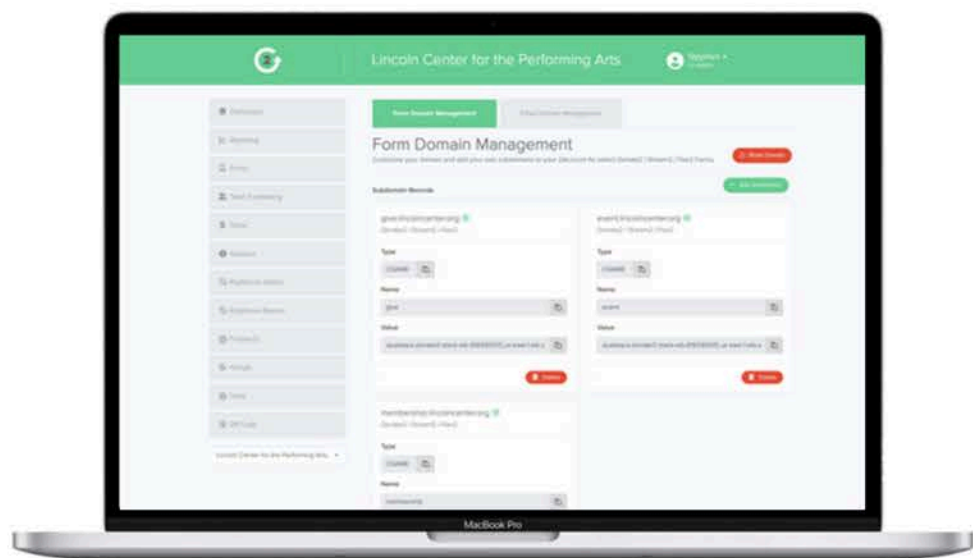
Presentation Manager



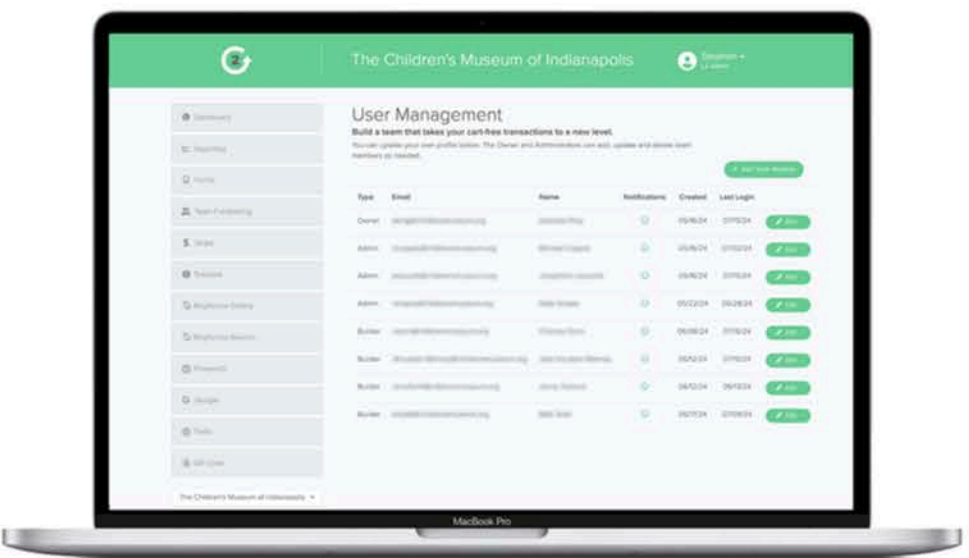
Customer Portal Manager



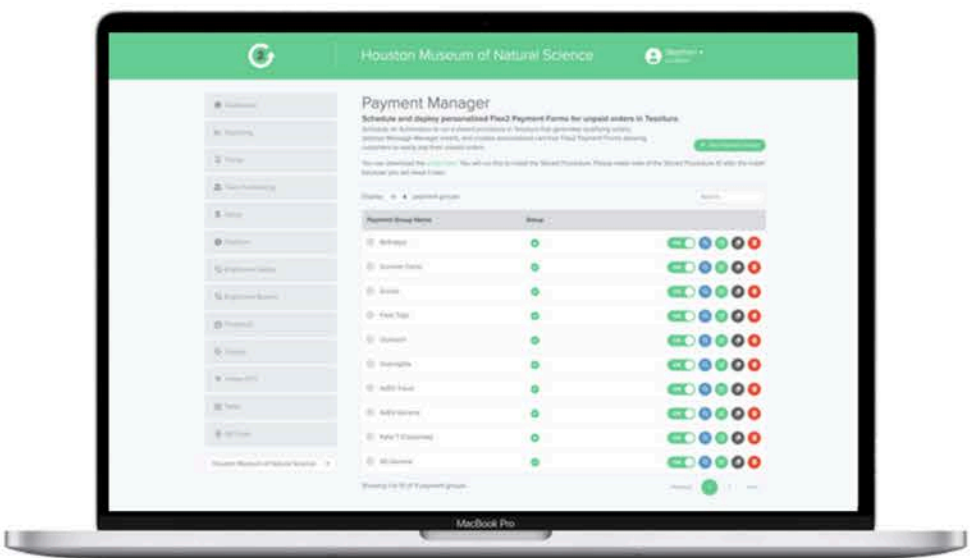
Message Manager



Domain Manager



User Manager



Payment Manager

INTEGRATION

DOUBLE THE DONATION

2ACCOUNT: DOUBLE THE DONATION



Tessitura

Double the Donation

Prospect2

Double the Donation Integration

Don't wait for matching gift disbursements from requests that will never be submitted to employers. Bring matching gift next steps to your donors no matter where they give across the web.

API Key

par.....2S5

Partner Identifier

L2I.....o2p

Public Key

zLC.....6vW

Save Credentials

Double Donation

Enable Double the Donation?

Yes

Title

Title Color

Will your employer match the donation?

#646464FF

One-Time

Recurring

Choose a **One-Time** donation amount:

\$10

\$25

\$50

\$100

\$ Other amount

Will your employer match the donation?

Company selected: **Apple Inc.** [Select a different company](#)

Yes, they match donations!

Minimum: \$1

Maximum: \$10,000

Filters

06/27/2025 to 07/27/2025 Matching Gift Stage Employer Identification Eligibility

Search [\(Switch to Advanced Search\)](#)

CSV Download Show Columns Select all Deselect all Bulk Edit Bulk Send Email Delete

Showing 1 to 12 of 12 donations that match criteria

		Date	First Name	Last Name	Donation Amount	Email	Company	Matching Gift Stage
		7/22/2025	Stephen	Lynch	\$100	stephen@lynch2.com	The Home Depot	Waiting for Donor
		7/22/2025	Stephen	Lynch	\$25	stephen@lynch2.com	Apple Inc.	Waiting for Donor
		7/22/2025	Stephen	Lynch	\$25	stephen@lynch2.com	Apple Inc.	Waiting for Donor
		7/22/2025	Stephen	Lynch	\$50	stephen@lynch2.com	Apple Inc.	Waiting for Donor

2 ACCOUNT

UPDATES

2ACCOUNT: PLEDGE & GIFT

Tessitura

Pledge & Gift

Enabled

Fund(s)

Annual Fund

Source

Lobby QR Code - 73

Chan

Do

Pledge Processing Type

Process One-Time

Gift

Process Recurring

Fiscal Year Pledge

Designations

Undesignated - 3

Designation Name Label

si

+

General Support (Undesignated - 3)

Default

+

Support our Artist (Artist Relief - 5)

+

Support our Teachers (Education - 4)

+

Support our Capital Campaign (Capital Campaign - 7)

Which Designation Option

Option Text Color

Where would you like to apply your gift?

#646464FF

Option Width

300px

Process Recurring

Fiscal Year Pledge

Gifts

Single Pledges

Rollover Pledge

Fiscal Year Pledge

Please Support Our Cause

KEEP MAKING A DIFFERENCE

Through the generosity of our supporters and philanthropic donations, you make it possible for us to mount new efforts, effect things far and wide, and ensure the future for generations to come.

One-Time

Recurring

How often would like to donate?

Monthly

Choose a monthly donation amount:

\$10

\$25

\$50

\$100

\$ Other amount

Where would you like to apply your gift?

General Support

General Support

Support our Artist

Support our Teachers

Support our Capital Campaign

Monthly Donation	\$	50.00
Cover Cost	\$	4.05
Total	\$	54.05

stephen@lynch2.com

link

visa

Visa Credit

.... 1111

Change

First Name*

Last Name*

Email Address*

Donate Now

2 ACCOUNT: CONTRIBUTION LEVELS

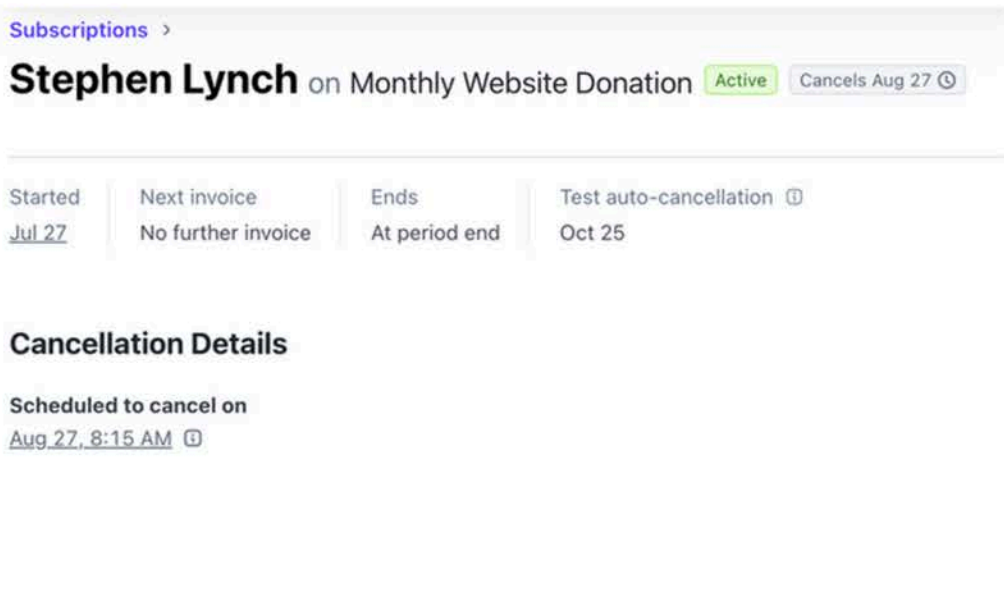
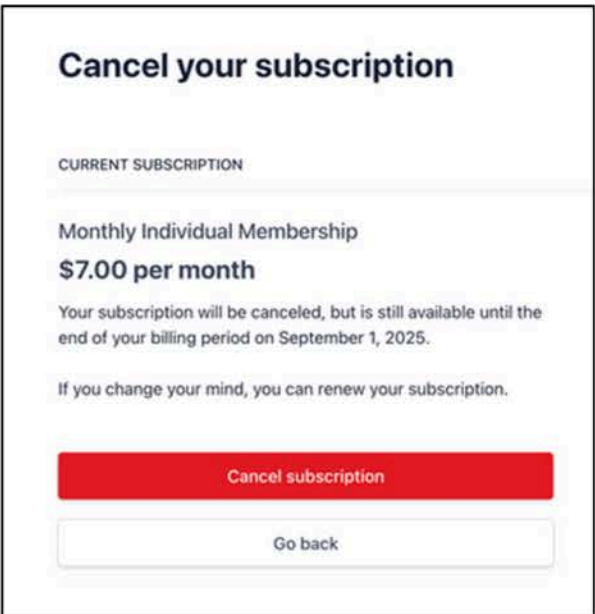
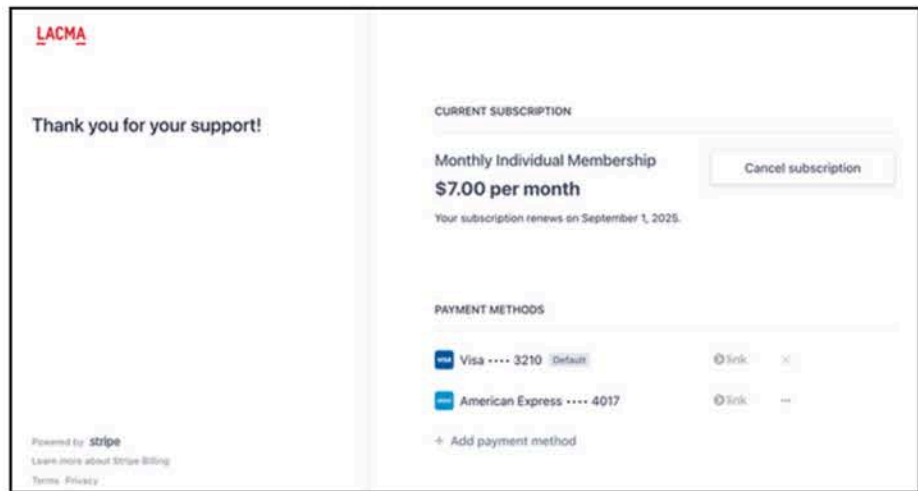
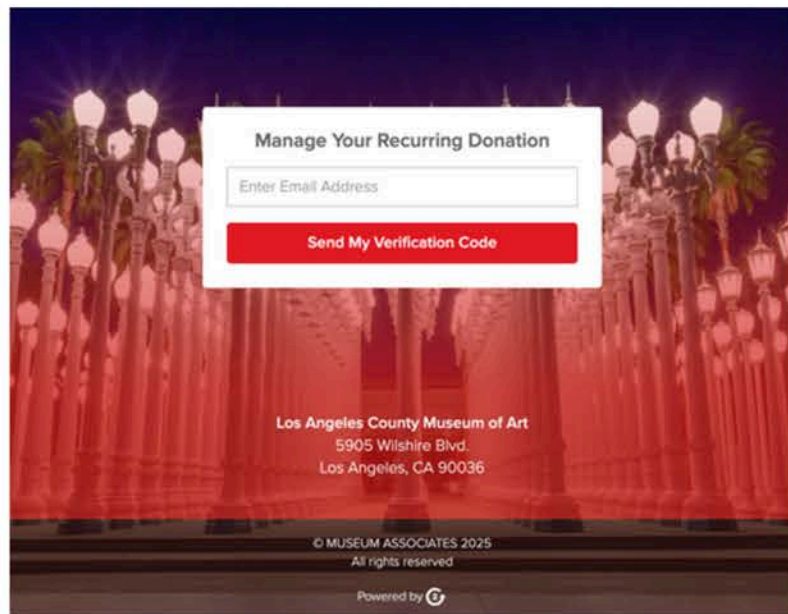
Enhanced Donation Form

