



LACMA



Lincoln Center



H I G H



THE NATIONAL  
WWI MUSEUM  
AND MEMORIAL

DAYTON PERFORMING ARTS ALLIANCE

DAYTON DAYTON DAYTON  
Ballet Opera Philharmonic



NATIONAL  
VETERANS  
MEMORIAL  
AND MUSEUM



BOSTON LYRIC OPERA



P|E|M  
Peabody Essex Museum

THE  
NATIONAL  
Ballet  
OF CANADA

Hope Muir  
Artistic Director



HISTORIC  
NEW ENGLAND



HOUSTON MUSEUM  
of NATURAL SCIENCE

MASS MoCA

PACIFIC  
SCIENCE  
CENTER



Crystal Bridges  
Museum of American Art



VSO  
SCHOOL  
OF MUSIC



TPAC

Philbrook



Kauffman Center  
FOR THE PERFORMING ARTS

Colonial Williamsburg

Wallis Annenberg  
Center for the  
Performing Arts



TENNESSEE  
PERFORMING  
ARTS  
CENTER

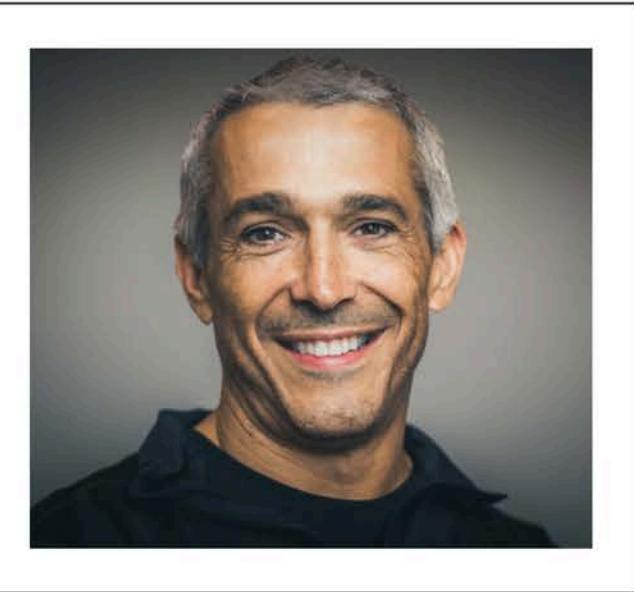
# Come for the coffee, stay for the pie!

---

PRESENTED BY L2

# MEET THE PRESENTERS

---



## Stephen Lynch

**L2**

Founder & Co-President

**36+** Years in Business

**26+** Years Working with Arts  
& Culture Organizations

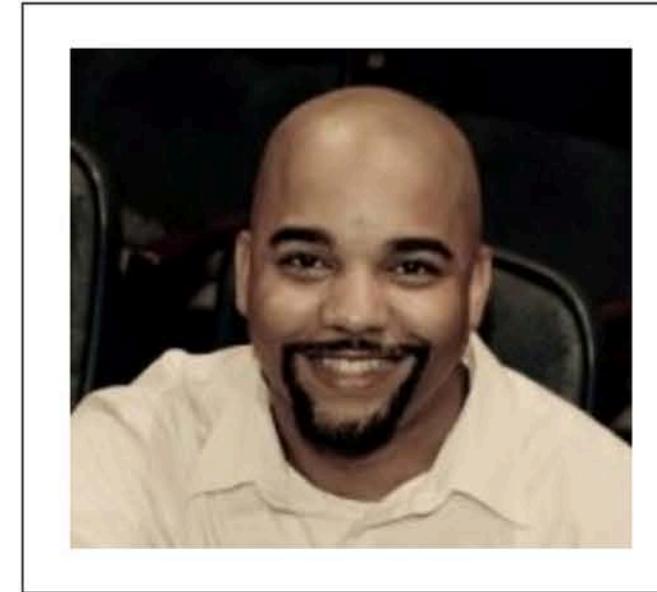


## Kristin Nyquist

**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

---



## 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.



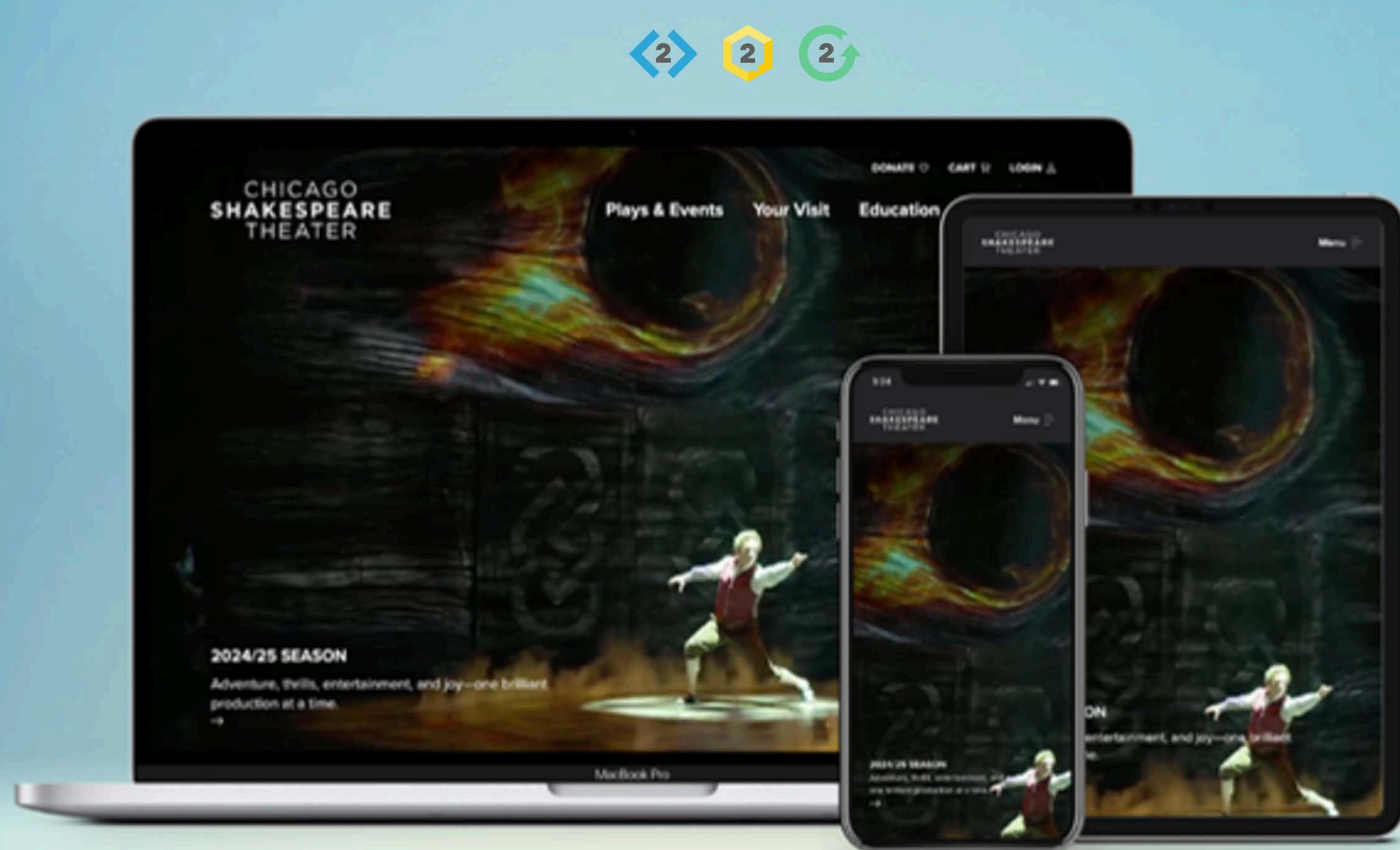


# WEB 2

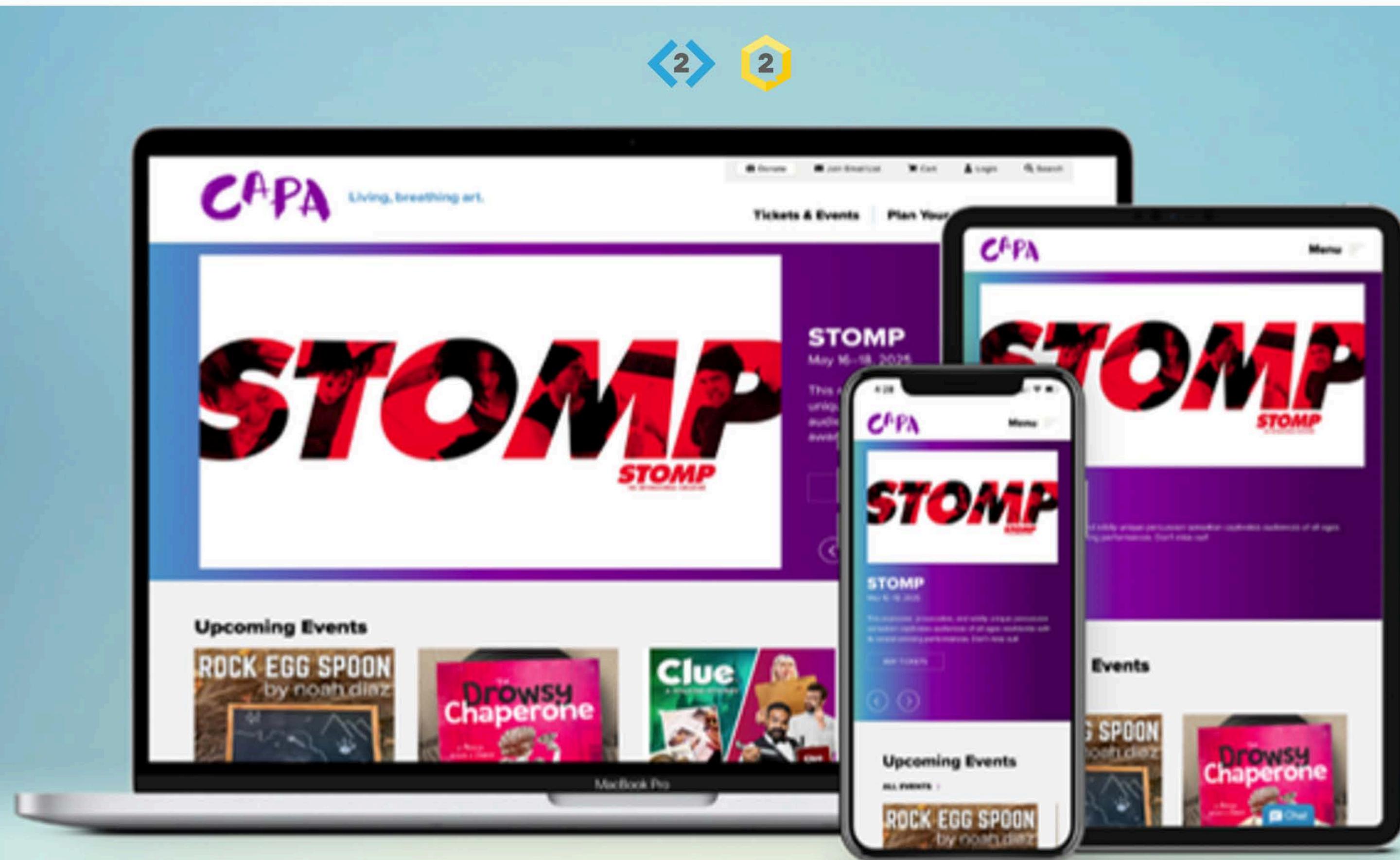
## WORDPRESS + TESSITURA

23+ YEARS  
OVER 200+ INTEGRATED WEBSITES  
TNEW & CUSTOM WEBSITES

# WEB2: CHICAGO SHAKESPEARE THEATER



# WEB2: COLUMBUS ASSOCIATION FOR THE PERFORMING ARTS



# WEB 2: ELEMENTOR CMS EDITOR

A Christmas Carol

Donate Join Email List Cart Login Search

**CAPA** Living, breathing art.

**Tickets & Events** **Plan Your Visit**

**A Christmas Carol**  
November 28–30, 2025  
**BUY TICKETS**

**VENUE**  
**Ohio Theatre**  
  
[Plan Your Visit](#)

**Description**  
A beloved Columbus holiday tradition returns for 2025, as CAPA presents *A Christmas Carol* live on stage in the Ohio Theatre over Thanksgiving weekend.  
This original production of the classic Dickens tale blends familiar holiday elements with fresh theatrical touches, including dance and musical moments and beloved carols woven throughout. Created and produced in Columbus, it's a festive way for families to kick off the season together.

**November 2025**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

[Buy Tickets](#)

 Chat

[tickets.capa.com/overview/9734](https://tickets.capa.com/overview/9734)

# WEB2: TESSITURA MERCHANT SERVICES

**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.

**Payment Processors**  
Select a Payment Processor  
Choose which payment processor is used on your site.  
Tessitura Merchant Services (tms)

**Checkout Actions**

**L2 Suite**

- Posts
- 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

**Global Payment Settings**

**General Settings**  
I-Frame Redirect URL: /

Zero Balance Payment Method: None selected

Currency: (empty)

Enable Tokenization:

**Payment Plans**

Payment Plan Payment Group: T\_Ticketing\_Credit\_Card (1)

Payment Plan Billing Type: Credit Card Billing (4)

Payment Plan Mapping JSON: (empty)

**Payment Methods**

Payment Method Visa: TMS-WEB Visa (2760)

Payment Method MasterCard: TMS-WEB Mastercard (2759)

Payment Method AMEX: TMS-WEB Amex (2757)

Payment Method Discover: TMS-WEB Discover (2758)

Payment Method Diners: None selected

Payment Method Fallback: TMS-WEB Generic (2756)

**Save**

**CHICAGO SHAKESPEARE THEATER**

**Payment Information**

Apple Pay

Cards

All fields are required unless marked otherwise.

Card number: 1234 5678 9012 3456

Card icons: American Express, Visa, MasterCard, Discover, American Express, Visa

Expiry date: MM/YY

Security code: 3 digits

Name on card: J. Smith

**Pay \$57.00**

**Order Total: \$57.00**

**2**

# 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<sup>®</sup>

# 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**

# PROSPECT 2: 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](mailto:stephen@lynch2.com)

**Step 3: Performance Keywords & Pricetypes** Optional

Performances that have one of the following keywords: **event** | Performances that do not have one of the following keywords: **Nothing selected**

Orders that have one of the following pricetypes: **Nothing selected** | Orders that do not have one of the following pricetypes: **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

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

**Contact Data**

Display 10 records

address	address_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	PTOS	PTOS
jim+107@lynch2.com	107	54	63	341	28	2010-10-25T10:38:15-04:00	24	Orchestra Rear	PTOS	PTOS
jim+159@lynch2.com	159	80	63	334	28	2010-10-25T10:26:03-04:00	23	Orchestra Front	PTOS	PTOS
jim+1695@lynch2.com	1695	848	63	351	28	2010-10-25T11:27:11-04:00	26	Balcony	PTOS	PTOS
jim+173@lynch2.com	1713	857	63	350	28	2010-10-25T11:26:40.587-04:00	23	Orchestra Front	PTOS	PTOS
jim+179@lynch2.com	179	90	63	344	28	2010-10-25T11:10:55-04:00	23	Orchestra Front	PTOS	PTOS
jim+19@lynch2.com	19	10	63	339	28	2010-10-25T10:36:51-04:00	23	Orchestra Front	PTOS	PTOS
jim+53@lynch2.com	53	27	63	82	15	2006-08-02T09:12:54.03-04:00	23	Orchestra Front	PTOS	PTOS
jim+65@lynch2.com	65	33	63	91	15	2006-08-02T09:27:29.49-04:00	23	Orchestra Front	PTOS	PTOS
jim+68@lynch2.com	67	34	63	94	15	2006-08-02T09:30:15.87-04:00	23	Mezzanine	PTOS	PTOS

Showing 1 to 10 of 12 records

**Web Content**

Display 10 records

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

**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**

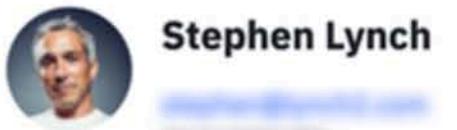
Dear **SEASAL**,  
Let us know how you liked the event.  
**SEASAL**  
Please be sure to arrive 30 minutes prior to concert time.

**Sponsors**

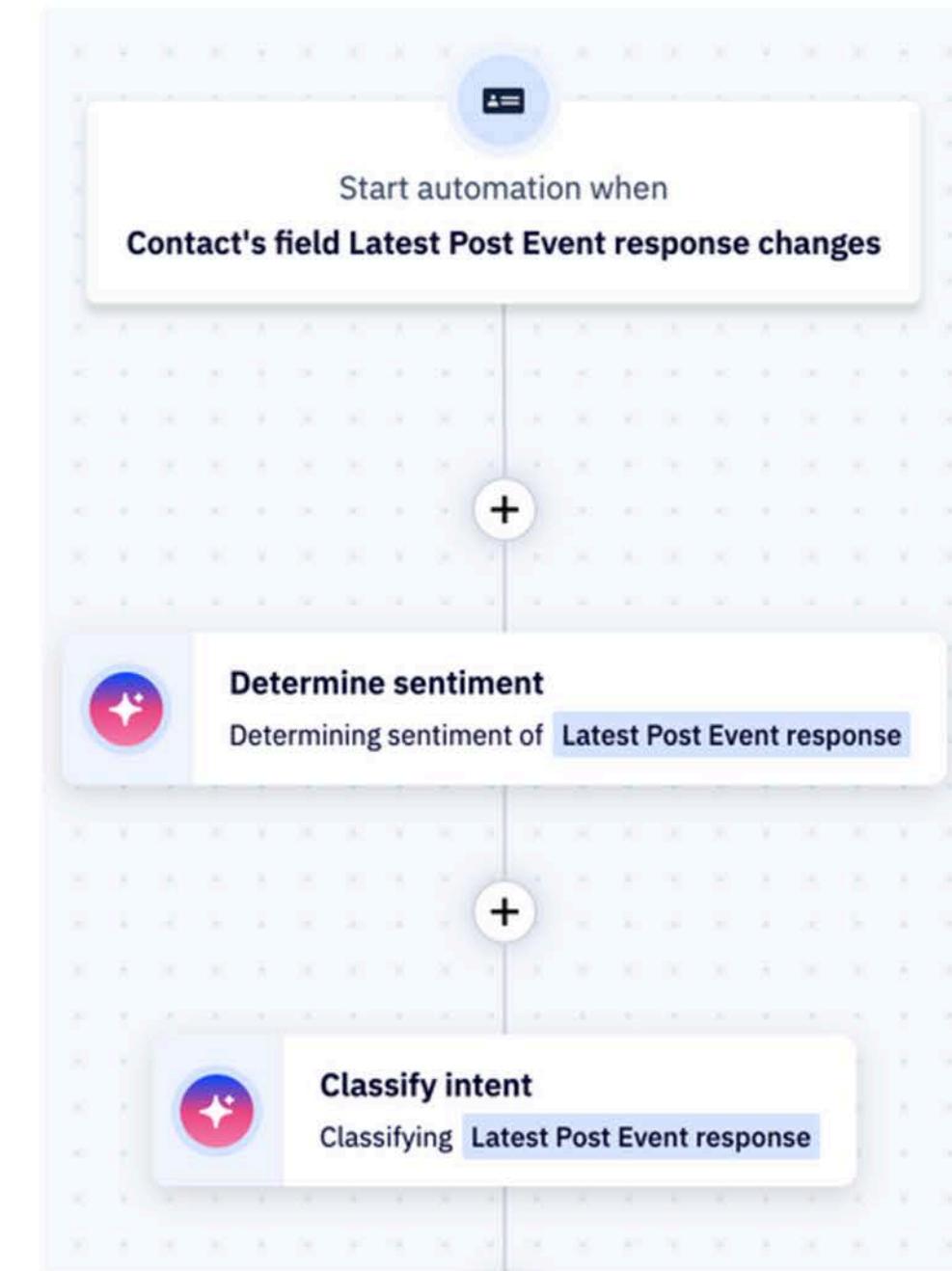
**2**

# PROSPECT 2: THE POWER OF AI

## Survey Data Returned



About Stephen Lynch		<a href="#">Hide Empty Fields</a>   <a href="#">Manage Fields</a>
› 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	+	
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

▼ Post Event 1-3

TICKETS__PERFORMANCE_NAME__	42 Balloons
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 response	
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

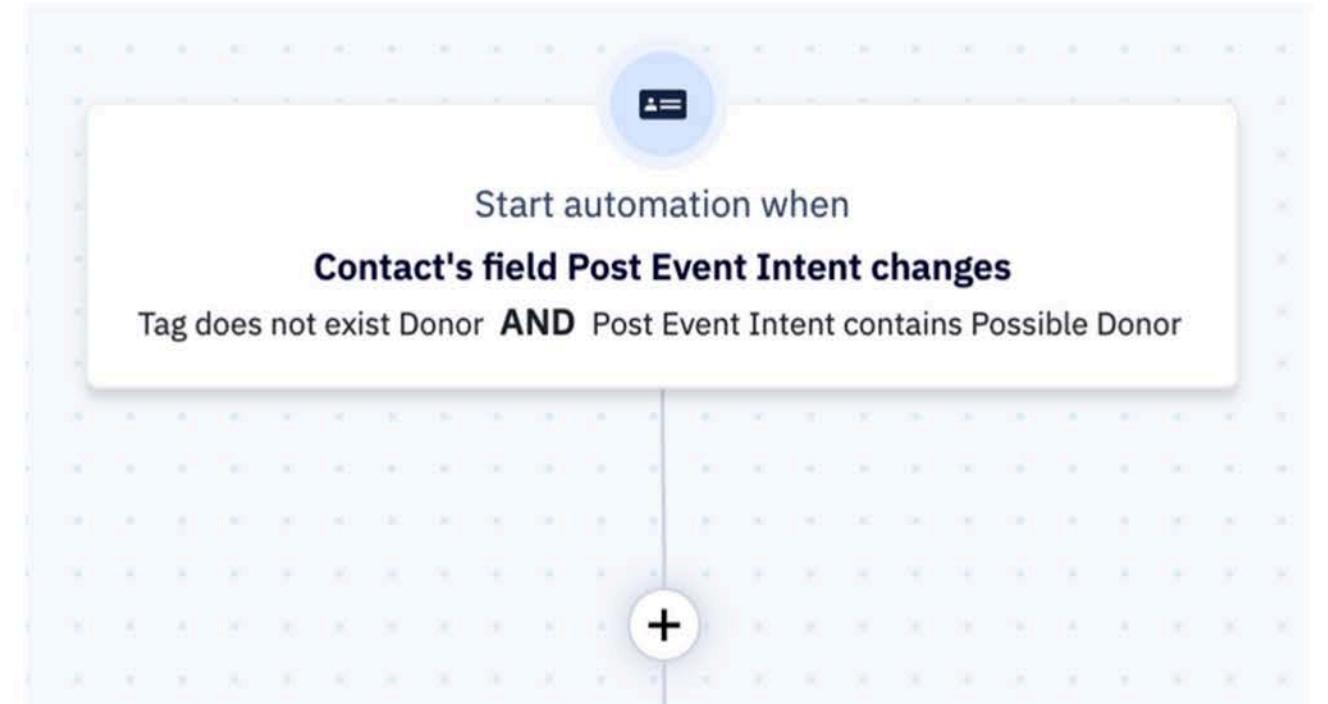
Save

# PROSPECT 2: THE POWER OF AI

## “Possible Donor” Journey

Stephen Lynch  

About Stephen Lynch		Hide Empty Fields   Manage Fields
> General Details		
▼ Post Event 1-3		
TICKETS__PERFORMANCE_NAME__	42 Balloons	
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 response		
Latest Post Event Score	8	
Latest Post Event Sentiment	+ positive	
Post Event Intent	+ Possible Donor, Will return, Tell their friends	



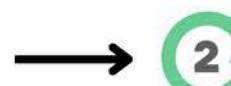
Email

Ads

SMS

Wait 1 week

Etc...



Join our Family of Donors

And experience the THRILL of giving

As an Opera Colorado donor, you'll enjoy donor benefits such as behind-the-scenes emails, access to our private donor lounge, and even more exclusive treats! With your support, Opera Colorado can continue our mission to connect our community to the emotions and stories of the world through music and educational programming that is accessible to all.

One-Time

Choose a One-Time donation amount:

\$100 \$200 \$500 \$1000 Other amount

One-Time Donation \$ 100.00

Card Google Pay Bank American 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

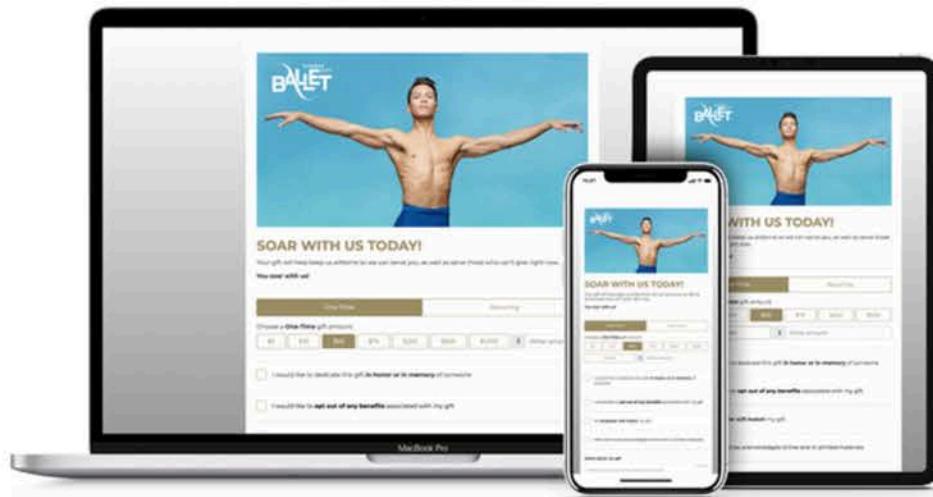
- Identify changed email addresses in Tessitura and auto-syncing the change in Prospect2
- Data Sync - Update Data Changes