- Order Based Contributions
 - Fund or On Account
- Pledge & Gift Based Contributions
 - Fund Only

Starting Amount	Ending Amount	Fund	Source
\$ 1.00	\$ 99.99	Annual ▼	Dev 1 - 9837 ▲
\$ 100.00	\$ 999.99	Annual ▼	Dev 2 - 9838 ▲
\$ 1,000.00	\$ 9,999.99	Annual ▼	Dev 3 - 9839 ▲
\$ 10,000.00	\$ 99,999.99	Annual ▼	Dev 4 - 9840 ▲
Add New Range			

Starting Amount	Ending Amount	Fund	Source
\$ 1.00	\$ 99.99	Member ▼	Web - 7384 ▲
\$ 100.00	\$ 999.99	Contributor ▼	Web - 7384 ▲
\$ 1,000.00	\$ 9,999.99	Supporter ▼	Web - 7384 ▲
\$ 10,000.00	\$ 99,999.99	Patron ▼	Web - 7384 ▲
Add New Range			

2ACCOUNT: SUBSCRIPTION CANCELLATION CSI



Recurring Payment Cancellation Alert

We've implemented a system to notify you promptly when a patron cancels their recurring Stripe "Subscription." A Customer Service Inquiry (CSI) will be automatically generated, giving you a valuable opportunity to contact the patron and understand their reasons for cancellation, or offer alternative solutions.

Enable Subscription Cancellation Alert

Yes

Contact Method

Donate2

Activity Type

2Account Recurring Donation

Origin

None

Customer Service Issue

Constituent ID: 3507

Issue #: 20550

Issue Date: 07/27/2025

Contact Method: Donate2

Activity Type: 2Account Recurring Donation

Season: (none)

Owner: Stephen Lynch

Urgent: ☐

Category: 2Account

Origin: (none)

Performance: (none)

Package: (none)

Notes:

The Stripe subscription sub_1RpVM9AxfjOCrF9jWzFI6Y has the intent to cancel on 2025-08-27 13:15:16
Constituent ID: 3507
Email: stephen+cancelledsub100@lynch2.com

Created: 7/27/2025 10:15:54 by donate2 at PROSPECT2 Modified: 7/27/2025 10:15:54 by donate2

Reminders

Issue Actions:

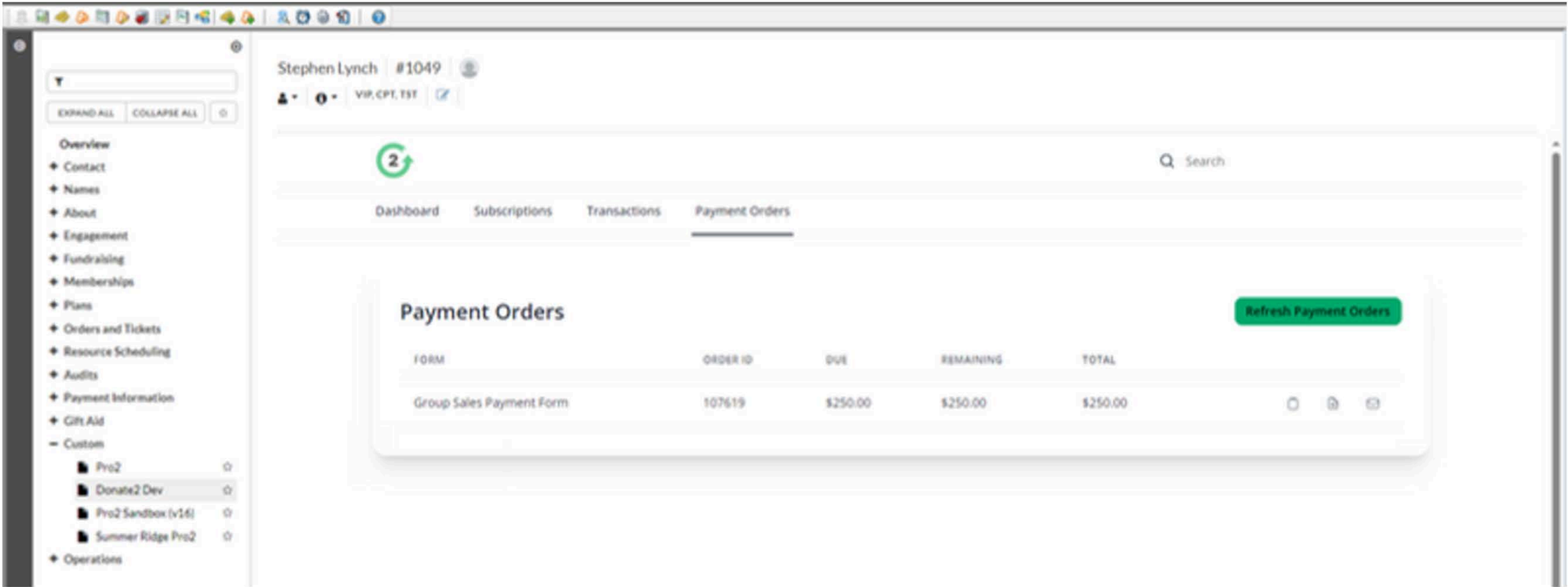
User	Date	Action Date	Action	System Date	Resolved
------	------	-------------	--------	-------------	----------

Add Action

Save

Close

2ACCOUNT: CUSTOM SCREEN



2 ACCOUNT: SMS OPT-IN

SMS Opt-In

JOIN OUR SMS CLUB

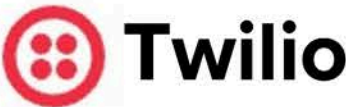
Join the Segerstrom Center for the Arts SMS club to get exclusive early access to ticket sales and presales, ensuring you never miss out on your favorite performances. Plus, receive timely updates on last-minute show additions, special offers, and behind-the-scenes content delivered directly to your phone.

SMS Phone

 (222) 123-1234

☒ Opt-In to SMS (Leave unchecked if you wish to Opt-Out)

Register SMS Preferences



- v16 SMS Phone Type
- Contact Permission
- Contact Point Purpose
- SMS Opt-in
- Welcome SMS
- SMS Validation

Optional URL Parameters

First Name, Last Name, Email Address, SMS Phone

2 ACCOUNT: NEW INTERFACE

Search...

Dashboard

Reporting

Forms

Projects

Templates

Team Fundraising

MANAGERS

INTEGRATIONS

Hi Stephen, Welcome back!

This Dashboard will evolve over time with new tools and information. If you have an idea for a new feature or integration please use the [suggestion form](#).

Unlock More Potential with Integrations

You're not taking advantage of powerful integrations like Stripe for seamless payments or Prospect2 for advanced donor management. These integrations can significantly boost your fundraising.

[View All Integrations →](#)

Popular Form Templates

Annual Membership

Membership

Perfect for organizations looking to build recurring revenue through annual memberships. Includes automated renewal reminders and member benefits tracking.

Key Features:

- Recurring payments
- Member portal
- Automated emails

Use Template

Preview

Event Registration

Events

Streamlined registration for galas, fundraising events, and special occasions. Handles ticket sales, seating preferences, and dietary requirements.

Key Features:

- Ticket management
- Seating charts
- Guest preferences

Use Template

Preview

General Donation

Fundraising

A versatile donation form that works for any cause. Customizable giving levels, tribute options, and donor recognition features included.

Key Features:

- Flexible amounts
- Tribute gifts
- Donor recognition

Use Template

Preview

Latest Updates

Google Analytics - Enhanced Ecommerce

July 1, 2020

To further our Google Analytics integration, we have added support for Ecommerce and Enhanced Ecommerce. When you view your reporting you will see Ecommerce events throughout. You will see data in Realtime Reports,...

[Learn More →](#)

Personalized Ask & Personalized Forms

June 24, 2020

Personalize your donors email with a button that loads a Donate2 form with a Personalized Ask amount using our supported URL parameters. Also pre-populate the credit card form with the first name, last name, and email maki...

[Learn More →](#)

Prospect2/ActiveCampaign M...

June 24, 2020

You can provide donors the ability to... with the tap or click of a checkbox... subscribed to a List of your choice...