**DEMO**  
STOP BY OUR SPONSOR TABLE

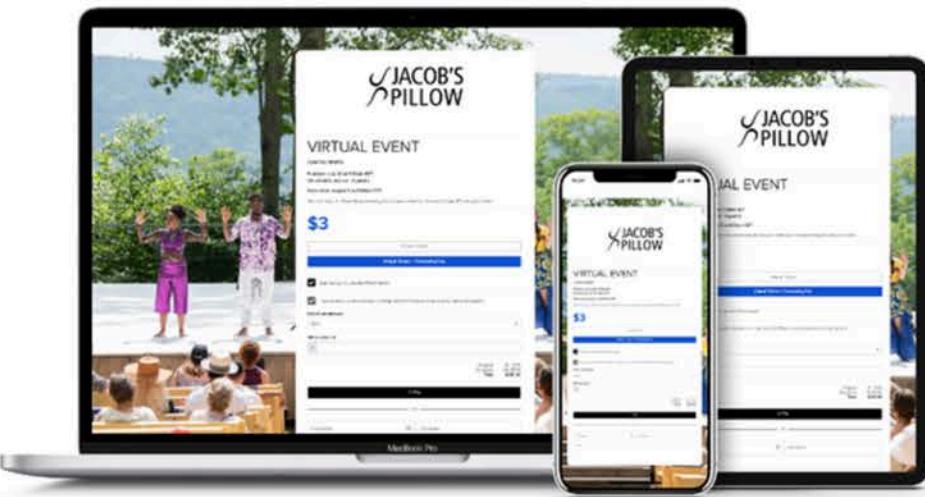


2 ACCOUNT  
CART FREE TRANSACTIONS

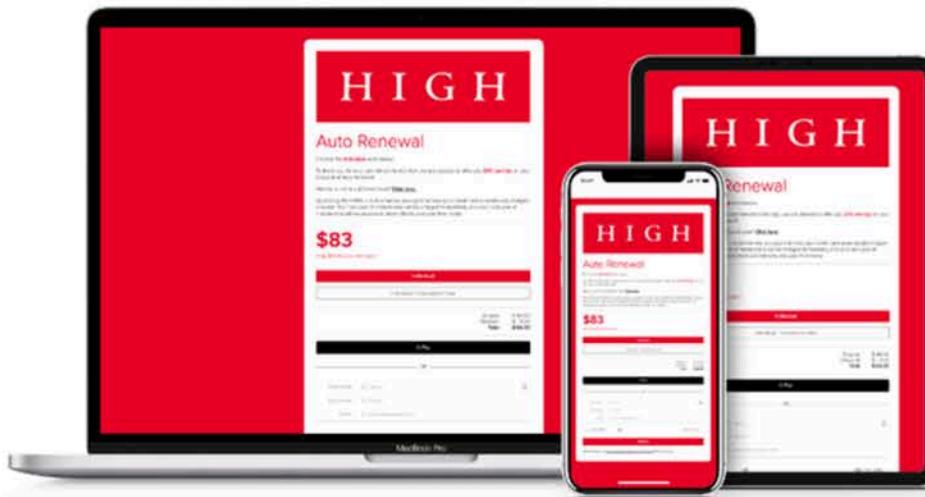
# 2 ACCOUNT: DONATE2 | STREAM2 | FLEX2



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

# P A Y M E N T   M E T H O D S

## STRIPE

# 2 ACCOUNT: PAYMENT METHODS

## stripe

### Cards

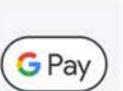
Popular globally



### 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

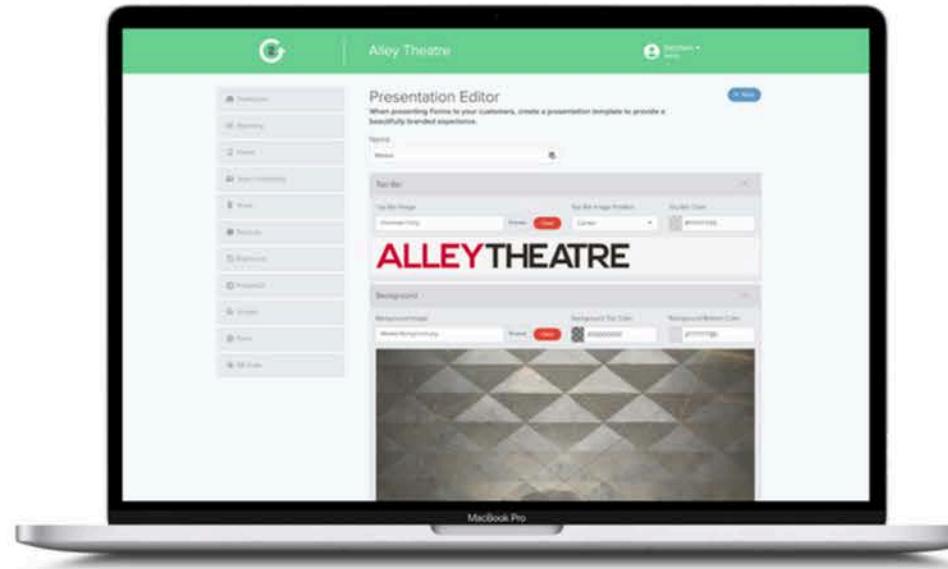


**ACH Debit**  
United States

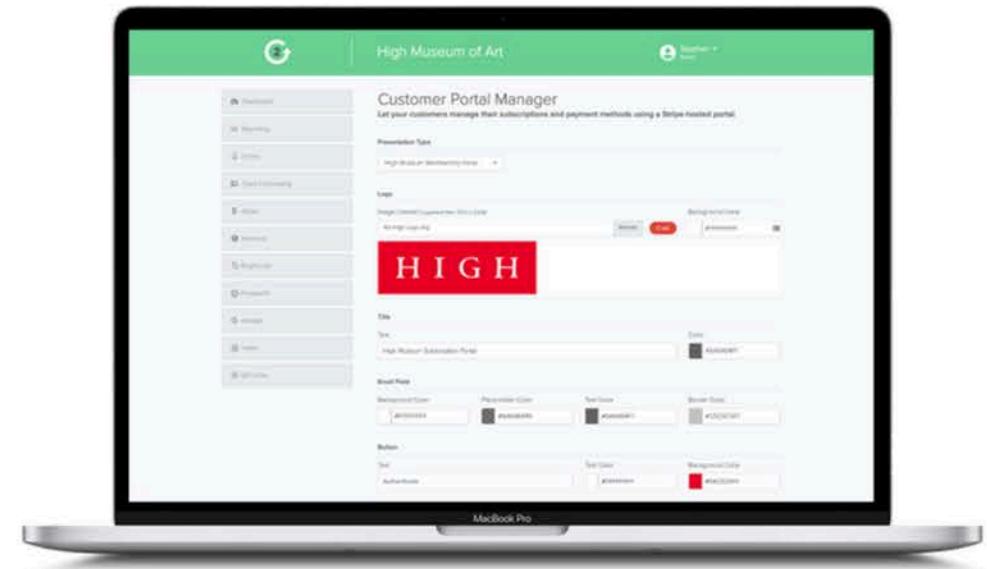
# MANAGERS

## TOOLS TO HELP OUT

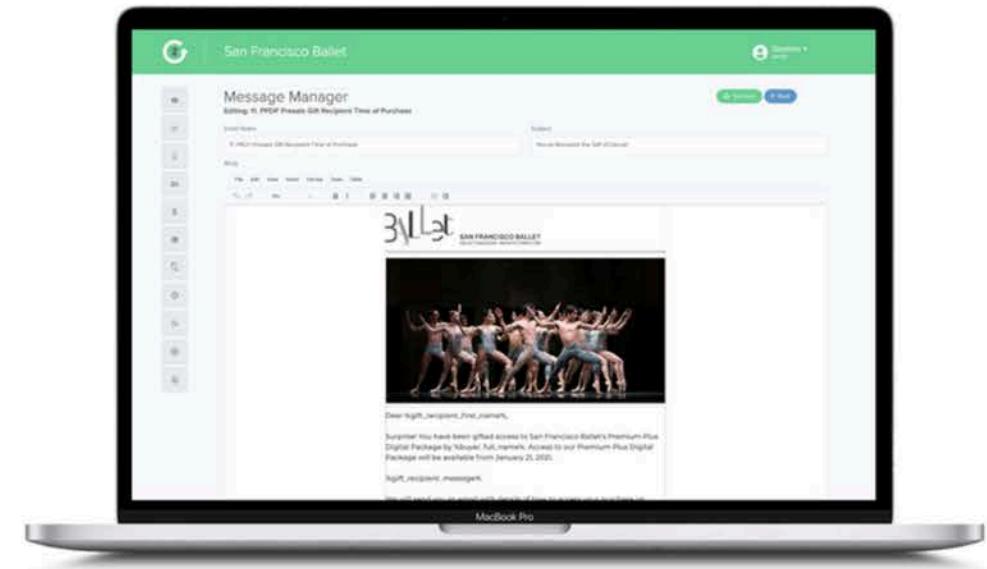
# 2 ACCOUNT: MANAGERS



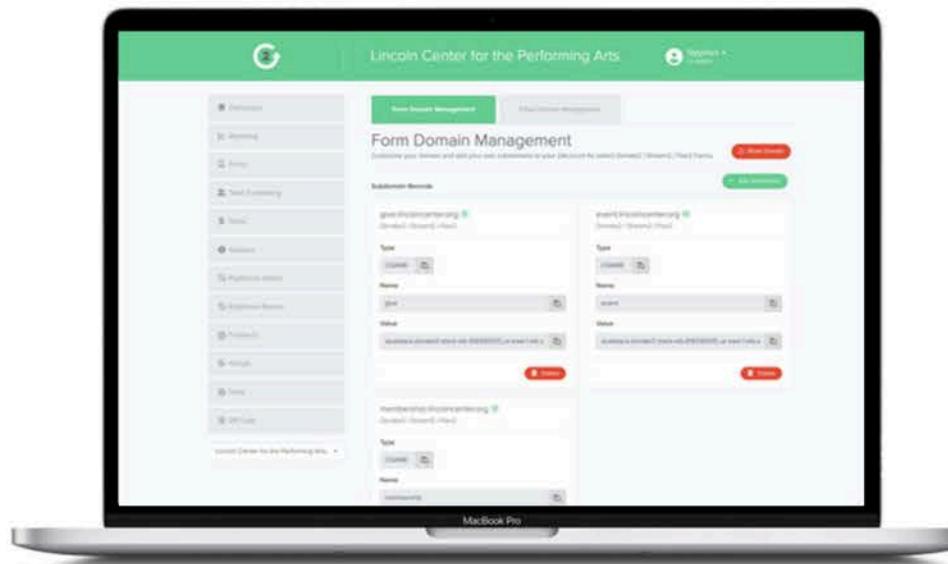
**Presentation Manager**



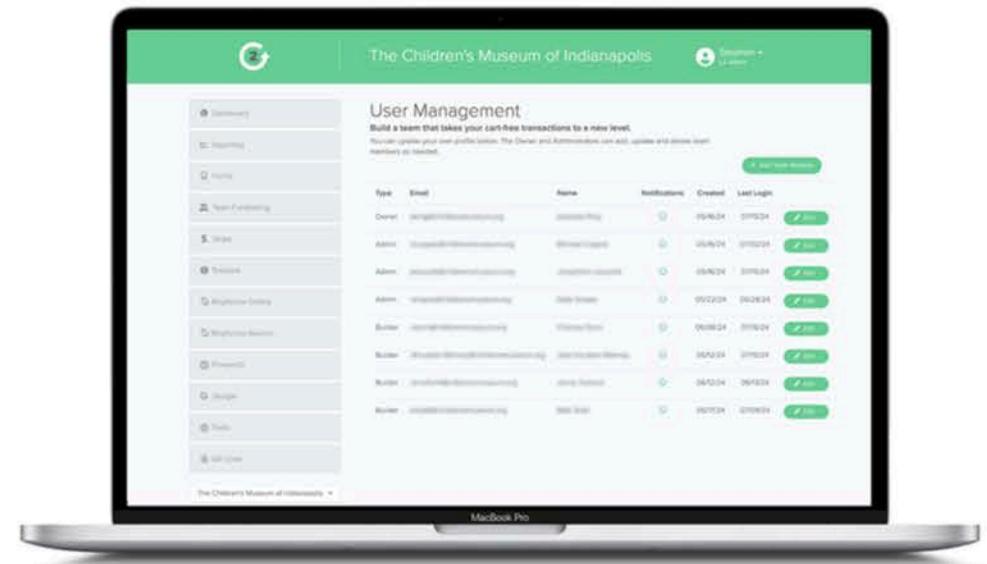
**Customer Portal Manager**



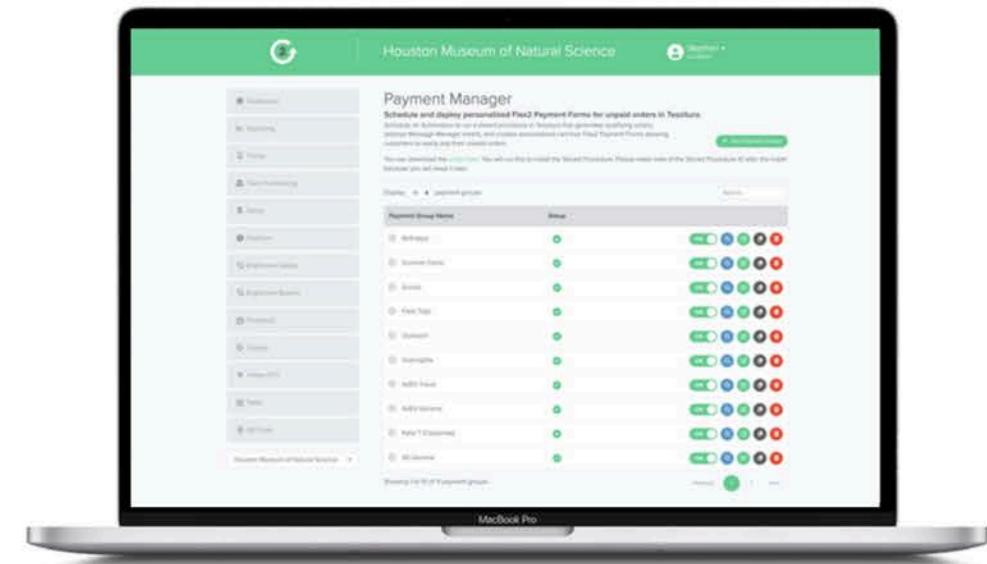
**Message Manager**



**Domain Manager**



**User Manager**



**Payment Manager**

# INTEGRATION

## DOUBLE THE DONATION

# 2 ACCOUNT: DOUBLE THE DONATION



A screenshot of a donation form interface. On the left, there are three account selection boxes: 'Tessitura' (grey), 'Double the Donation' (green, currently selected), and 'Prospect2' (grey). The 'Double the Donation' box contains a small icon of a green flame.

A screenshot of a donation amount selection interface. It features a green header bar with the text 'One-Time' and a grey header bar with the text 'Recurring'. Below the 'One-Time' header, the text 'Choose a One-Time donation amount:' is displayed. There are four green buttons for '\$10', '\$25', '\$50', and '\$100'. To the right of these buttons is a grey button labeled '\$ Other amount'.

A screenshot of the 'Double the Donation Integration' settings page. It includes a 'Double the Donation' logo and a sub-headline: '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.' Below this are three input fields: 'API Key' (par.....255), 'Partner Identifier' (L2l.....o2p), and 'Public Key' (zLC.....6vW). A green 'Save Credentials' button is at the bottom.

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)

A screenshot of a list of 12 donations matching criteria. The table has columns for Date, First Name, Last Name, Donation Amount, Email, Company, and Matching Gift Stage. Each row shows a donation from 'Stephen Lynch' on 7/22/2025, with amounts of \$100, \$25, \$25, and \$50, and emails stephen@lynch2.com. The companies listed are 'The Home Depot', 'Apple Inc.', 'Apple Inc.', and 'Apple Inc.'. The 'Matching Gift Stage' for all rows is 'Waiting for Donor'. At the top of the table are buttons for 'CSV Download', 'Show Columns', 'Select all', 'Deselect all', 'Bulk Edit', 'Bulk Send Email', and 'Delete'.

	Date	First Name	Last Name	Donation Amount	Email	Company	Matching Gift Stage
1	7/22/2025	Stephen	Lynch	\$100	stephen@lynch2.com	The Home Depot	Waiting for Donor
2	7/22/2025	Stephen	Lynch	\$25	stephen@lynch2.com	Apple Inc.	Waiting for Donor
3	7/22/2025	Stephen	Lynch	\$25	stephen@lynch2.com	Apple Inc.	Waiting for Donor
4	7/22/2025	Stephen	Lynch	\$50	stephen@lynch2.com	Apple Inc.	Waiting for Donor
5							
6							
7							
8							
9							
10							
11							
12							

A screenshot of the 'Double Donation' settings page. It includes a 'Double the Donation' logo and a sub-headline: 'Enable Double the Donation?'. A dropdown menu shows 'Yes'. Below it is a 'Title' input field and a 'Title Color' selector set to '#646464FF'. A note at the bottom says: '<b>Will your employer match the donation?</b>'.



# 2 ACCOUNT UPDATES

# 2 ACCOUNT: PLEDGE & GIFT

Tessitura

Pledge & Gift

Enabled

Fund(s) Source Chan

Annual Fund Lobby QR Code - 73 Do

Pledge Processing Type

Process One-Time Process Recurring

Gift  Fiscal Year Pledge

Designations

Undesignated - 3 Designation Name Label

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?

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 Credit ..... 1111  Change

First Name\*  Last Name\*

Email Address\*

Donate Now



# 2 ACCOUNT: CONTRIBUTION LEVELS

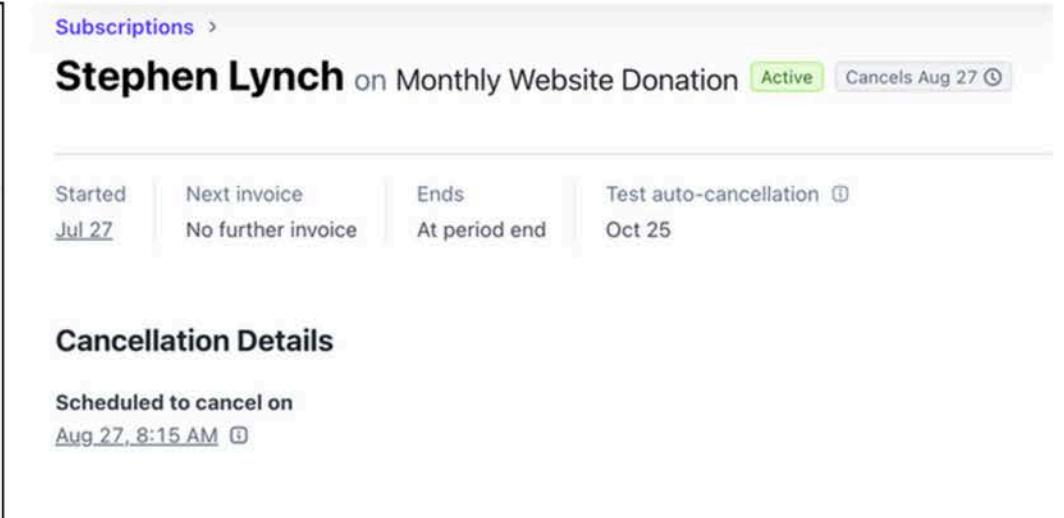
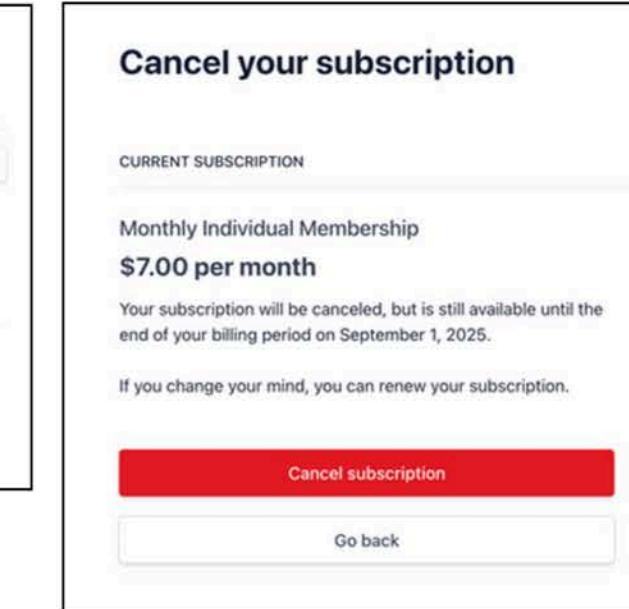
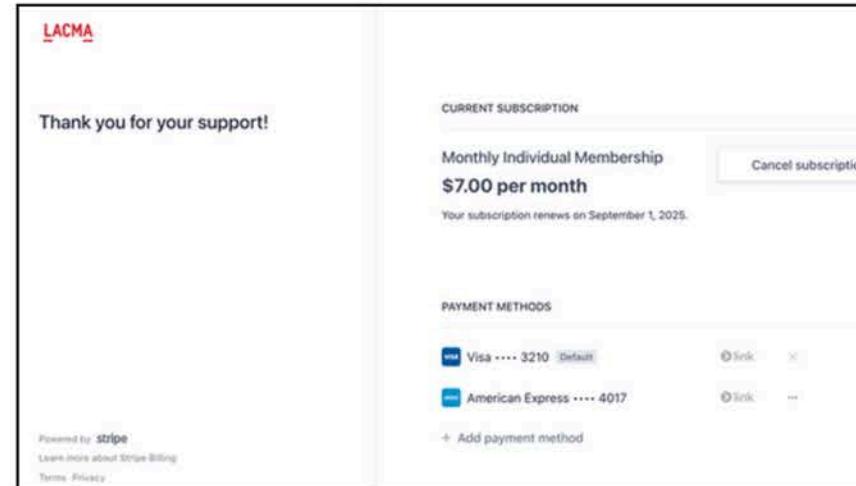
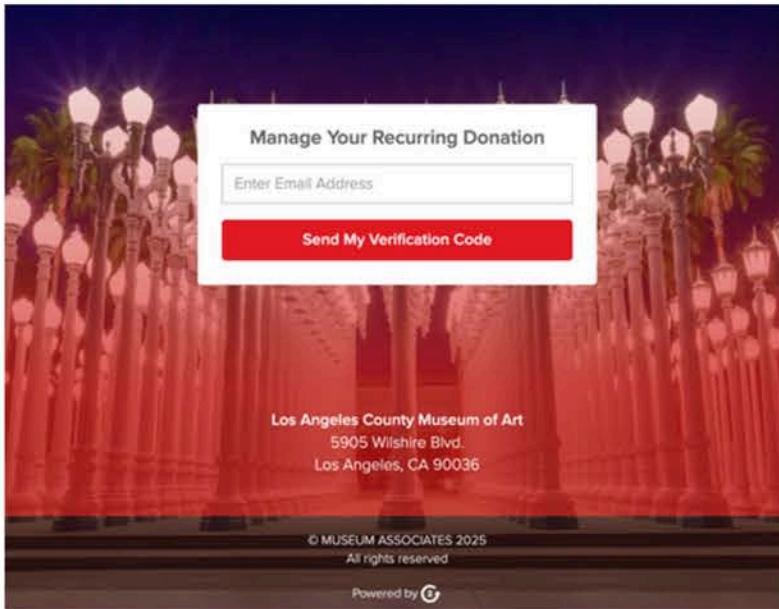
## Enhanced Donation Form

- 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
<a href="#">Add New Range</a>			

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
<a href="#">Add New Range</a>			

# 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:

Activity Type:

Origin:

### Customer Service Issue

Constituent ID: 3507      Owner: Stephen Lynch  
Issue #: 20550      Urgent:   
Issue Date: 07/27/2025      Category: 2Account  
Contact Method: Donate2      Origin: (none)  
Activity Type: 2Account Recurring Donation      Performance:   
Season:       Notes:  
The Stripe subscription sub\_1RpVM9Axfyj0CrF9jWzsFI6Y 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

# 2 ACCOUNT: CUSTOM SCREEN

Stephen Lynch #1049

EXPAND ALL COLLAPSE ALL

Overview

- + Contact
- + Names
- + About
- + Engagement
- + Fundraising
- + Memberships
- + Plans
- + Orders and Tickets
- + Resource Scheduling
- + Audits
- + Payment Information
- + Gift Aid
- Custom
  - Pro2
  - Donate2 Dev
  - Pro2 Sandbox (v16)
  - Summer Ridge Pro2
- + Operations

2

Dashboard Subscriptions Transactions Payment Orders

Search

Payment Orders

Refresh Payment Orders

FORM	ORDER ID	DUDE	REMAINING	TOTAL			
Group Sales Payment Form	107619	\$250.00	\$250.00	\$250.00	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 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

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

LACMA

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 URI parameters. Also pre-populate the credit card form with the first name, last name, and email making the process easier for your donors.

[Learn More →](#)

**Prospect2/ActiveCampaign Integration**

June 24, 2020

You can provide donors the ability to subscribe to a List in ActiveCampaign with the tap or click of a checkbox. This allows donors to be automatically subscribed to a List of your choice.

[Learn More →](#)

Need help? Instant answers to your questions. [Start a conversation](#)

## 2 ACCOUNT: NEW INTERFACE

The screenshot displays the new account interface. On the left, a vertical navigation bar lists several sections: Dashboard (highlighted with a green background), Reporting, Forms, Projects, Templates, Team Fundraising, MANAGERS (with a green arrow pointing to the expanded list), and INTEGRATIONS. The MANAGERS section is expanded, showing a list of six manager roles: Message Manager, Presentation Manager, Payment Manager, Domain Manager, Customer Portal Manager, and User Manager. Each role is accompanied by a small icon. A green arrow points from the 'MANAGERS' section in the navigation to the expanded list on the right. A circular badge with the number '2' is located in the bottom right corner of the interface.

- Dashboard
- Reporting
- Forms
- Projects
- Templates
- Team Fundraising
- MANAGERS
- INTEGRATIONS

MANAGERS

- Message Manager
- Presentation Manager
- Payment Manager
- Domain Manager
- Customer Portal Manager
- User Manager

2

# 2 ACCOUNT: PROJECTS

**LACMA**

Search... Logout

**Projects**

Organize your fundraising campaigns, manage teams, and track progress across all initiatives.

**2025 Annual Gala** active

Our flagship fundraising event featuring dinner, auction, and entertainment to support our mission.

Progress: 75%

Raised: \$187,500 of \$250,000 Due Date: 2025-08-15

3 members 3 forms

Latest Update: Sarah updated the auction form settings 2 hours ago

**Holiday Giving Campaign** planning

Year-end donation drive with matching gift opportunities and special holiday-themed content.

Progress: 25%

Raised: \$12,500 of \$100,000 Due Date: 2025-12-31

2 members 2 forms

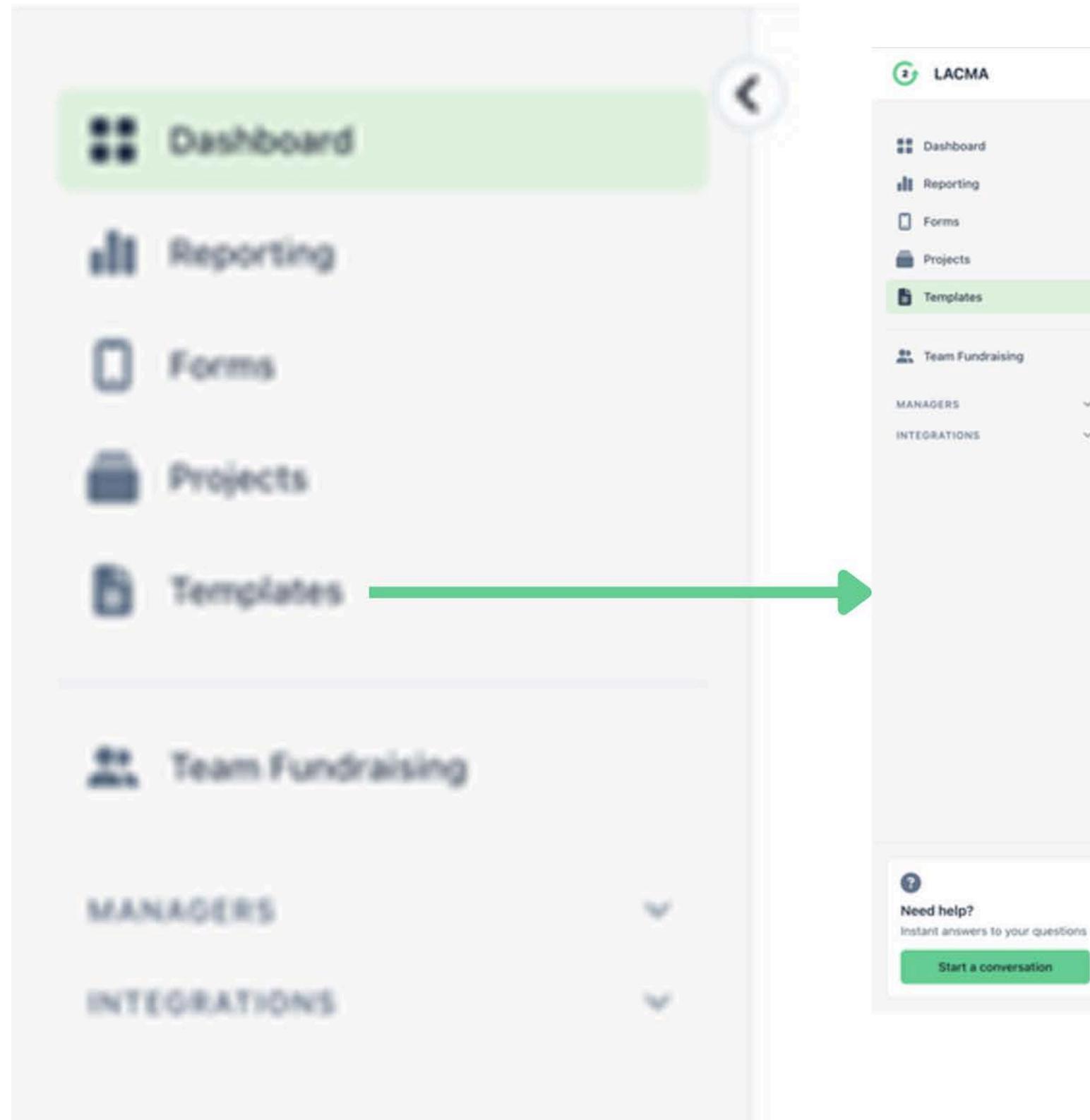
Latest Update: John created the holiday donation form 1 day ago

**Recent Activity**

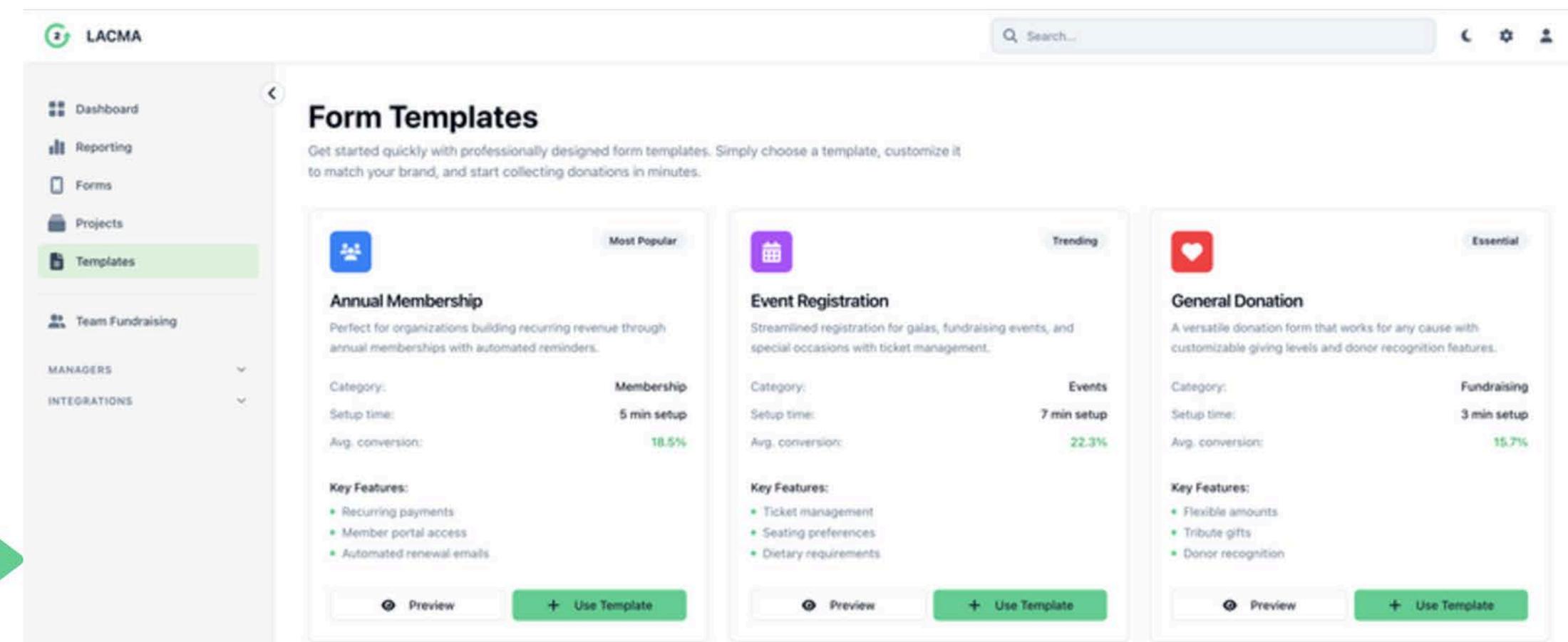
- Sarah Johnson updated the auction form settings 2025 Annual Gala - 2 hours ago
- John Smith created the holiday donation form Holiday Giving Campaign - 1 day ago

Need help? Instant answers to your questions [Start a conversation](#)

# 2 ACCOUNT: TEMPLATES



The screenshot shows the Nonprofit Cloud dashboard with a sidebar on the left and a main content area. The sidebar includes icons for Dashboard, Reporting, Forms, Projects, and Templates. The 'Templates' icon is highlighted with a green arrow pointing to the right. The main content area shows 'Team Fundraising' with sections for MANAGERS and INTEGRATIONS. A 'Need help?' button with a 'Start a conversation' link is visible at the bottom.



The screenshot shows the 'Form Templates' page for the LACMA account. The page title is 'Form Templates' with a sub-instruction: 'Get started quickly with professionally designed form templates. Simply choose a template, customize it to match your brand, and start collecting donations in minutes.' The page is divided into three columns: 'Most Popular' (Annual Membership, Event Registration, General Donation), 'Trending' (Event Registration, General Donation), and 'Essential' (General Donation). Each template card includes a preview button and a 'Use Template' button.

Category	Setup time	Avg. conversion	Key Features
Annual Membership	5 min setup	18.5%	<ul style="list-style-type: none"><li>Recurring payments</li><li>Member portal access</li><li>Automated renewal emails</li></ul>
Event Registration	7 min setup	22.3%	<ul style="list-style-type: none"><li>Ticket management</li><li>Seating preferences</li><li>Dietary requirements</li></ul>
General Donation	3 min setup	15.7%	<ul style="list-style-type: none"><li>Flexible amounts</li><li>Tribute gifts</li><li>Donor recognition</li></ul>

# 2 ACCOUNT: MESSAGE MANAGER EDITOR

Campaign Templates / Donate2 Enhanced Donation Ba



Donate2 | Stream2 | Flex2

Enhanced Donation Receipt

REPLACE WITH YOUR OWN IMAGE  
1200 Pixels Wide at 72 dpi

...

Dear %buyer\_first\_name%,

%if\_frequency\_one\_time%

Thank you for your one-time \$%tessitura\_grand\_total% contribution made in support of %org\_company\_name%.

%/if\_frequency\_one\_time% %if\_frequency\_recurring%

Thank you for your %recurring\_uppercase% recurring contribution of \$%tessitura\_grand\_total% made in support of %org\_company\_name%. You can manage your recurring payment [here](#).

%/if\_frequency\_recurring% %cover\_cost="1%"

Additionally, thank you for covering \$%cover\_cost\_amount% in processing costs.

%/cover\_cost%

Your thoughtful gift means more to us than ever.

With your support, %org\_company\_name% continues to fulfill its mission - to inspire and engage through beauty, power, and passion. And with you, we can achieve our vision of outstanding experiences accessible to all.

Content Global Settings

Structures

Blocks

Back To Container

Image path  
<https://content.app-us1.com/zxPK/202>

Rollover effect

The image that will display over current image on mouse hover.