[Learn More →](#)

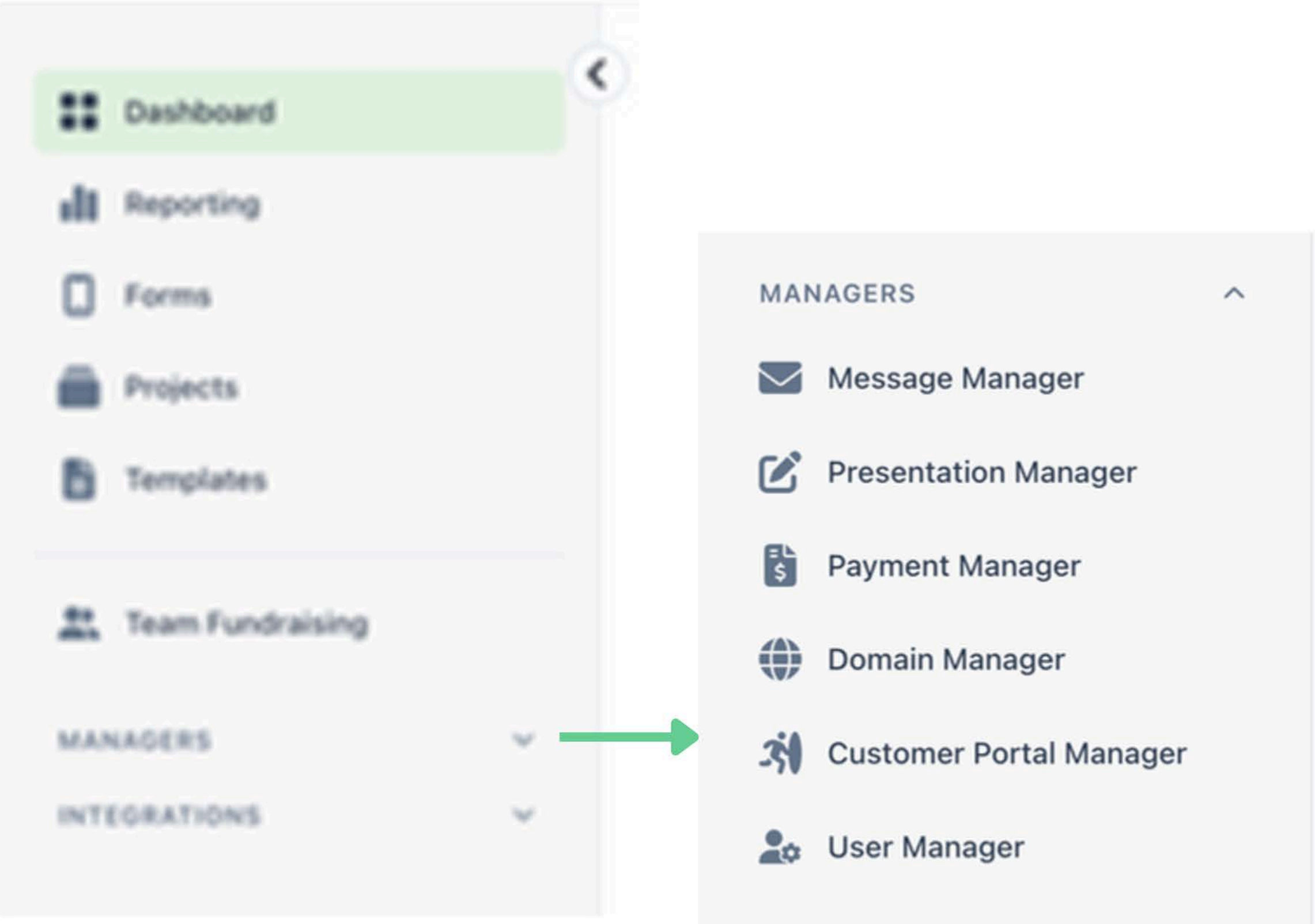
Need help?

Instant answers to your questions

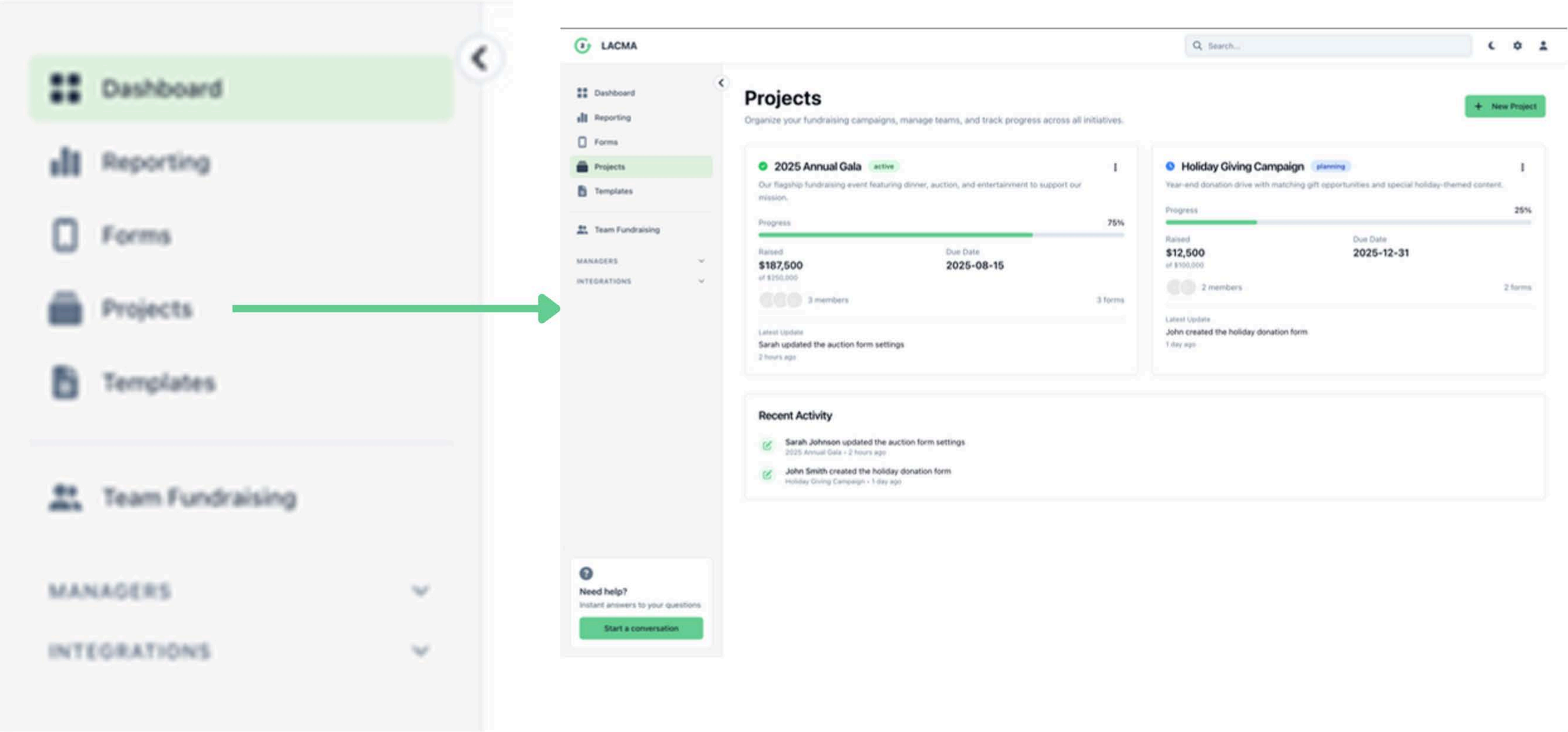
[Start a conversation](#)

2

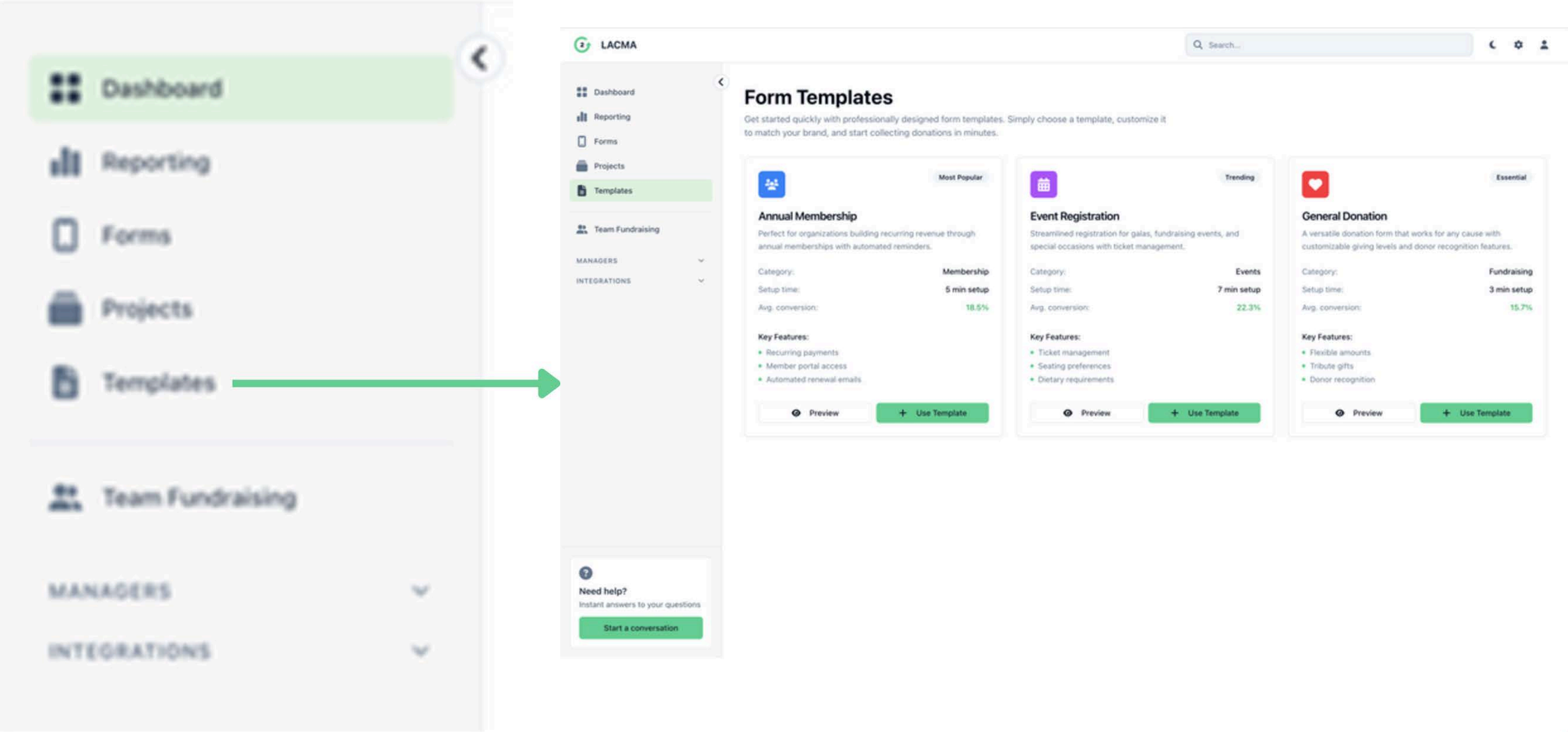
2 ACCOUNT: NEW INTERFACE



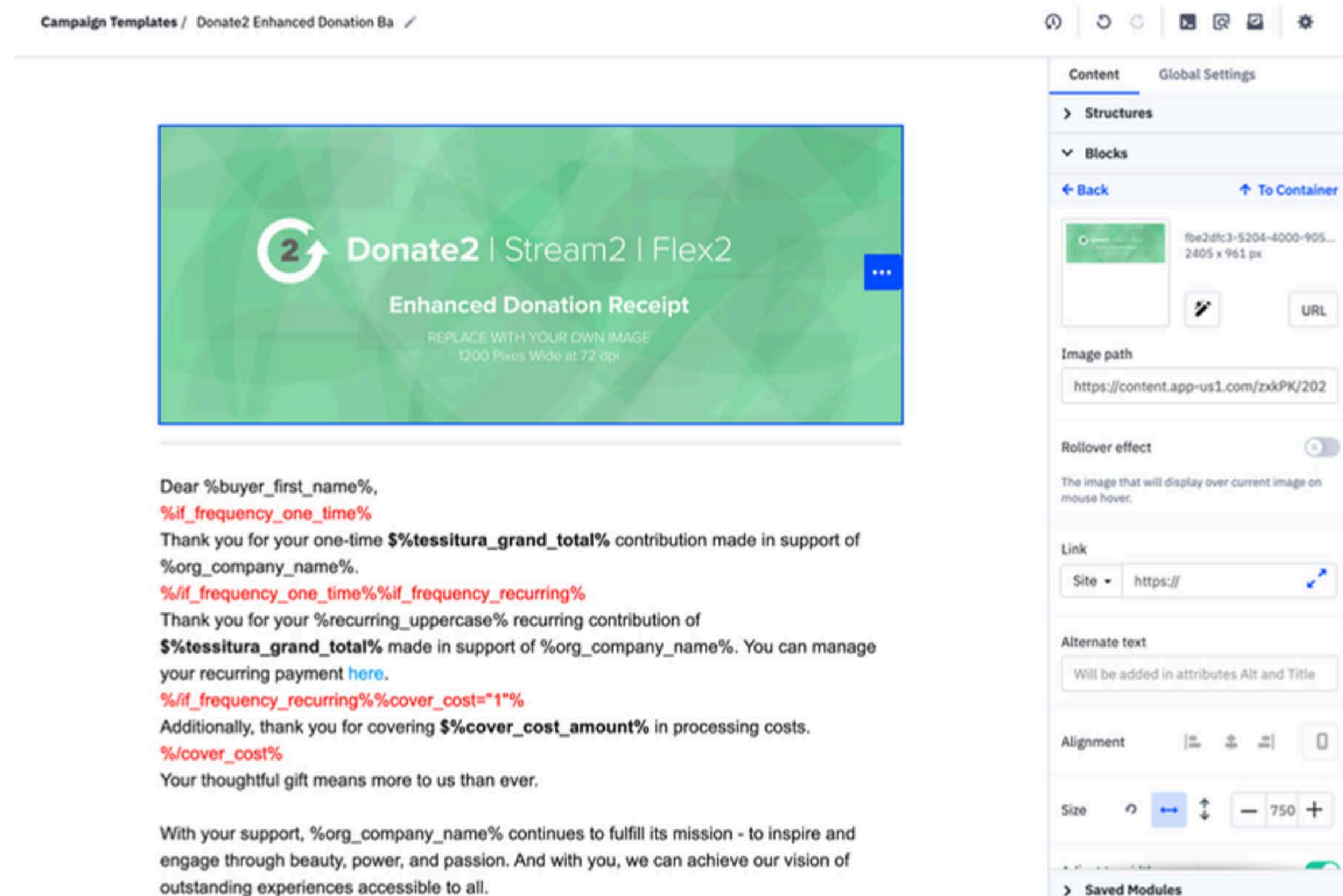
2 ACCOUNT: PROJECTS



2 ACCOUNT: TEMPLATES



2ACCOUNT: MESSAGE MANAGER EDITOR



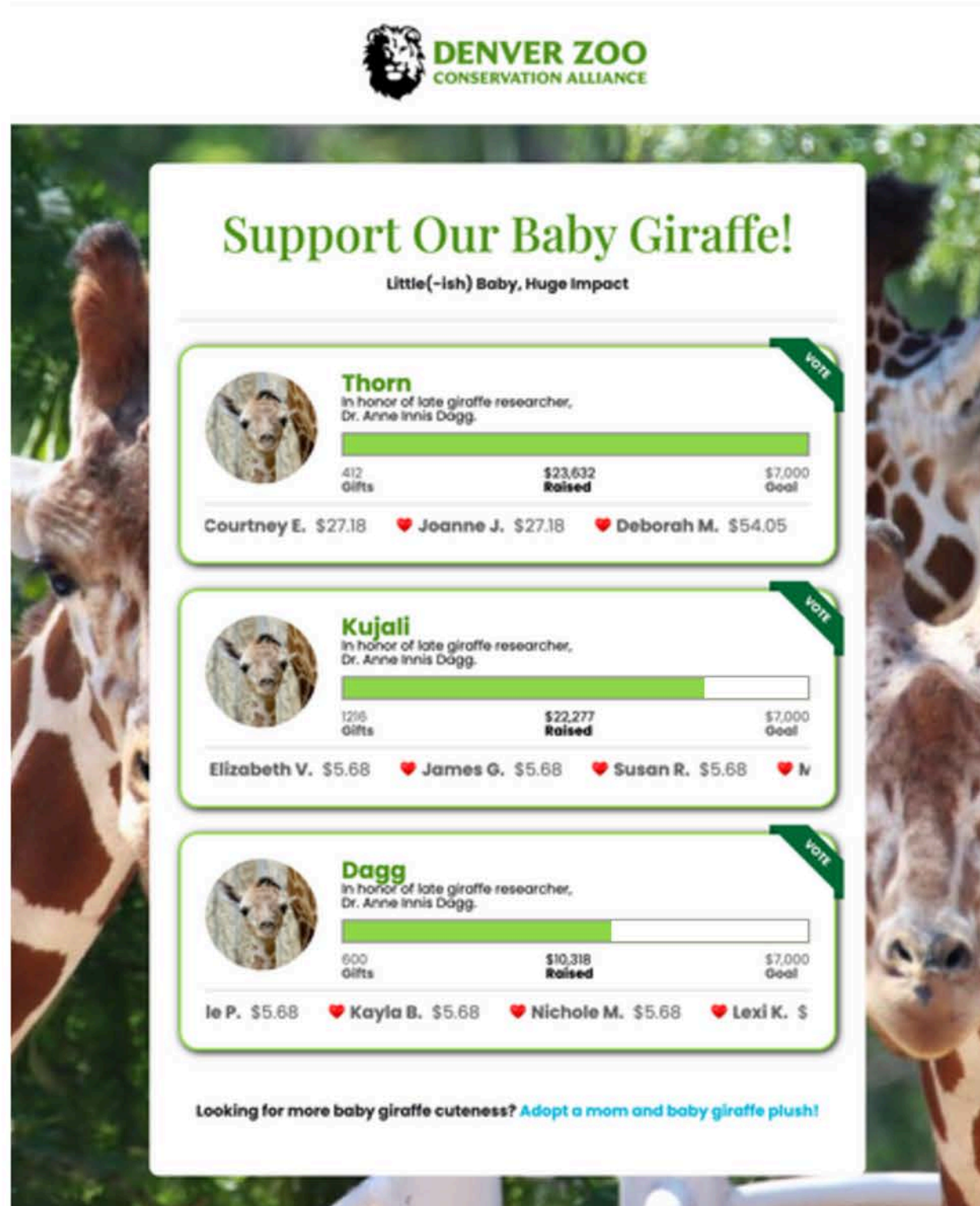


Denver Zoo Conservation Alliance



DONATE2 FORMS - APPROVED BY BABY GIRAFFES*

***WHEN ASKED, THE BABY GIRAFFE WAS ENJOYING A MOUTH FULL OF FUNDRAISER-PROVIDED FOOD,
SO WE'RE TAKING THAT AS OUR APPROVAL!**



Competition Leaderboard

Using a competition page as the main landing page for voting made for a more streamlined and interactive experience that engaged prospective donors with transparent real-time voting results and encouraged competitive donations.

DENVER ZOO - BABY GIRAFFE NAMING



3 Enhanced Donation Forms

Support Our Baby Giraffe!
Little(-ish) Baby, Huge Impact

Thorn
Vote to name the baby giraffe, Thorn, by donating below!
Who wouldn't want to be named after a favorite woody food...of giraffes?

Choose a **One-Time** donation amount:

- \$5 for 1 Vote
- \$10 for 2 Votes
- \$25 for 5 Votes
- \$50 for 10 Votes
- \$100 for 20 Votes

Other amount: \$

First Name* Last Name*

Address Line 1*

City* State* Wisconsin

Country* USA Phone

☐ I'll help cover the transaction fees so my whole purchase supports Denver Zoo Conservation Alliance.

One Time Donation \$

Kujali
Vote to name the baby giraffe, Kujali, by donating below!
Meaning "to care" in Swahili, the language of eastern African countries.

Choose a **One-Time** donation amount:

- \$5 for 1 Vote
- \$10 for 2 Votes
- \$25 for 5 Votes
- \$50 for 10 Votes
- \$100 for 20 Votes

Other amount: \$

First Name* Last Name*

Address Line 1*

City* State* Illinois

Country* USA Phone

☐ I'll help cover the transaction fees so my whole purchase supports Denver Zoo Conservation Alliance.

One Time Donation \$

Dagg
Vote to name the baby giraffe, Dagg, by donating below!
In honor of late giraffe researcher, Dr. Anne Innis Dagg.

Choose a **One-Time** donation amount:

- \$5 for 1 Vote
- \$10 for 2 Votes
- \$25 for 5 Votes
- \$50 for 10 Votes
- \$100 for 20 Votes

Other amount: \$

First Name* Last Name*

Address Line 1*

City* State* Wisconsin ZIP*

Country* USA Phone

☐ I'll help cover the transaction fees so my whole purchase supports Denver Zoo Conservation Alliance.

One Time Donation \$ 25.00

Card number

Expiration date Security code

Country United States ZIP code

First Name* Last Name*

Email Address*

Donate Now

1 Competition Form

Campaign Timing

Typically, they **promote fundraising campaigns across various channels** including direct mail, email solicitations, social media posts, and on-site signage.

However, this was the first time that we **launched the naming campaign along with the animal's birth announcement**, rather than in a separate communication.

As a result, our Giraffe Naming campaign reached a **larger audience and was even included in media coverage.**

A Better Donor Experience

“The simplicity of Donate2’s forms created a more user-friendly experience for our donors that helped to significantly increase donations.”

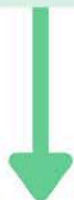
Cait McGrath

Philanthropy Services Coordinator

DENVER ZOO - BABY GIRAFFE NAMING



Donate2 Stream2 Flex2	Cover Cost	Digital Wallet	Digital Wallet Totals
\$53,054.87	84.70%	50.20%	Apple Pay: 528 Google Pay: 45 Amazon Pay: 53 Link: 476 Cash App: 17
Quantity: 2,229 Average: \$23.80	Quantity: 1888 Amount: \$3,825.87		



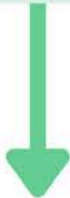
Past	Goal	Above Goal
\$17,000	\$20,000	\$33,054.87

The amount raised is **165%** better than the goal
180% better than the past

DENVER ZOO - BABY GIRAFFE NAMING



Donate2 Stream2 Flex2	Cover Cost	Digital Wallet	Digital Wallet Totals
\$53,054.87	84.70%	50.20%	Apple Pay: 528 Google Pay: 45 Amazon Pay: 53 Link: 476 Cash App: 17
Quantity: 2,229 Average: \$23.80	Quantity: 1888 Amount: \$3,825.87		



Cover Cost

7.5% + .30

Plan

Low Volume

Mid Volume

High Volume

Rate

1.25%

.25%

-.75%

DENVER ZOO - BABY GIRAFFE NAMING



Donate2 Stream2 Flex2	Cover Cost	Digital Wallet	Digital Wallet Totals
\$53,054.87	84.70%	50.20%	Apple Pay: 528 Google Pay: 45 Amazon Pay: 53 Link: 476 Cash App: 17
Quantity: 2,229 Average: \$23.80	Quantity: 1888 Amount: \$3,825.87		

Digital Wallets

Helped over 50% of donors more easily provide their payment information.