Link

Site <https://>

Alternate text

Will be added in attributes Alt and Title

Alignment

Size 750

Saved Modules





# 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**  
CONSERVATION ALLIANCE

## Support Our Baby Giraffe!

**Little(-ish) Baby, Huge Impact**

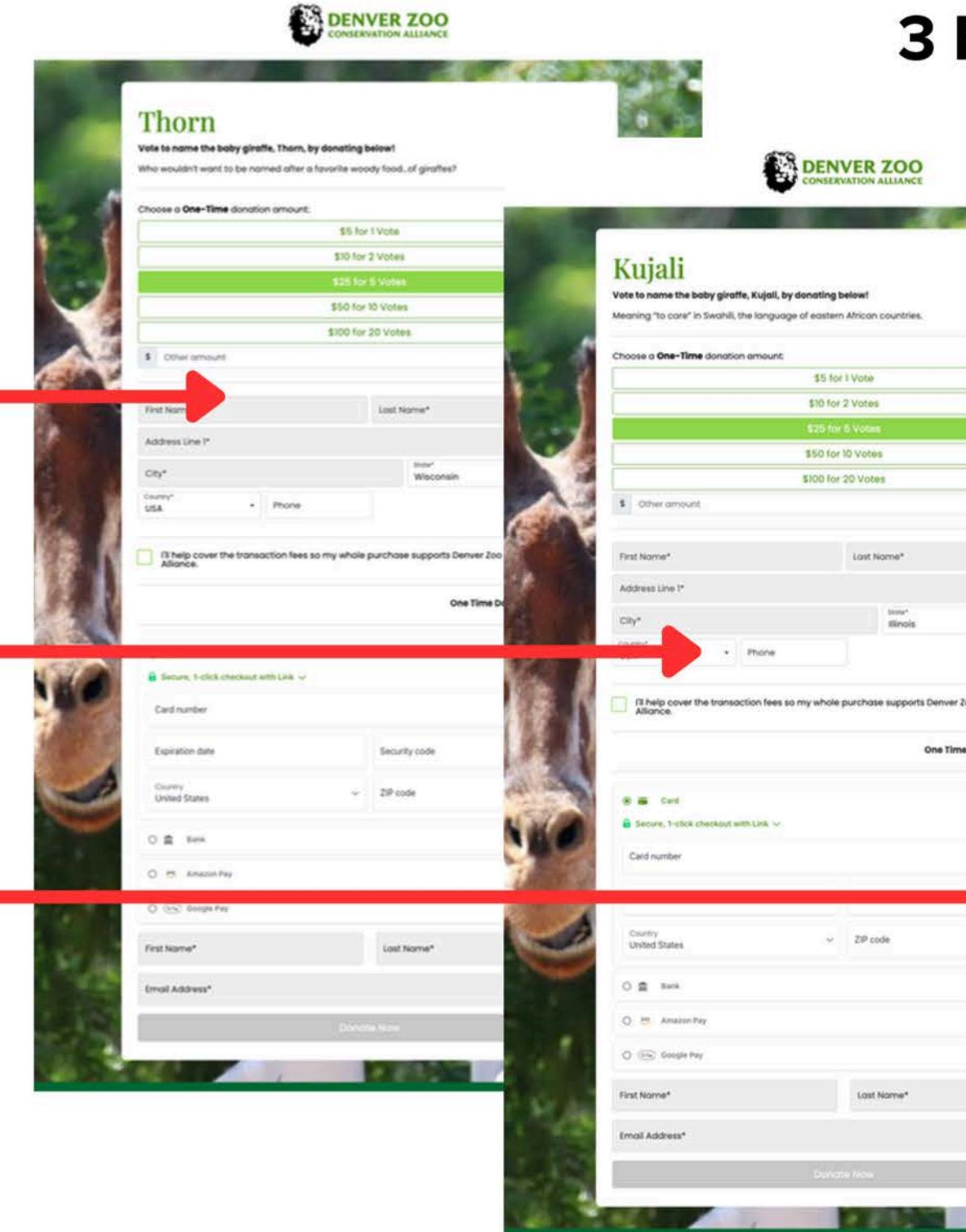
**Thorn**  
In honor of late giraffe researcher, Dr. Anne Innis Dagg.  
412 Gifts      \$23,632 Raised      \$7,000 Goal  
Courtney E. \$27.18    ❤ Joanne J. \$27.18    ❤ Deborah M. \$54.05

**Kujali**  
In honor of late giraffe researcher, Dr. Anne Innis Dagg.  
1205 Gifts      \$22,277 Raised      \$7,000 Goal  
Elizabeth V. \$5.68    ❤ James G. \$5.68    ❤ Susan R. \$5.68    ❤ N

**Dagg**  
In honor of late giraffe researcher, Dr. Anne Innis Dagg.  
600 Gifts      \$10,318 Raised      \$7,000 Goal  
Le P. \$5.68    ❤ Kayla B. \$5.68    ❤ Nichole M. \$5.68    ❤ Lexi K. \$

Looking for more baby giraffe cuteness? [Adopt a mom and baby giraffe plush!](#)

**1 Competition Form**



**DENVER ZOO**  
CONSERVATION ALLIANCE

**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

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

One Time Donation

[Secure, 1-click checkout with Link](#)

Card number

Expiration date

Security code

Country: United States      ZIP code

Bank

Amazon Pay

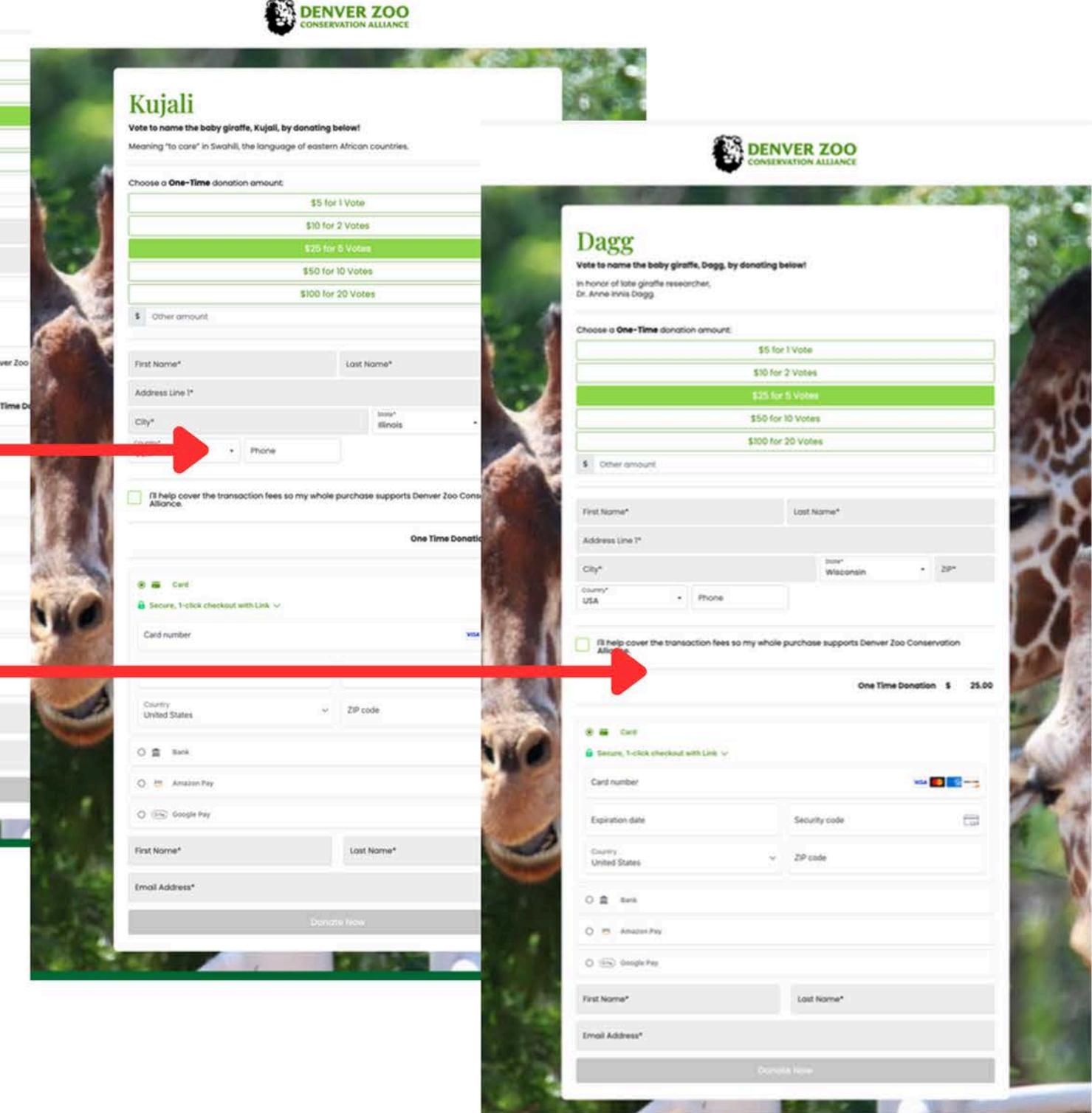
Google Pay

First Name\*      Last Name\*

Email Address\*

Donate Now

**3 Enhanced Donation Forms**



**DENVER ZOO**  
CONSERVATION ALLIANCE

**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

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

One Time Donation

[Secure, 1-click checkout with Link](#)

Card number

Country: United States      ZIP code

Bank

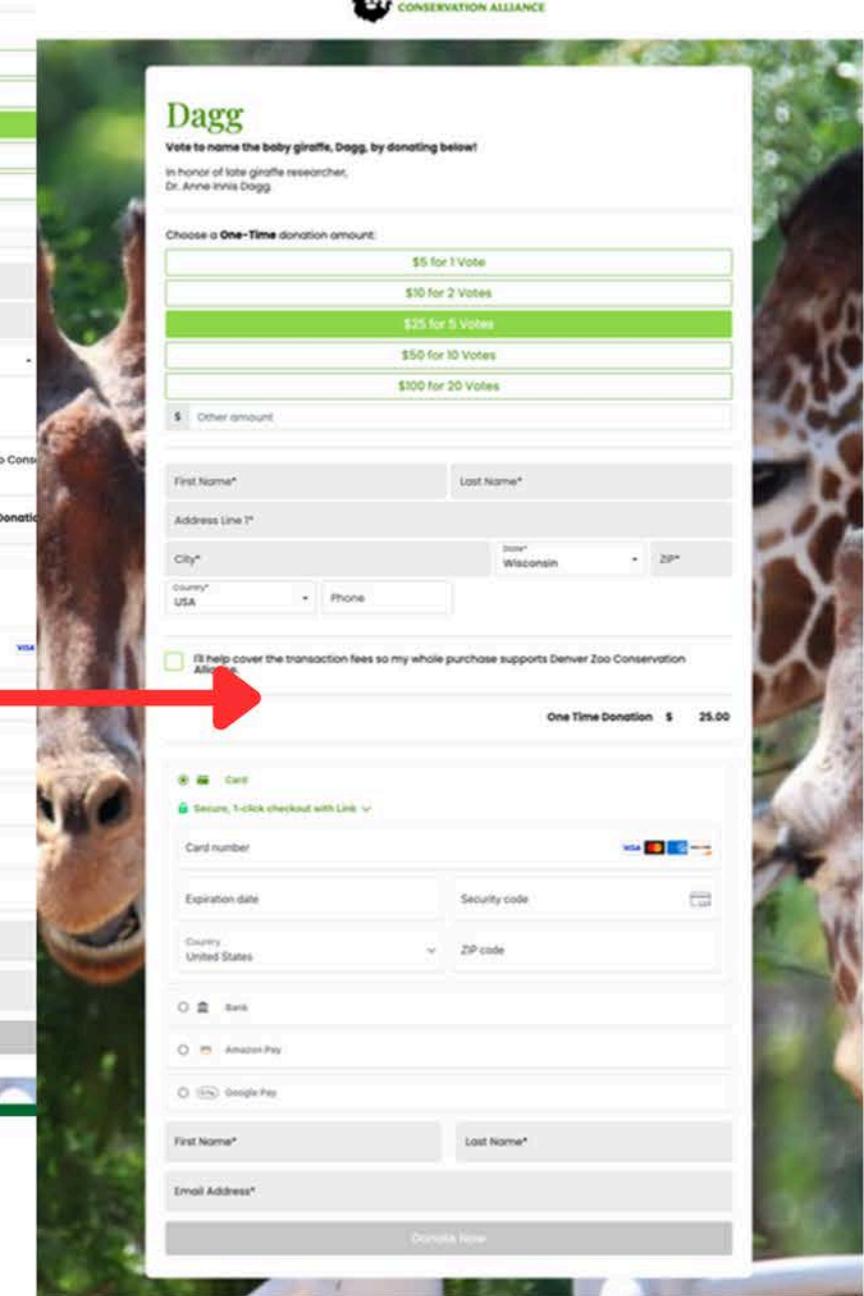
Amazon Pay

Google Pay

First Name\*      Last Name\*

Email Address\*

Donate Now



**DENVER ZOO**  
CONSERVATION ALLIANCE

**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

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

One Time Donation \$ 25.00

[Secure, 1-click checkout with Link](#)

Card number

Expiration date

Security code

Country: United States      ZIP code

Bank

Amazon Pay

Google Pay

First Name\*      Last Name\*

Email Address\*

Donate Now

2

## 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*

[Donate2](#) | [Stream2](#) | [Flex2](#)

**\$53,054.87**

Quantity: 2,229

Average: \$23.80



Cover Cost

**84.70%**

Quantity: 1888

Amount: \$3,825.87

Digital Wallet

**50.20%**

Digital Wallet Totals

Apple Pay: 528

Google Pay: 45

Amazon Pay: 53

Link: 476

Cash App: 17

**Past**

**\$17,000**

**Goal**

**\$20,000**

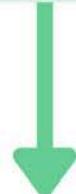
**Above Goal**

**\$33,054.87**

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

**180%** better than the past

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



<b>Cover Cost</b>	<b>Plan</b>	<b>Rate</b>
<b>7.5% + .30</b>	<b>Low Volume</b>	<b>1.25%</b>
	<b>Mid Volume</b>	<b>.25%</b>
	<b>High Volume</b>	<b>-.75%</b>



## Digital Wallets

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

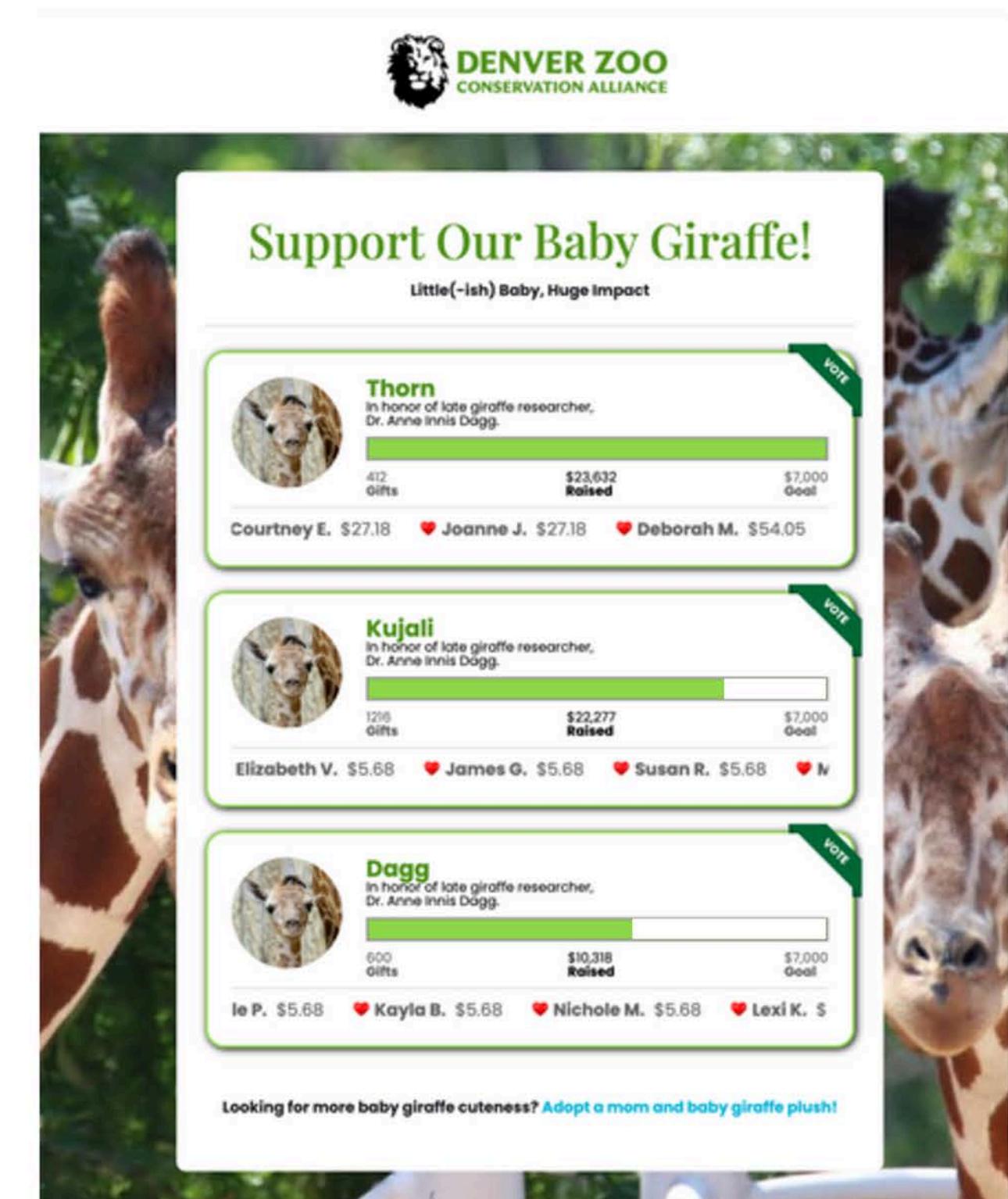
### What is Link?