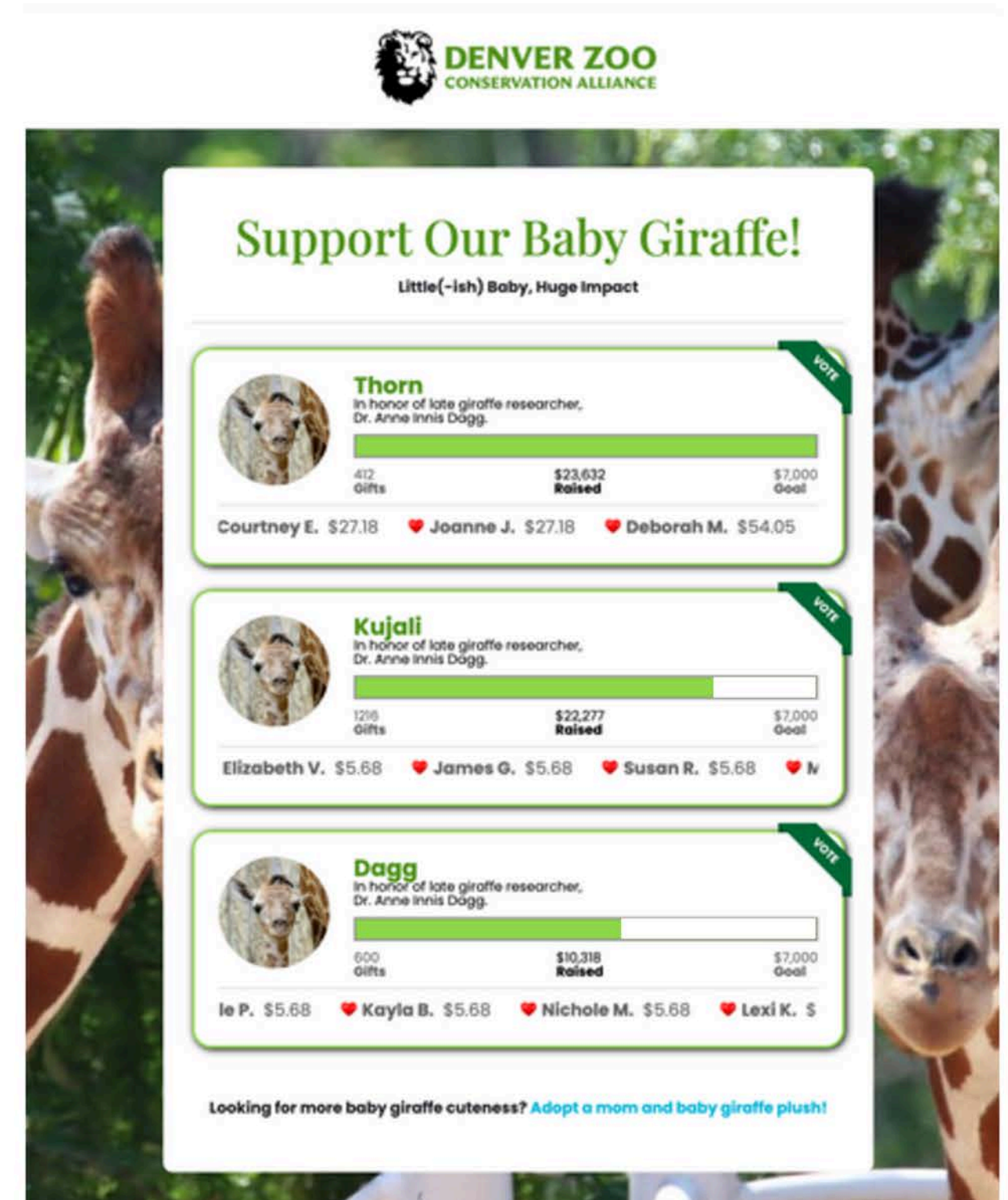
What is Link?

- Stripe Digital Wallet with saved payment Information
- Credit Cards and Banks
- You benefit from thousands of companies - Etsy, Uber, Anthropologie, Airbnb

Inspired Donor

Thanks to the live leaderboard, a major donor was inspired to calculate the required contribution amount to move their favorite name into the lead.

Throughout the campaign, this donor was motivated to make multiple significant contributions to ensure their desired name came out on top.



A Better Donor Experience

“Cart-Free transactions allowed all our donors to make their contribution without having to take the additional step of creating an account or remembering their login + password”

Cait McGrath

Philanthropy Services Coordinator

DENVER ZOO

LIVE DONATION

<https://support.denverzoo.org/baby-giraffe-general>



Los Angeles County Museum of Art

THE STORY OF WHAT STARTED WITH A DONATION



Kristin Nyquist

CRAWL, WALK, RUN WITH LACMA

LACMA

Evaluate **January '21**

We were looking for an easy-to-manage recurring giving and autorenewal solution

We wanted a product that looked better and offered better UX/UI

We wanted something that would integrate directly with Tessitura, our CRM

Launch **March '21**

We launched with a Collectors Committee form for our Development team and saw success

Expand **July '21**

We added LACMA Fund and some specialty purpose fundraising forms

May '22

Renewal forms for Development groups added

July '24

General Membership forms for Renewals, Upgrades, Acquisition, and Lapsed Recapture added

Explore **Oct '24**

We tested a few different set-ups using D2 to overhaul our Gift Membership process and launched a new digital voucher solution in time for the holiday season

Future **May '25 - onward**

Continue to innovate and create revenue generation opportunities

D2 Revenue since Mar 21 **\$3Mil**

YTD **\$1Mil**

Active Form Count: **40+**



LACMA

DEVELOPMENT SPECIALTY FORMS

LACMA: SPECIALTY DEVELOPMENT FORMS

LACMA

The image displays three overlapping screenshots of LACMA's specialty development forms. The top-left form is titled 'LACMA | Gifts in Memory of Paula Riff' and includes a 'Choose a gift amount' section with a '\$250' button. The middle form is titled '2025 COLLECTORS COMMITTEE WEEKEND APRIL 25-26' and features a large blue header with the text 'LACMA AMBASSADOR'. The bottom-right form is titled 'DIRECTOR'S AVANT GARDE' and includes a section for 'Make a Gift to LACMA Fund' with a 'One Time' donation amount of '\$50.00' and a 'Recurring' option. All forms include fields for 'First Name', 'Last Name', 'Address Line 1', 'Address Line 2', 'City', 'State', 'ZIP', 'Country', and 'Email Address'. The 'Make a Gift to LACMA Fund' form also includes a 'Card' section with fields for 'Card number', 'Expiration date', and 'Security code'.

- Donate2 Enhanced Donation Form
- LACMA Fund
- LACMA | Avant Garde
- LACMA | Curators Circle
- LACMA | Directors Circle
- LACMA | Collectors Committee
- Easy To Clone
- Targeted Fund

LACMA
MEMBERSHIP RENEWAL

LACMA: MEMBERSHIP RENEWAL

LACMA

The screenshot displays the LACMA membership renewal interface. It features three main membership options: Individual (\$300), Dual (\$130), Friend, Supporter, and Partner. The Friend Membership is highlighted, showing its benefits and a 'Renew Your Membership' button. Below this, there's a section for 'Add a Parking Pass' for \$100. At the bottom, there's a form for 'Second Member Information' with fields for First Name, Last Name, and Second Member Email. The form also includes a checkbox for 'I'd like to make a LACMA Fund donation' and a 'Pay Now' button.

\$300
Friend Membership

Promo code

Renew Your Membership

Choose the level that is right for you, and fill in the information below.

If you have additional questions, please email membership@lacma.org or call (323) 857-8301, Monday-Friday, from 10am-5pm PST.

All Membership Levels Enjoy:

Free Admission & Special Access:

- One year of free general admission to LACMA for one (\$28 value per visit)
- Member Privileges of select exhibitions before they open to the public
- Member Mondays: members only, after hours viewing of select exhibitions

Programs & Information:

- Invitation to one of LACMA's members only Art 101 classes per year
- Subscription to (Connect) LACMA's monthly calendar of events
- Members only emails with LACMA news and special opportunities
- Digital membership card

Discounts & Opportunities:

- 30% discount on up to two additional general admission tickets on each visit
- Discounts on more than 300 films, concerts, lectures, and classes
- 10% discount on almost all items in LACMA's gift store (at the museum and online)

In addition to the above benefits, enjoy:

- Invitations to three additional Art 101 lectures (enjoy four total)
- Reciprocal admission privileges at 24 museums nationwide
- Up to two physical membership cards
- Two complimentary guest passes (\$56 value)
- Eligibility to join LACMA's acquisitions groups and art councils
- Invitations to two after-hours exhibition opening receptions
- Eligibility to purchase an annual Parking Pass

Individual Dual **Friend** Supporter Partner

\$130
Dual Membership

Enjoy all of the above benefits for two adults, plus:

- Eligibility to purchase an annual Parking Pass

Individual Dual **Friend** Supporter Partner

Add a Parking Pass
The parking add-on allows you to validate your parking for free everytime you visit the museum.

Add \$100 Parking Pass*

☐ I'd like to make a LACMA Fund donation

Primary Member Contact Information

First Name* Last Name*

Address Line 1*

Address Line 2*

City*

Country* USA* Mobile Phone*

Second Member Information

First Name* Last Name*

Second Member Email*

Card ☐ Sample Pay

Card number* Expiration date* Security code*

- Flex2 Enhanced Flex Form
- 5 Membership Levels
- Benefits Displayed
- Parking Pass for Dual and Above
- Promocode Discounts
- Collect Second Member Information
- March-July processed 1,400 renewals
- Over 50% Digital Wallets

LACMA General Membership Renewal

LACMA
MONTHLY MEMBERSHIP

LACMA: MONTHLY MEMBERSHIP

LACMA

- Flex2 Enhanced Flex Form
- \$7 Individual and \$12 Dual Monthly
- Membership as a Product
- Additional Products
- Required Checkbox Agreement
- Over 43% Digital Wallets

\$12
Dual Monthly Membership

Enjoy all of the benefits above for two adults

Monthly Individual **Monthly Dual**

\$7
Individual Monthly Membership

Enjoy all of the benefits above for one adult

Tessitura Configuration

☐ Fund ☐ On Account ☒ Performance/Price Type

Performance: 24863 Price Type: 77 Seated: Yes

Source: FY25 GM DM D2 - Monthly - 15251 Channel: Donate2 - 9

☒ By signing up as a Monthly Member, you are agreeing to a monthly recurring charge to your credit card at the then-current rate for your membership level. You will receive an automated Subscription Reminder email 15 days before every monthly renewal charge. You may opt out and cancel at any time. To cancel your Monthly Membership, click the "Manage Subscription" button in any Subscription Reminder email, or contact Membership Services at membership@lacma.org or 323 857-6151.*

LACMA Monthly Membership

LACMA

PHASE II MEMBERSHIP FORMS

LACMA: PHASE II MEMBERSHIP FORMS

LACMA

The screenshot displays the LACMA membership renewal interface. At the top, there's a header image of an art gallery. Below it, the main heading is "Renew Your Membership". The form is divided into several sections:

- Promo code:** A field for entering a discount code.
- Membership Options:** Two main options are shown: "Individual" for \$130 and "Dual" for \$117. The "Dual" option is selected.
- Enroll in Auto-Renewal:** A checkbox option to enroll in auto-renewal, which is currently checked.
- Add a Parking Pass:** A section with a button to "Add \$100 Parking Pass" and a button to "Remove \$100 Parking Pass".
- Make an additional LACMA Fund donation:** A checkbox option to make a donation, which is currently checked.
- Primary Member Contact Information:** Fields for First Name, Last Name, Address Line 1, Address Line 2, City, State, ZIP, Country, and Mobile Phone.
- Second Member Information:** Fields for First Name, Last Name, Address Line 1, Address Line 2, City, State, ZIP, Country, and Mobile Phone.


- Flex2 Enhanced Flex Form
- Promo Code Discount
- Membership Options
- Auto-Renew Check Box
- Parking Pass Add On (Dual and above)
- Add On Donation
- Cover Cost (Not used)

LACMA Auto-Renew

LACMA: PHASE II MEMBERSHIP FORMS

LACMA

- Message Manager Receipt
- Transactional
- Conditional Content
- Search & Resend



Thank you for becoming a LACMA member!

Your membership status should be updated on our website soon, and you will have the option to add your membership to your digital wallet. Until then, remember that you can always check in at the Ticket Office with just a photo ID.

%has_add_on_products_flex% The parking add-on allows you to validate your parking for free everytime you visit the museum—no physical parking pass needed. Please note that the parking add-on does not guarantee a parking space. **%has_add_on_products_flex%**

%if_add_on_frequency_one_time% Thank you for your additional donation of \$%add_on_donation_amount% to the LACMA Fund. **%if_add_on_frequency_one_time%**

If you need immediate help reserving member tickets, please contact Member Services at 323 857-6151 (Monday–Friday, 9 am to 5 pm) or by email at membership@lacma.org.

Check out [upcoming member events](#) and our answers to [frequently asked questions](#).

We look forward to seeing you!

ORDER DETAILS

Primary Member: %customer_no%
Membership Purchase: %order_no%
Member ID: %customer_no%
Order Number: %order_no%
Order Date: %order_date_time_us%
Order Total: \$%total_amount%

Please keep this email for your records. LACMA is in exchange for provided is \$140 at the time of purchase.

%if_button_recurring%
Auto-Renewal Terms and Conditions

By signing up for Auto-Renewal, you will receive an email to cancel your Auto-Renewal within a four-week period. Your membership will be completed upon one of the following dates:

Image: Visitors in the Museum

Email Name

MEM - Join Confirmation (Auto-Renew, LF, Parking)

Subject

Thank You for Becoming a Member!