- 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*

# D E N V E R   Z O O

## L I V E   D O N A T I O N

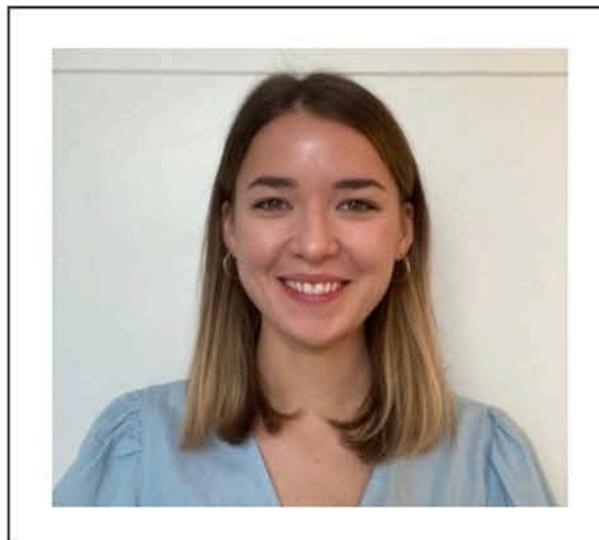
<https://support.denverzoo.org/baby-giraffe-general>



# Los Angeles County Museum of Art

---

**THE STORY OF WHAT STARTED WITH A DONATION**



**Kristin Nyquist**

# CRAWL, WALK, RUN WITH LACMA

LACMA

<i>Evaluate</i> <b>January '21</b>	<i>Launch</i> <b>March '21</b>	<i>Expand</i> <b>July '21</b>	<i>Explore</i> <b>Oct '24</b>	<i>Future</i> <b>May '25 - onward</b>
We were looking for an easy-to-manage recurring giving and autorenewal solution	We launched with a Collectors Committee form for our Development team and saw success	We added LACMA Fund and some specialty purpose fundraising forms	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	Continue to innovate and create revenue generation opportunities
We wanted a product that looked better and offered better UX/UI		<b>May '22</b> Renewal forms for Development groups added		
We wanted something that would integrate directly with Tessitura, our CRM		<b>July '24</b> General Membership forms for Renewals, Upgrades, Acquisition, and Lapsed Recapture added		

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

YTD **\$1Mil**

Active Form Count: **40+**

# LACMA DEVELOPMENT SPECIALTY FORMS

# LACMA: SPECIALTY DEVELOPMENT FORMS

LACMA

# DIRECTOR'S

AVANT GARDE AVANT GARDE AVANT GARDE AVANT GARDE AVANT GARDE

Join or Renew

together with Michael Govan, LACMA's director, to turn Avant Garde into a boundary-pushing membership that will support the museum's most dynamic programs. Avant Garde is a membership that explores LACMA's dynamic art works and programs, and it's a great way to support the museum's mission.

I'll work for a company.

Address

First Name\*

Address Line 1\*

Address Line 2

City\*

Country USA

I'll help cover the transaction fees.

Card

Card number

Expiration date

Country United States

First Name\*

Email Address\*

Join or Renew

Avant Garde is a membership that explores LACMA's dynamic art works and programs, and it's a great way to support the museum's mission.

I'll work for a company.

Address

First Name\*

Address Line 1\*

Address Line 2

Address Line 3

City\*

Country USA

I'll help cover the transaction fees.

Card

Card number

Expiration date

Country United States

First Name\*

Email Address\*

Make a Gift to LACMA Fund

LACMA Fund provides essential operational support and impacts every part of the museum, from exhibitions to education to public programs that make art accessible to the widest possible audience. If you would like to make a gift today, you can do so below. We are grateful for your generosity!

One-Time  Recurring

Choose a One-Time donation amount:

\$50  \$100  \$250  \$500  \$1,000  \$2,500

\$ Other amount

I'll work for a company that has a donation-matching program.

I'll help cover the transaction fees. \$4.05 will be added to your total. To opt out, uncheck the box.

Address

Address Line 1\*

Address Line 2

City\*

Country USA

One-Time Donation \$ 50.00

Cover Cost \$ 4.05

Total \$ 54.05

- 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

**Renew Your Membership**

Choose the level that's right for you and fit in the information below:  
If you have additional questions, please email [membership@lacma.org](mailto:membership@lacma.org) or call 323.403.3077, Monday-Friday, 8am-5pm.

**All Membership Levels Enjoy:**

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

**Free Admission & Special Access:**

- 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

**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:**

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

**\$300**

**Friend Membership**

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

**Promo code**

**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\***

**Second Member Information**

First Name 0 of 100

Last Name 0 of 100

Second Member Email 0 of 100

I'd like to make a LACMA Fund donation.

**Primary Member Contact Information**

First Name\*  Last Name\*   
Address Line 1\*   
Address Line 2   
City\*   
State\*  Mobile Phone   
**Second Member Information**

First Name   
Last Name   
Second Member Email   
  
 Card  Direct Pay  
Card number  Expiration date  Security code

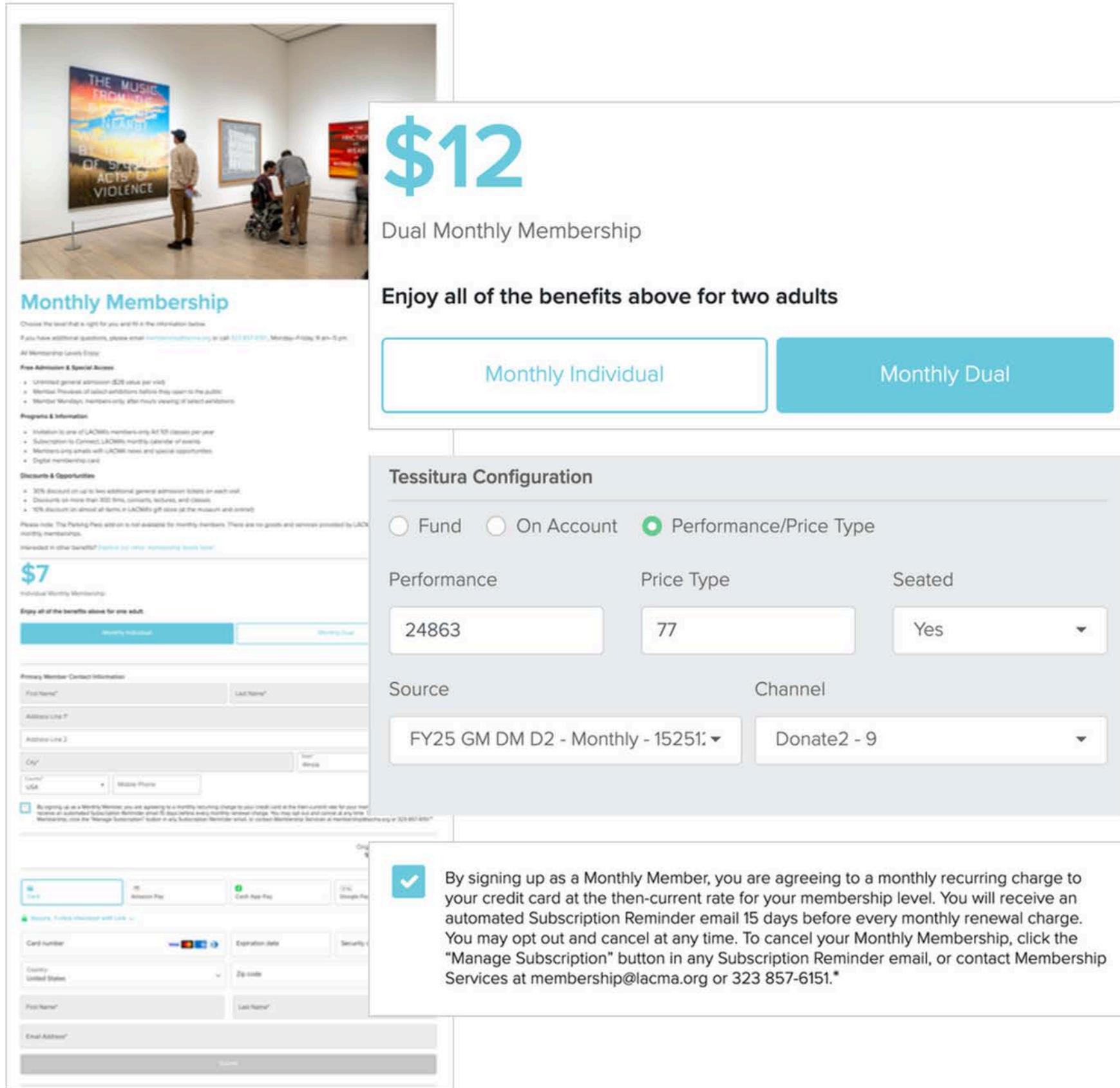
- Flex2 Enhanced Flex Form
- 5 Membership Levels
- Benefits Displayed
- Parking Pass for Dual and Above
- Promocode Discounts
- Collect Second Member Information
- March-July processed 1,400 renewals
- Over 50% Digital Wallets

LACMA General Membership Renewal

# LACMA MONTHLY MEMBERSHIP

# LACMA: MONTHLY MEMBERSHIP

LACMA



**\$12**  
Dual Monthly Membership

Enjoy all of the benefits above for two adults

Monthly Individual      Monthly Dual

**Tessitura Configuration**

Fund    On Account    Performance/Price Type

Performance	Price Type	Seated
24863	77	Yes

Source: FY25 GM DM D2 - Monthly - 152511      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.\*

Card number:  Expiration date:  Security:   
Country: United States Zip code:   
First Name:  Last Name:   
Email Address:

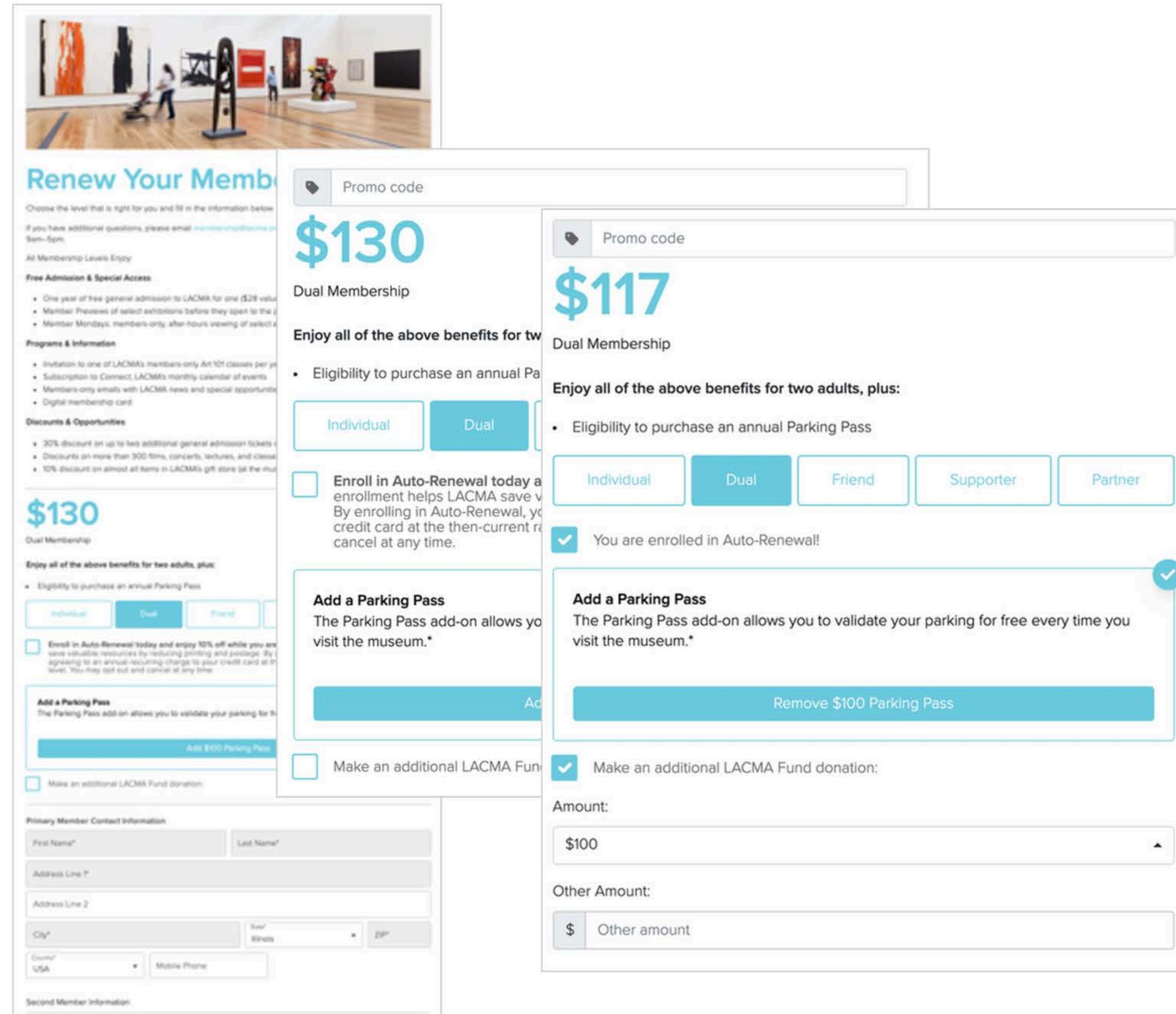
- Flex2 Enhanced Flex Form
- \$7 Individual and \$12 Dual Monthly
- Membership as a Product
- Additional Products
- Required Checkbox Agreement
- Over 43% Digital Wallets

LACMA Monthly Membership

LACMA  
PHASE II MEMBERSHIP FORMS

# LACMA: PHASE II MEMBERSHIP FORMS

LACMA



**Renew Your Membership**

Choose the level that is right for you and fill in the information below. If you have additional questions, please email [memberships@lacma.org](mailto:memberships@lacma.org) or call 323-437-2200.

All Membership Levels Enjoy:

**Free Admission & Special Access**

- One year of free general admission to LACMA for one (\$28 value)
- Member Previews 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**

- 20% discount on up to two additional general admission tickets
- Discounts on more than 300 films, concerts, lectures, and classes
- 10% discount on almost all items in LACMA's gift store (at the museum)

**\$130**

**Dual Membership**

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

- Eligibility to purchase an annual Parking Pass

**Enroll in Auto-Renewal today and enjoy 10% off while you are a member!** Enrollment helps LACMA save valuable resources by reducing printing and postage. By enrolling in Auto-Renewal, you agree to an annual recurring charge to your credit card at the then-current rate. You may opt out and cancel at any time.

**You are enrolled in Auto-Renewal!**

**Add a Parking Pass**

The Parking Pass add-on allows you to validate your parking for free every time you visit the museum.\*

**Make an additional LACMA Fund donation:**

Amount:

Other Amount:

**\$117**

**Dual Membership**

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

- Eligibility to purchase an annual Parking Pass

**Add a Parking Pass**

The Parking Pass add-on allows you to validate your parking for free every time you visit the museum.\*

**Make an additional LACMA Fund donation:**

Amount:

Other Amount:

**Primary Member Contact Information**

First Name\*  Last Name\*

Address Line 1\*

Address Line 2

City\*  State\*  Zip\*

Country\*  USA  Mobile Phone

**Second Member Information**

- 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



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](mailto: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: %b  
Membership Purchaser: %b  
Member ID: %customer\_no%  
Order Number: %order\_no%  
Order Date: %order\_date\_time\_us%  
Order Total: \$%total\_usd\_no\_and\_tenths%

Please keep this email for by LACMA in exchange for provided is \$140 at the Front Desk.

[View button\\_recurring](#)  
Auto-Renewal Terms and Conditions

By signing up for Auto-Renewal, you will receive an automatic renewal of your Auto-Renewal membership at the end of each four-week period. Your membership will be automatically renewed unless you cancel it.

Image: Visitors in the Modern Wing

**Email Name**

**Subject**

**Send An Original (Formerly BCC)**

**Sending Email Address**

**Reply To Email**

**Reply To Name**

**%org\_company\_name%  
%org\_address1%  
%org\_city%, %org\_state% %org\_postal%  
%org\_country%**

**Website** [www.lacma.org](http://www.lacma.org)

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

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

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

## 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

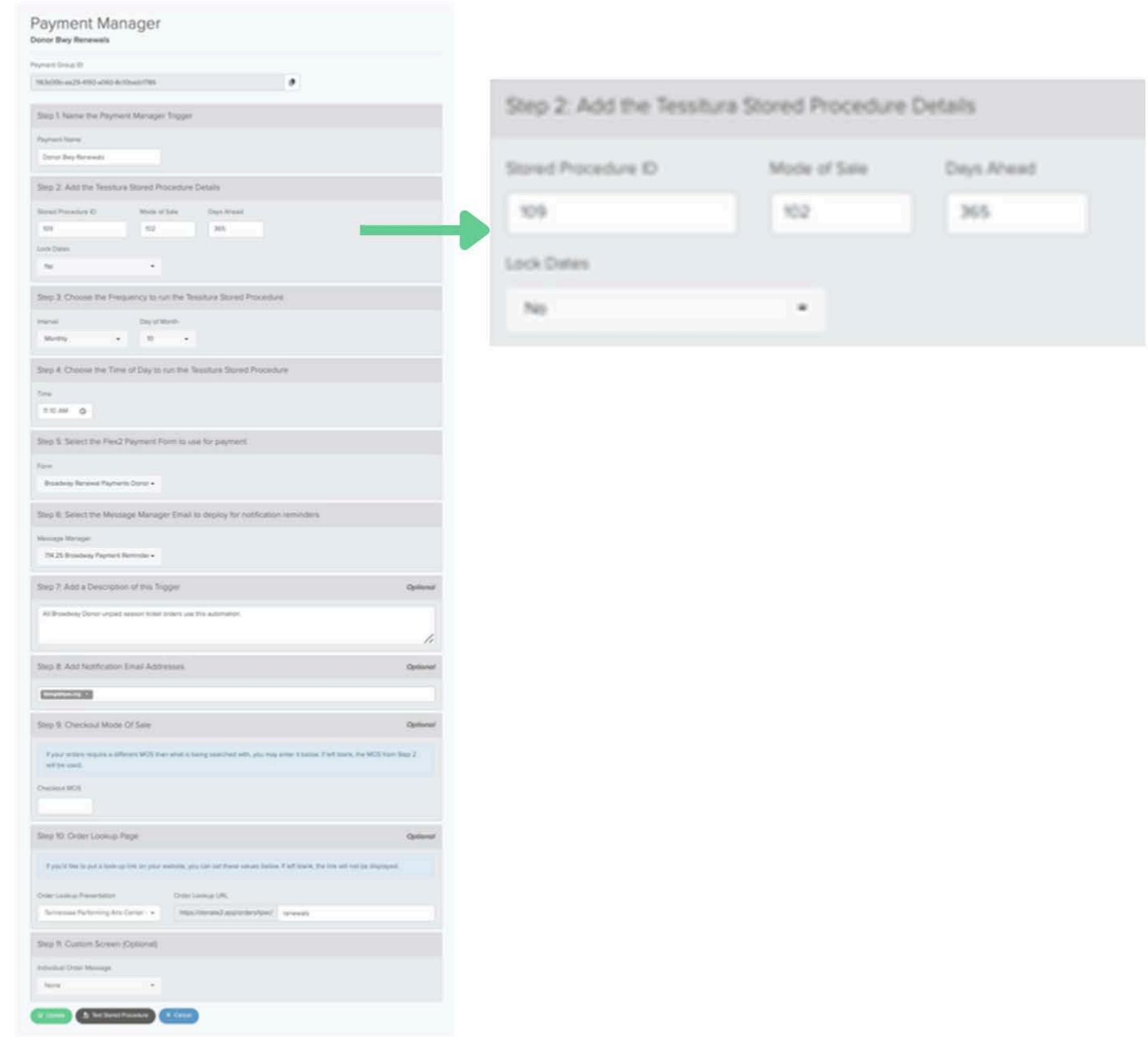
Search...

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



Payment Manager  
Donor Bway Renewals  
Payment Group ID: 1033000025490-0000-0000-0000  
Step 1: Name the Payment Manager Trigger  
Payment Name: Donor Bway Renewals  
Step 2: Add the Tessitura Stored Procedure Details  
Stored Procedure ID: 109 Mode of Sale: 102 Days Ahead: 365  
Lock Dates: Any  
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: 11:10 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: 74425 Broadway Payment Reminders  
Step 7: Add a Description of this Trigger  
Optional  
All Broadway Donor unpaid season ticket orders use this automation  
Step 8: Add Notification Email Addresses  
Optional  
Step 9: Checkout Mode Of Sale  
Optional  
If your orders require a different MOS than what is being matched with, you may enter it below. If it's blank, the MOS from Step 2 will be used.  
Checkout MOS:  
Step 10: Order Lookup Page  
Optional  
If you'd like to put a look-up link on your website, you can enter these values below. If left blank, the link will not be displayed.  
Order Lookup Presentation: Tennessee Performing Arts Center  
Order Lookup URL: https://www2.apticketsplus.com/renewals  
Step 11: Custom Screen (Optional)  
Individual Order Message: None  
Next Step:  Back to Previous

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

- Stored Procedure ID
- Mode of Sale

# TPAC - SEASON TICKET RENEWAL



Payment Manager  
Donor Bway Renewals

Payment Group ID: 10330000025490406040000000000000

Step 1: Name the Payment Manager Trigger  
Payment Name: Donor Bway Renewals

Step 2: Add the Tessitura Stored Procedure Details  
Stored Procedure ID: Mode of Sale: Days Ahead:  
101 102 365  
Lock Dates: No

Step 3: Choose the Frequency to run the Tessitura Stored Procedure  
Interval: Day of Month:  
Monthly 10

Step 4: Choose the Time of Day to run the Tessitura Stored Procedure  
Time: 10:00 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 Reminders

Step 7: Add a Description of this Trigger  
All Broadway Donor unpaid season ticket orders use this automation.

Step 8: Add Notification Email Addresses  
Email Address: [704.25BroadwayPaymentReminders@tpac.org](mailto:704.25BroadwayPaymentReminders@tpac.org)

Step 9: Checkout Mode Of Sale  
If your order requires a different MOS than what is being matched with, you may enter it here. If left blank, the MOS from Step 2 will be used.  
Checkout MOS:

Step 10: Order Look-up Page  
If you'd like to put a look-up link on your website, you can enter these values below. If left blank, the link will not be displayed.  
Order Look-up Presentation: Order Look-up URL: <https://flex2.tpacsolutions.com/renewals>

Step 11: Custom Screen (Optional)  
Individual Order Message:

[Next Step](#) [Test Sample Process](#) [Cancel](#)

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

Flex2 Payment Editor

Form Name: Broadway Renewal Payments Form Link: <https://payment.tpac.org/renewals> Unlocked Locked

Form Settings

Form Layout

Header Image

Main Content

Payment Configuration

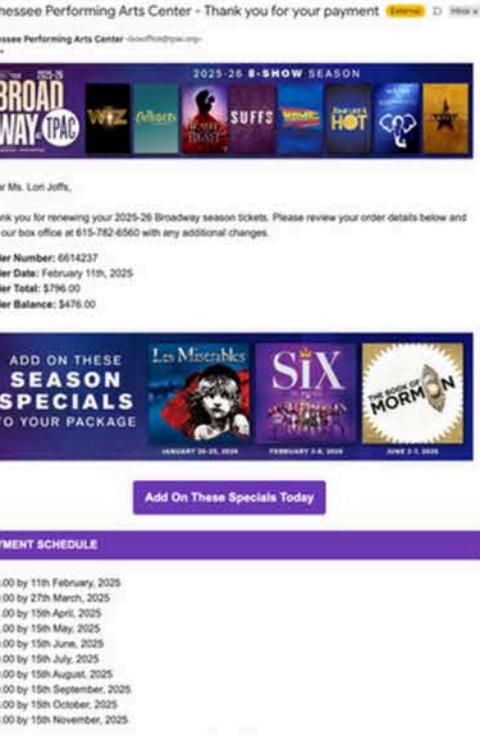
Paid In Full Message

Add-On Donation

Payment Options

Enhanced Questions

Address



# TPAC - SEASON TICKET RENEWAL



Payment Manager  
Donor Bway Renewals

Payment Group ID: 1633000025490-0000-0000-0000

Step 1: Name the Payment Manager Trigger  
Payment Name: Donor Bway Renewals

Step 2: Add the Tessitura Stored Procedure Details  
Stored Procedure ID: Mode of Sale: Days Ahead: 365  
Lock Dates: No

Step 3: Choose the Frequency to run the Tessitura Stored Procedure  
Interval: Day of Month: 10  
Monthly

Step 4: Choose the Time of Day to run the Tessitura Stored Procedure  
Time: 11:00 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: 754.25 Broadway Payment Reminder 

Step 7: Add a Description of this Trigger  
All Broadway Donor unpaid season ticket orders use this automation

Step 8: Add Notification Email Addresses  
Email Address:

Step 9: Checkout Mode Of Sale  
If your orders require a different MOS than what is being matched with, you may enter it below. If left blank, the MOS from Step 2 will be used.  
Checkout MOS:

Step 10: Order Lookup Page  
If you'd like to put a look-up link on your website, you can enter these values below. If left blank, the link will not be displayed.  
Order Lookup Presentation: Tennessee Performing Arts Center  
Order Lookup URL: <https://internet2.apprendus.com/renewals>

Step 11: Custom Screen (Optional)  
Individual Order Message:

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

Broadway at TPAC - Your Next Payment Is Due  

 Add to Calendar

Tennessee Performing Arts Center <[boxoffice@tpac.org](mailto:boxoffice@tpac.org)>  
to me



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](mailto:BoxOffice@TPAC.ORG).

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

2 

# TPAC - SEASON TICKET RENEWAL



Payment Manager  
Donor Bway Renewals

Payment Group ID: 1033000025490-00000-000000000000

Step 1: Name the Payment Manager Trigger  
Payment Name: Donor Bway Renewals

Step 2: Add the Tessitura Stored Procedure Details  
Stored Procedure ID: 101 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: 11:00 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: 74425 Broadway Payment Reminders

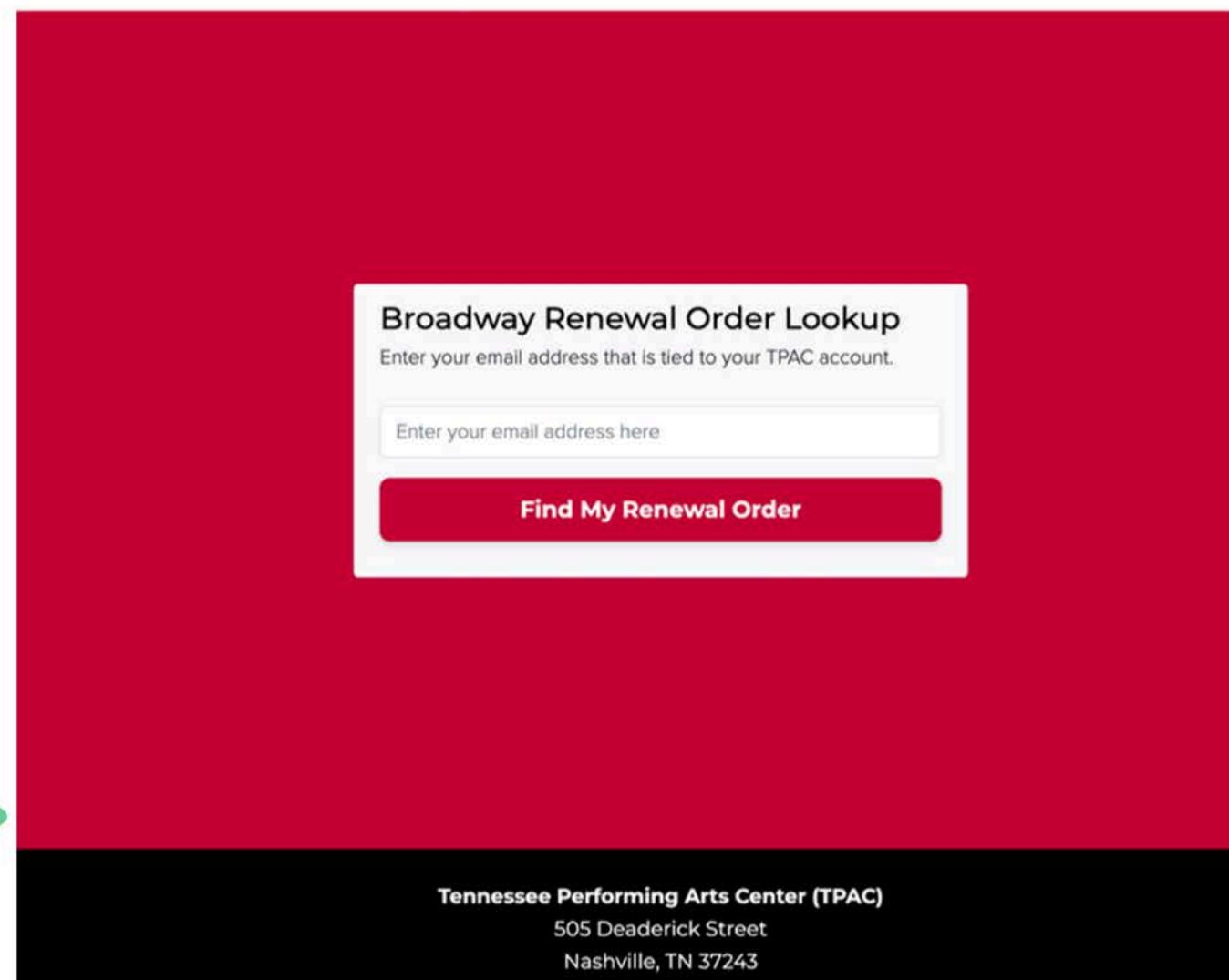
Step 7: Add a Description of this Trigger  
Optional  
All Broadway Donor unpaid season ticket orders use this automation.

Step 8: Add Notification Email Addresses  
Optional  
BroadwayRenewals@tpac.org

Step 9: Checkout Mode Of Sale  
Optional  
If your orders require a different MOS than what is being matched with, you may enter it here. 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://iterate2.app/orders/tpac/renewals  
Step 11: Custom Screen (Optional)  
Individual Order Message: None

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



# TPAC - SEASON TICKET RENEWAL

## Tessitura Orders



## Payment Link

Stephan Lynch - #1049

Overview Subscriptions Transactions Payment Orders

Payment Orders

Order	Order Date	Order Total	Order Status
Group Sales Payment Item	10/19/19	\$200.00	Unpaid

Broadway at TPAC - Your Next Payment Is Due [10/19/19](#) [Edit](#)

[Add to Calendar](#)

Tennessee Performing Arts Center [BoxOffice@tpac.org](mailto:BoxOffice@tpac.org)

25-26 2025-26 2025-26 **2025-26 B-SHOW SEASON**



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.