Send An Original (Formerly BCC) ⓘ

membership@lacma.org

Sending Email Address

membership@lacma.org

Reply To Email

membership@lacma.org

Reply To Name

LACMA Membership

%org_company_name%
%org_address1%
%org_city% %org_state% %org_postal%
%org_country%

Website
www.lacma.org

Phone
323 857-6151
Monday–Friday, 9 am to 5 pm

LACMA

WORKING WITH L2

L2 really gets to know you and your needs, and is always willing to show you what's possible and even to develop new features. Some examples from our projects include:

- Stephen's team created a **new add-on product feature** to sit alongside the add-on contribution feature so we could offer both LACMA Fund and Parking Pass add-ons to membership transactions
- They worked with us to introduce **conditional logic** for a variety of features (second member info, Parking Pass)
- They worked with us to **customize the logic for existing features**, including changing the logic for source code tracking so that our source codes for matchback attribution would flow seamlessly from our CRM through our ESP (Wordfly) to Donate2 and back into Tessitura
- They worked with us to build new functionality that allows users to **redeem a promo code alongside the autorenewal feature**, as well as new functionality that allows us to tie promo codes to a membership level rather than to an entire form
- Stephen also worked with our team to **merge tags** for these new fields into our confirmation emails, and to **add a new field on our forms** so that the transaction receipts generated by Stripe could be further customized to meet our needs
- As everyone on my team likes to say, "Stephen has never said 'no!'"

LACMA

RESULTS

Productivity Enhancements / Workflow Efficiencies:

- Reduced workload for our Gift Entry team thanks to the integration with Tessitura.
- Automated and accurate matchback attribution and cleaner, more reliable reporting thanks to source code tracking and integration.

User Experience

- The forms look so much better than what we had before. We are able to carry LACMA branding across the forms, and they are responsive / look great on all devices. Same for the confirmation emails!

Recurring Giving and Autorenewal

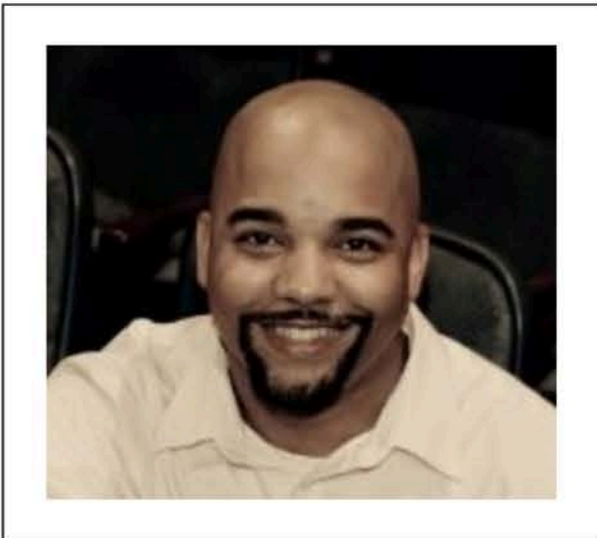
- Our Development team was able to offer automated recurring giving for the first time ever.
- Our Membership team was able to launch a monthly subscription model after years of seeking a technology solution that would support this.
- Our Autorenewal process is so much easier than it has ever been.



Tennessee Performing Arts Center



WE CAME FOR THE COFFEE AND STAYED FOR THE PIE



Akil Lyle

Season Ticket Renewals

“Flex2 Payment Forms stood out as the clear choice for our donor seating requirements and payment plan billing.”

Kimberly Darlington
Senior VP of Ticketing & Guest Services

PAYMENT MANAGER

CONFIGURATION

TPAC - SEASON TICKET RENEWAL

Payment Manager

Schedule and deploy personalized Flex2 Payment Forms for unpaid orders in Tessitura.













Schedule an Automation to run a stored procedure in Tessitura that generates qualifying orders, deploys Message Manager emails, and creates personalized cart-free Flex2 Payment Forms allowing customers to easily pay their unpaid orders.

[+ Add Payment Group](#)

You can download the [script here](#). You will run this to install the Stored Procedure. Please make note of the Stored Procedure ID after the install because you will need it later.

Display 10 payment groups

Search...

Payment Group Name	Setup	
⊕ Donor Bwy Renewals	✓	<input type="checkbox"/> OFF    
⊕ Groups	✓	<input type="checkbox"/> OFF    
⊕ Broadway Renewals	✓	<input type="checkbox"/> OFF    

Showing 1 to 3 of 3 payment groups

Previous 1 Next

- Install the Stored Procedure
- Create a Payment Manager Group
- Configure the Payment Manager Group

TPAC - SEASON TICKET RENEWAL

Payment Manager
Donor Buy Renewals

Payment Group ID
18330000029-490-4000-400000785

Step 1: Name the Payment Manager Trigger

Payment Name
Donor Buy Renewals

Step 2: Add the Tessitura Stored Procedure Details

Stored Procedure ID
109

Mode of Sale
102

Days Ahead
365

Lock Dates
No

Step 3: Choose the Frequency to run the Tessitura Stored Procedure

Interval
Monthly

Day of Month
10

Step 4: Choose the Time of Day to run the Tessitura Stored Procedure

Time
9:10 AM

Step 5: Select the Flex2 Payment Form to use for payment

Form
Broadway Renewal Payments Donor

Step 6: Select the Message Manager Email to deploy for notification reminders

Message Manager
104.25 Broadway Payment Reminder

Step 7: Add a Description of this Trigger Optional

All Broadway Donor-ordered season ticket orders use this automation.

Step 8: Add Notification Email Addresses Optional

104.25 Broadway Payment Reminder

Step 9: Checkout Mode Of Sale Optional

If your order requires a different MOS than what is being searched with, you may enter it below. If left blank, the MOS from Step 2 will be used.

Checkout MOS
102

Step 10: Order Lookup Page Optional

If you'd like to put a look-up link on your website, you can set these values below. If left blank, the link will not be displayed.

Order Lookup Presentation
Tennessee Performing Arts Center

Order Lookup URL
https://tppac2.apptickets.com/renewals

Step 11: Custom Screen (Optional)

Individual Order Message
None

Save Test Stored Procedure Cancel

Step 2: Add the Tessitura Stored Procedure Details

Stored Procedure ID
109

Mode of Sale
102

Days Ahead
365

Lock Dates
No

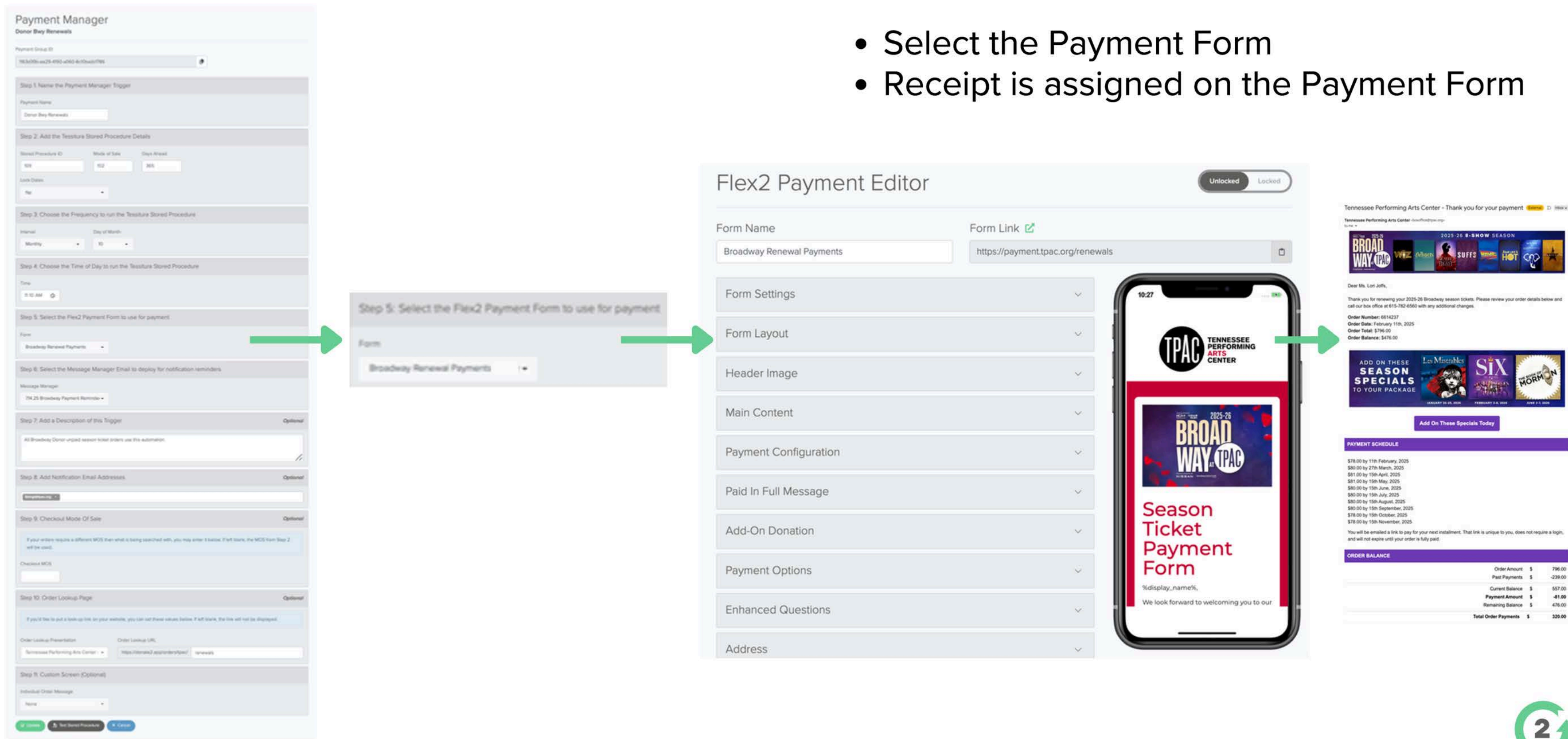
Configure the parameters that will be used to find qualifying Tessitura orders

- Stored Procedure ID
- Mode of Sale

TPAC - SEASON TICKET RENEWAL



- Select the Payment Form
- Receipt is assigned on the Payment Form



TPAC - SEASON TICKET RENEWAL



- Select the payment reminder email
- Fully automated option
- Semi automated option (we use)
- Manually sent from the Custom Screen

Payment Manager

Donor Buy Renewals

Payment Group ID

183300000029-4990-4060-4000000000

Step 1: Name the Payment Manager Trigger

Payment Name

Donor Buy Renewals

Step 2: Add the Tessitura Stored Procedure Details

Stored Procedure ID

100

Mode of Sale

102

Days Ahead

365

Look Dates

Nil

Step 3: Choose the Frequency to run the Tessitura Stored Procedure

Interval

Monthly

Day of Month

10

Step 4: Choose the Time of Day to run the Tessitura Stored Procedure

Time

9:10 AM

Step 5: Select the Flex2 Payment Form to use for payment

Form

Broadway Renewal Payments

Step 6: Select the Message Manager Email to deploy for notification reminders

Message Manager

704.25 Broadway Payment Reminder

Step 7: Add a Description of this Trigger

Optional

All Broadway Donor urgent season ticket orders use this automation.

Step 8: Add Notification Email Addresses

Optional

704.25 Broadway Payment Reminder

Step 9: Checkout Mode Of Sale

Optional

If your order requires a different MCS than what is being searched with, you may enter it below. If left blank, the MCS from Step 2 will be used.

Checkout MCS

Step 10: Order Lookup Page

Optional

If you'd like to put a look-up link on your website, you can set these values below. If left blank, the link will not be displayed.

Order Lookup Presentation

Tennessee Performing Arts Center

Order Lookup URL

https://titan24.app/orders/lookup/renewals

Step 11: Custom Screen (Optional)

Individual Order Message

None

Save

Test Stored Procedure

Cancel

Step 6: Select the Message Manager Email to deploy for notification reminders

Message Manager

704.25 Broadway Payment Reminder

Broadway at TPAC - Your Next Payment Is Due External Inbox x

Add to Calendar



Dear Ms. Lori Joffs,

This is a reminder that your next payment is due on your 25-26 Broadway season ticket package.

Use the link below to load your order details and make your payment. If someone else is making the payment, forward this email to them so they can make the payment on your behalf.

Important: If no payment has been made in 90 days, your season tickets may be canceled without notice.

ORDER AND PAYMENT INFORMATION

If you experience difficulty making your payment online or have questions about the balance due, please contact the Box Office at 615-782-6560 during regular business hours for assistance Monday-Friday, 10 AM – 5 PM, or email BoxOffice@TPAC.ORG.

Order No: \$6614237
Current Payment Due: \$81.00
Order Balance: \$557.00

Make Your Payment

TPAC - SEASON TICKET RENEWAL



- Configure the order lookup URL
- Add the link to your website



Payment Manager
Donor Buy Renewals

Payment Group ID
183d0b6a29-4993-4d60-4d0b6a29

Step 1: Name the Payment Manager Trigger

Payment Name
Donor Buy Renewals

Step 2: Add the Tessitura Stored Procedure Details

Stored Procedure ID: 101
Mode of Sale: 102
Days Ahead: 365
Ask Dates: No

Step 3: Choose the Frequency to run the Tessitura Stored Procedure

Interval: Monthly
Day of Month: 10

Step 4: Choose the Time of Day to run the Tessitura Stored Procedure

Time: 9:10 AM

Step 5: Select the Flex2 Payment Form to use for payment

Form: Broadway Renewal Payments

Step 6: Select the Message Manager Email to deploy for notification reminders

Message Manager: 104.25 Broadway Payment Reminder

Step 7: Add a Description of this Trigger Optional

All Broadway Donor urgent season ticket orders use this automation.

Step 8: Add Notification Email Addresses Optional

104.25 Broadway Payment Reminder

Step 9: Checkout Mode Of Sale Optional

If your order requires a different MOS than what is being searched with, you may enter it below. If left blank, the MOS from Step 2 will be used.

Checkout MOS: 101

Step 10: Order Lookup Page Optional

If you'd like to put a look-up link on your website, you can set these values below. If left blank, the link will not be displayed.

Order Lookup Presentation: Tennessee Performing Arts Center
Order Lookup URL: https://timate2.app/orders/tpac/renewals

Step 11: Custom Screen (Optional)

Individual Order Message: None

[Save](#) [Test Stored Procedure](#) [Cancel](#)

Step 10: Order Lookup Page Optional

If you'd like to put a look-up link on your website, you can set these values below. If left blank, the link will not be displayed.

Order Lookup Presentation: Tennessee Performing Arts Center
Order Lookup URL: https://timate2.app/orders/tpac/renewals

Broadway Renewal Order Lookup
Enter your email address that is tied to your TPAC account.

Enter your email address here

[Find My Renewal Order](#)

Tennessee Performing Arts Center (TPAC)
505 Deaderick Street
Nashville, TN 37243

TPAC - SEASON TICKET RENEWAL



Tessitura Orders

Display 10 payment groups

Payment Group Name	Setup	Actions
Donor Bwy Renewals	✓	OFF, Q, E, P, A, B
Groups	✓	OFF, Q, E, P, A, B
Broadway Renewals	✓	OFF, Q, E, P, A, B

Showing 1 to 3 of 3 payment groups

Order Details: Thomas and Martha Wayne

Order #1518130

Line Item	Sub Line Item	Description	Product Code	Price Type	Unit Price	Qty	Total Price	Net Price	Net Total
1	1	2025-26 Broadway Season	2025-26 Broadway Season	Product Code	1,000.00	1	1,000.00	1,000.00	1,000.00

Payment Link

Broadway at TPAC - Your Next Payment is Due

Dear Ms. Lori Joffe,

This is a reminder that your next payment is due on your 25-26 Broadway season ticket package.

Use the link below to load your order details and make your payment. If someone else is making the payment, forward this email to them so they can make the payment on your behalf.

Important: If no payment has been made in 90 days, your season tickets may be canceled without notice.

ORDER AND PAYMENT INFORMATION

Order No: 6614237
Current Payment Due: \$81.00
Order Balance: \$557.00

[Make Your Payment](#)

Broadway Renewal Order Lookup

Enter your email address that is tied to your TPAC account.

[Find My Renewal Order](#)

Tennessee Performing Arts Center (TPAC)
505 Deaderick Street
Nashville, TN 37243

Payment Form

Season Ticket Payment Form

Order Number: 6614237
Order Total: \$796.00
Order Balance: \$476.00

\$317.00

Payment Schedule
\$78.00 by 11th February, 2025
\$80.00 by 27th March, 2025
\$81.00 by 15th April, 2025
\$81.00 by 15th May, 2025
\$80.00 by 15th June, 2025
\$80.00 by 15th July, 2025
\$80.00 by 15th August, 2025
\$80.00 by 15th September, 2025
\$78.00 by 15th October, 2025
\$78.00 by 15th November, 2025

[Pay Now](#)

Receipt

Tennessee Performing Arts Center - Thank you for your payment

Dear Ms. Lori Joffe,

Thank you for renewing your 2025-26 Broadway season tickets. Please review your order details below and call our box office at 615-782-6560 with any additional changes.

Order Number: 6614237
Order Date: February 11th, 2025
Order Total: \$796.00
Order Balance: \$476.00

ADD ON THESE SEASON SPECIALS TO YOUR PACKAGE

[Add On These Specials Today](#)

PAYMENT SCHEDULE

Payment Schedule
\$78.00 by 11th February, 2025
\$80.00 by 27th March, 2025
\$81.00 by 15th April, 2025
\$81.00 by 15th May, 2025
\$80.00 by 15th June, 2025
\$80.00 by 15th July, 2025
\$80.00 by 15th August, 2025
\$80.00 by 15th September, 2025
\$78.00 by 15th October, 2025
\$78.00 by 15th November, 2025

ORDER BALANCE

Order Amount	Amount
Order Amount	\$ 796.00
Past Payments	\$ -239.00
Current Balance	\$ 557.00
Payment Amount	\$ -41.00
Remaining Balance	\$ 476.00
Total Order Payments	\$ 320.00

SEASON TICKET RENEWAL

WITH DONATION

Capturing Required Donations at the Time of Renewal

Required Donation

We created a single event, GA donation “package” for each donor level and priced each package accordingly.

Editable Donation Package

We can edit the package price down to \$0, then refund the excess funds to a Development on account payment method.

Order Details


Product Catalog

Seat Map

QuickSale

Payment History

Order History

**Thomas and Martha Wayne**
#1510130

Level:
Memb. Expiration:
Entered: 7/7/2025
14-Month Giving:

User ID: alyle
Batch: 158306
TPAC - Ticketing
On Account:

Owner: 1510130

Source: 30

Solicitor: alyle

Delivery: TPAC Concierge Mobile App

Hold Until: 00/00/0000

Order #: 6952248

Date: 04/09/2025

MOS: TPAC Subscription Donor

Channel: Telephone

Pmt Schedule: Yes

Initiator:

Category: **T-T Pkg Renew Seated

Alt Address: No

Notes:

Booking

Line Items

Sub Line Items

Fees

Contributions

Custom Data

Pkg Code	Perf Code	Description	Product Date	Price Type	Zone	Pur	Pur Amt	Ret	Ret Amt	Std	AU	SR	Source
8THU BWY26	*****	Thursday BWY8 25-26	Wed, 12/3/2025	PkgEncore	ENCORE A	2	1,896.00	0	0.00	2			30
*ENCORE26	*****	25-26 Encore Donation		SeasonPkg	Donor	1	3,000.00	0	0.00	1			30

The renewing Season Ticket Holder has seats in the Encore Society section, which requires a minimum \$3,000 donation

Advantages & Benefits

Flexibility

Patrons are able to decide what payment method they want to use each month.

No more payments being declined

When the card on file for their payment plan has expired or has been cancelled.

Prescheduled payment reminders

Donate2's Message Manager allows you to easily customize and schedule payment reminder emails in advance.

No logins required

The auto-generated payment links don't require a password and the links never change.

No more chasing down membership donations



















Adding the donation to the order ensures everything is paid in full before the season begins.

Customization

The 2Account Forms allow you to collect specific information about seating preferences from your subscribers as opposed to the generic text field available in TNEW.

Mode Of Sale is the key

- You can create multiple payment forms based on your need by assigning a different MOS.
- If an annual membership donation is required for certain seats, create a separate “donor only” mode of sale for packages so that you can send donors to a different payment form.

Payment Group Name	Setup	
⊕ Donor Bwy Renewals	✓	 OFF     
⊕ Groups	✓	 OFF     
⊕ Broadway Renewals	✓	 OFF     

← MOS 102

← MOS 7

← MOS 14

Package Creation

When building your packages:

- Create donor zones and corresponding price types.
- Build package donation handling fees that can be tied to those price types.
- This will ensure that new subscribers who purchase select seats in donor sections through TNEW are also required to pay at least a portion of the donation.

If using TNEW:

- Remember fees are paid in full at time of order regardless of a payment plan in place.
- This is why we chose to make the fee a portion of the amount due at time of order.

When your Renewal Campaign is Over

Update your payment forms:

- Change the messaging to focus on monthly payments and less on renewals.

Pay In Full (\$638.00)

Due Now (\$0.00)

☐ By clicking on this box, I agree that my season tickets will be automatically renewed into future seasons - risk free, and expressly consent to the terms below.*

Please select from the options below.

If you choose to move performance days or change your price level, your current seats will be released and made available to other renewing season ticket holders during the reseating period.

☒ Renew my same seats and package

☐ Renew with Changes†

☐ A Box Office agent has already assisted me with my order.

☐ Drop Hamilton to create a 7-show package.

Submit Your Renewal

☐ I would like to add a donation to my order

Current Balance	\$	638.00
Total Payment	\$	638.00

Payment Schedule

- A payment schedule must be added to each unpaid order.
- Unless you have a custom job to do this, it is a manual process.

After Rollover

- We had to manually add donation packages to each rollover order.
- This only has to be done once.
- Now the donation packages can be rolled over each subsequent season.

Additional Line Items

- Individual tickets that are added to a package order will not be listed on the payment form when displaying package details.
- However, the total cost for these tickets will still be included in the final balance shown and in any payment plan calculations.

Flex Package?

We only offered fixed seat packages this season, but I can confirm that the Flex2 Payment Manager will work with Flex Packages.

Payment Information

- Currently, the Card Type and last 4 of the CC are not written back to Tessitura.
- The Stripe Transaction Number and Customer Number are passed in.
- These additional Payment details are coming to the Custom Screen.

Ticket Return

- If you return tickets in the package order versus in a separate order, the Donate2 payment will error when being transmitted to the order in Tessitura.
- You can delete the performance/tickets from the package, and it will still pass the package rules and not throw an error.

Season Ticket Renewals

“We have been impressed with their ability to think outside the box and look forward to another successful season rollout for our 2026-27 season.”

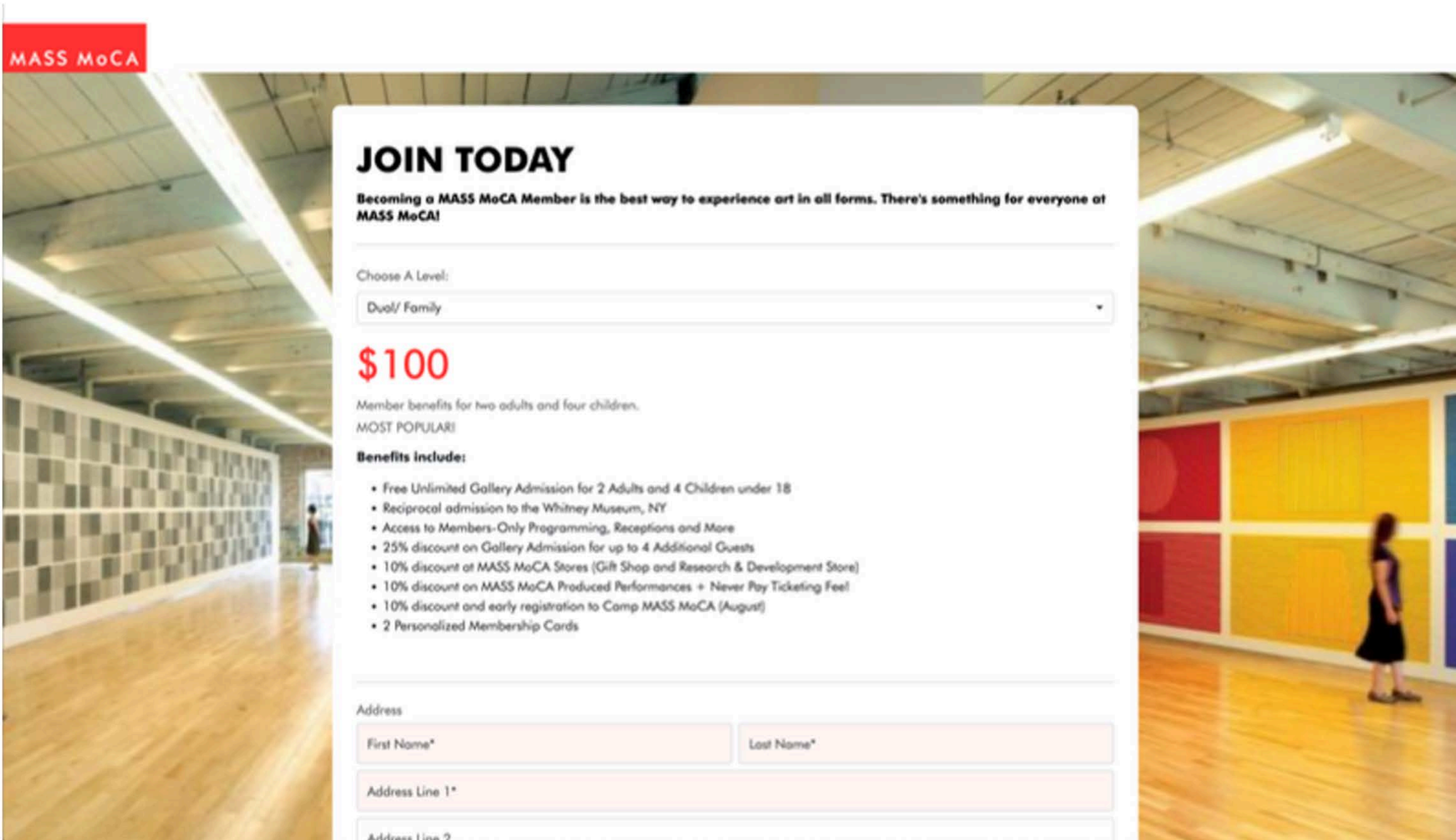
Kimberly Darlington
Senior VP of Ticketing & Guest Services

Inspiration

WHAT CAN YOU DO WITH THE POWER OF 2?

REAL WORLD EXAMPLES

REAL WORLD EXAMPLES



MASS MoCA

JOIN TODAY

Becoming a MASS MoCA Member is the best way to experience art in all forms. There's something for everyone at MASS MoCA!

Choose A Level:

Dual/ Family

\$100

Member benefits for two adults and four children.

MOST POPULAR!

Benefits include:

- Free Unlimited Gallery Admission for 2 Adults and 4 Children under 18
- Reciprocal admission to the Whitney Museum, NY
- Access to Members-Only Programming, Receptions and More
- 25% discount on Gallery Admission for up to 4 Additional Guests
- 10% discount at MASS MoCA Stores (Gift Shop and Research & Development Store)
- 10% discount on MASS MoCA Produced Performances + Never Pay Ticketing Fee!
- 10% discount and early registration to Camp MASS MoCA (August)
- 2 Personalized Membership Cards


Address

First Name* Last Name*

Address Line 1*

Address Line 2*

REAL WORLD EXAMPLES



HOUSTON MUSEUM
of NATURAL SCIENCE

HMNS Gift Memberships

Save BIG when you give the gift of membership!

A membership to the Houston Museum of Natural Science is a gift that's unique, memorable and always appreciated. And as our gift to you, gifts purchased before 12/25/2024 are 15% off!

Give them the gift they'll love all year - there's something for everyone at HMNS!

Gift memberships will be processed in 3-5 business days. If you need immediate assistance during operating hours, please call (713) 639-4629 and have your purchase information ready.

\$106²⁵


Member benefits for two adults and up to four children.
Normally \$125.

Benefits include:

- Unlimited free permanent exhibit admission at Hermann Park and Sugar Land
- Discounted admission to ticketed exhibitions
- Reduced rates for travel and educational programming
- Invitations to member events
- 10% off in the Museum Store
- Three FREE vouchers - one Butterfly, one Planetarium, and one parking

Family also includes:

REAL WORLD EXAMPLES



Japanese Festival
Aug 30 - Sep 1, 2025

Outdoor Merchandise Vendor Contract for Booth Rental

Registration closes on Friday, June 13, 2025 at 5pm

\$750

Standard 10' x 10' Tent & 1 Electrical Circuit

☒ Standard 10' x 10' Tent ☐ Double 20' x 10' Tent

Vendor Information

Name of Business or Organization*


First Name* Last Name*


Address Line 1*

Address Line 2

State*

REAL WORLD EXAMPLES





Take Me There: Peru

Join us for an unforgettable evening as we celebrate the grand opening of Take Me There: Peru!


Saturday, July 12th from 6:30-9 p.m.

1 Attendee

2 Attendees

REAL WORLD EXAMPLES

NATIONAL
VETERANS
MEMORIAL
AND MUSEUM



HONOR THE FALLEN.

We invite you to participate in our 2025 Memorial Day campaign in a very special way. When you donate \$20 or more you, you will dedicate one of the flags displayed on the lawn of the National Veterans Memorial and Museum during our Memorial Day commemorations.

This moving display is one of the ways we remind visitors of this sacred day, and you can make your support for Veterans visible when you donate now.

When you reply, let us know if you are giving in memory of someone special to you, or are giving in memory of all who have selflessly given their lives for our country.

The names of those who are being honored with a Memorial Day Flag this year are displayed on our website until June 30, 2025.
[View our current Memorial Day honorees here](#)

Let's Fill the Lawn with Flags!
So far, with 401 gifts,
we've raised \$33,104,
out of \$50,000

One-Time

Recurring

Choose a **One-Time** donation amount:

\$20

\$50

\$125

\$250

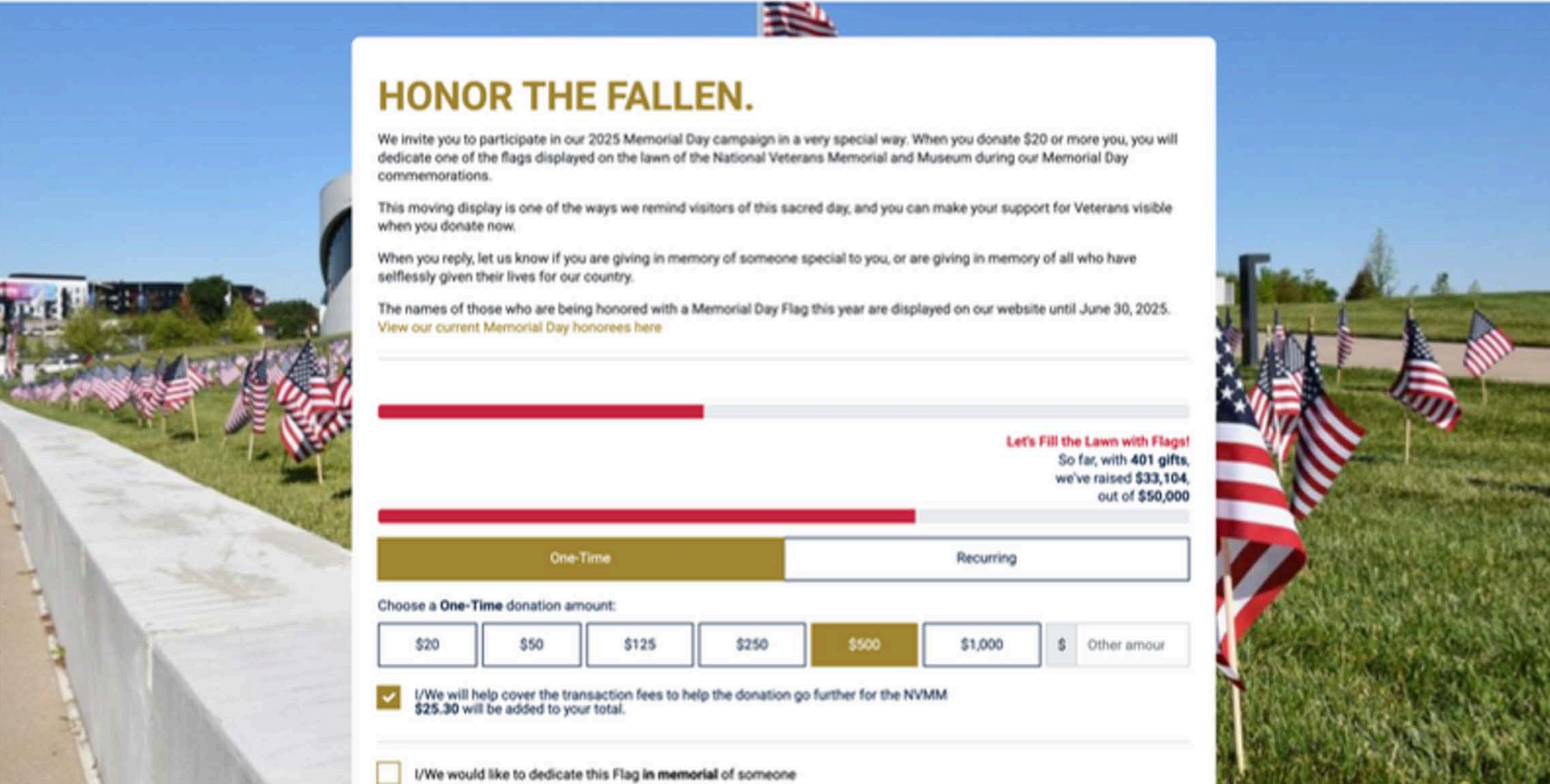
\$500

\$1,000

\$ Other amount

☒ I/We will help cover the transaction fees to help the donation go further for the NVMM
\$25.30 will be added to your total.

☐ I/We would like to dedicate this Flag in memorial of someone



REAL WORLD EXAMPLES



Visit What's On Art

Support the CMA

Gifts to the CMA Annual Fund are fully tax deductible and enable the museum to deploy resources where they are needed most. By donating to the CMA Annual Fund, you enrich the core activities of the museum and preserve the Cleveland Museum of Art as a center of art and culture in our community.

Donate below or by phone (216) 421-7350.

When you give a tribute gift, the individual being honored, or the designated family member, will receive a personalized acknowledgement notifying them of your generous contribution and commitment to great art, without reference to the amount of the donation.

Choose a One-Time donation amount:

\$10

\$25

\$50

\$100

\$ Other amount

- ☐ I/We would like to dedicate this donation in honor or in memory of someone
- ☐ I/We work for a company that has a donation-matching program
- ☐ I/We will help cover the transaction fees

One Time Donation \$ 25.00

link

stephen@lynch2.com

Use **** 4017

Pay another way

First Name*

Last Name*

REAL WORLD EXAMPLES



Sponsor Night at the Tower

Night at the Tower is a celebration that honors the National WWI Museum and Memorial as both an iconic destination and an inspirational landmark for our local, national and global community. Your sponsorship helps us reflect on our past, celebrate our achievements and envision our future while preserving the enduring lessons of the Great War.

To sponsor without accepting ticket benefits, please use our [donation form](#).

\$25,000 Premier Sponsorship

\$15,000 Patron Sponsorship

\$10,000 Grand Sponsorship

\$5,000 Partner Sponsorship

\$2,500 Benefactor Sponsorship

\$1,000 Ally Sponsorship



Website Development



Marketing Automation



Cart-Free Transactions