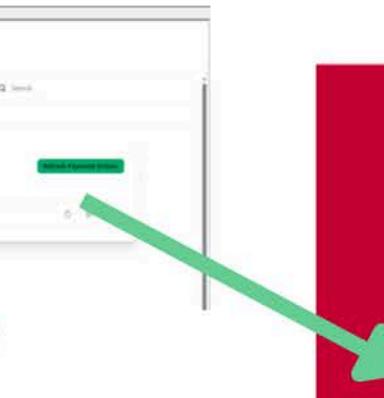
**Important: If no payment has been made in 90 days, your season tickets may be canceled without notice.**

### 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](mailto:BoxOffice@TPAC.ORG).

Order No: #6614237  
Current Payment Due: \$81.00  
Order Balance: \$567.00

[Make Your Payment](#)



# Payment Form



# Receipt



# SEASON TICKET RENEWAL WITH DONATION

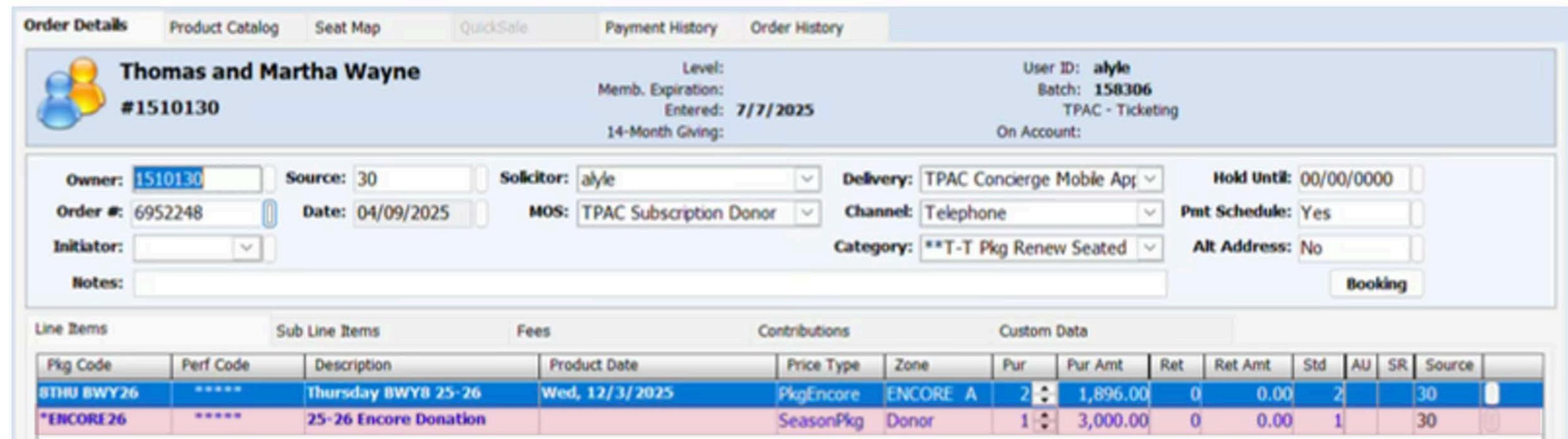
# Capturing Required Donations at the Time of Renewal

## 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.



Pkg Code	Perf Code	Description	Product Date	Price Type	Zone	Pur	Pur Amt	Ret	Ret Amt	Std	AU	SR	Source	
8THU BWY26	*****	Thursday BWYB 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		       <b>MOS 102</b>
⊕ Groups		       <b>MOS 7</b>
⊕ Broadway Renewals		       <b>MOS 14</b>

## 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.

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.

I would like to add a donation to my order

Current Balance	\$	638.00
<b>Total Payment</b>	<b>\$</b>	<b>638.00</b>

## 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*

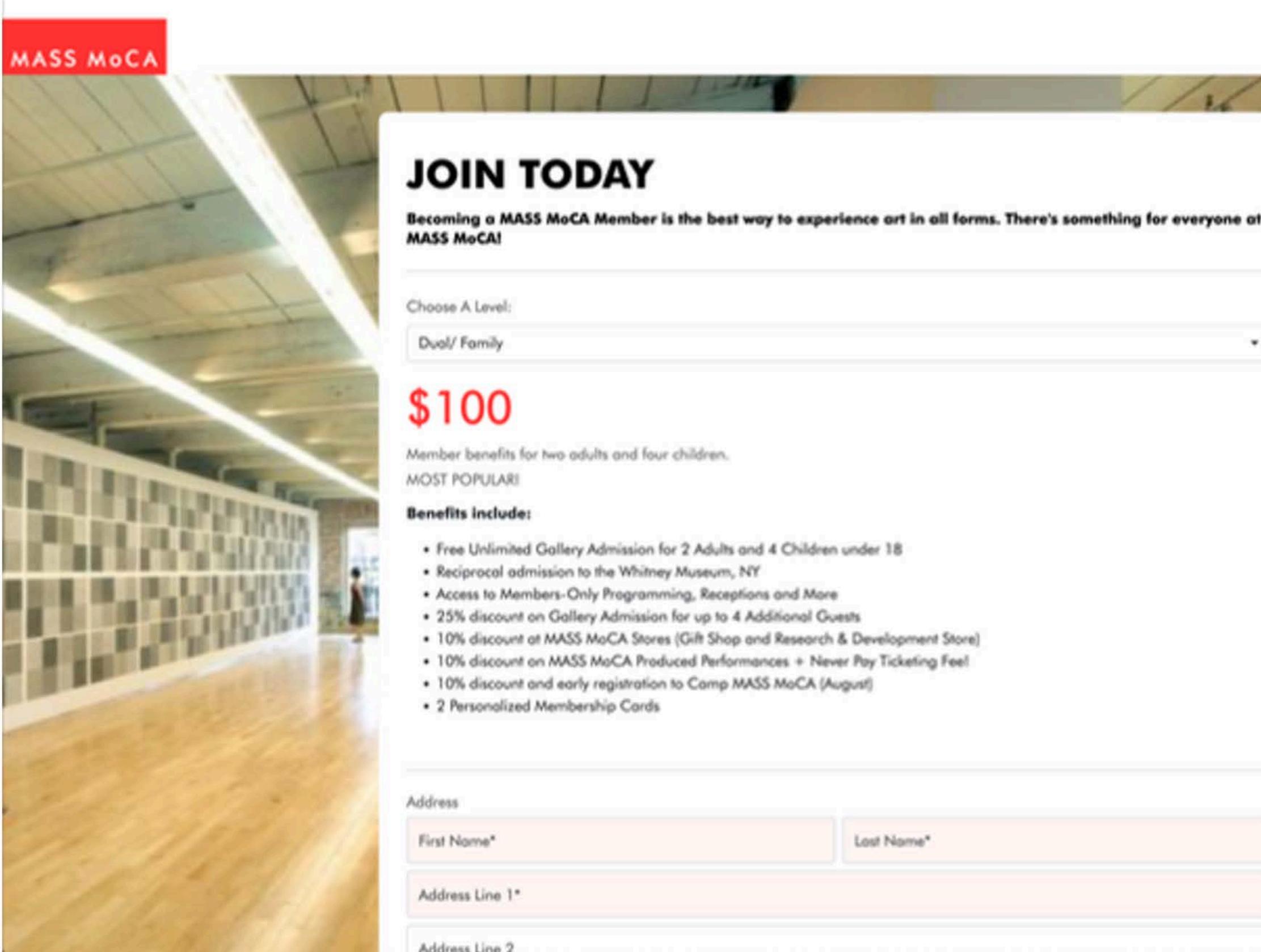
# Inspiration

---

**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 Fees
- 10% discount and early registration to Camp MASS MoCA (August)
- 2 Personalized Membership Cards

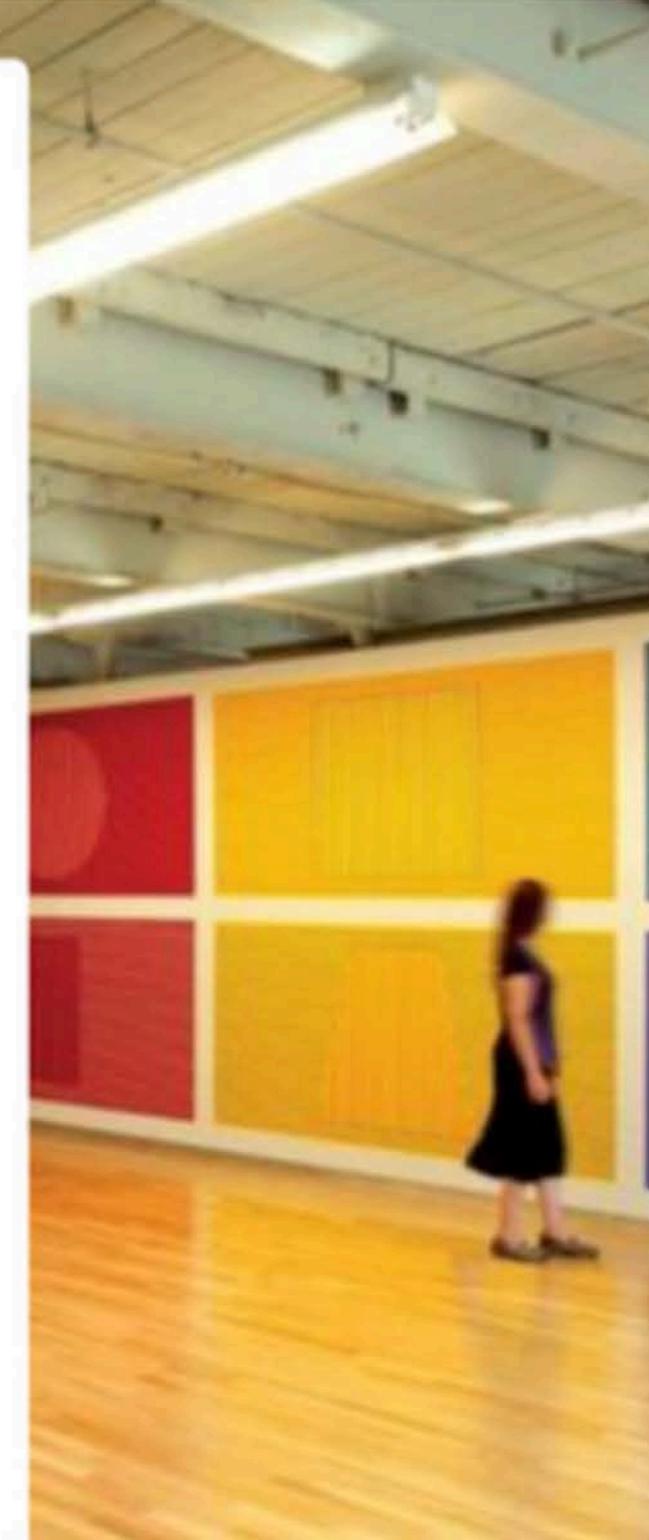
Address

First Name\*

Last Name\*

Address Line 1\*

Address Line 2



A photograph of a gallery space at MASS MoCA. The floor is made of light-colored wood planks. The walls are white and feature a large, colorful abstract painting composed of large, overlapping squares in shades of red, yellow, orange, and blue. A person in a black dress is standing on the floor, looking at the artwork. The ceiling is made of light-colored wooden beams and has several long, white fluorescent light fixtures.

# 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.

**\$106<sup>25</sup>**

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

A close-up photograph of a white flower with yellow stamens and green leaves. A bee is visible on the flower, pollinating it. The background is slightly blurred.

**MISSOURI BOTANICAL GARDEN**

## **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\*

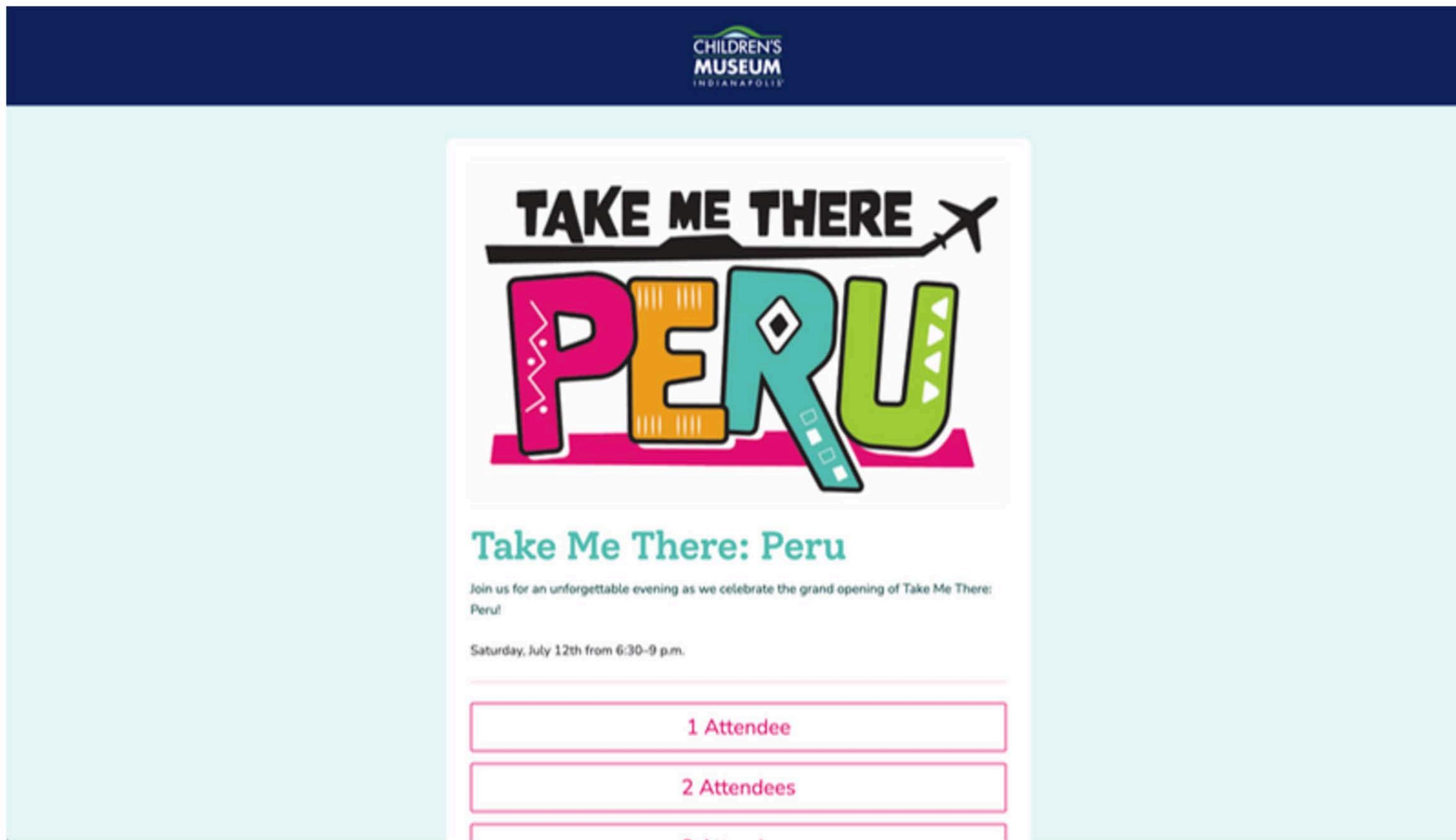
First Name\* Last Name\*

Address Line 1\*

Address Line 2

State\*

## REAL WORLD EXAMPLES



The image shows a screenshot of the Children's Museum Indianapolis website. The header features the museum's logo with the text "CHILDREN'S MUSEUM INDIANAPOLIS". Below the header, a large graphic for an event titled "TAKE ME THERE" with a small airplane icon, followed by "PERU" in large, colorful, block letters (pink, orange, teal, and green). The text "Take Me There: Peru" is displayed in a teal font. Below this, a paragraph invites visitors to join for the grand opening of the exhibit. The date and time are listed as "Saturday, July 12th from 6:30-9 p.m.". At the bottom, there are three pink rectangular buttons with white text: "1 Attendee", "2 Attendees", and a partially visible third button. The background of the page is light blue.

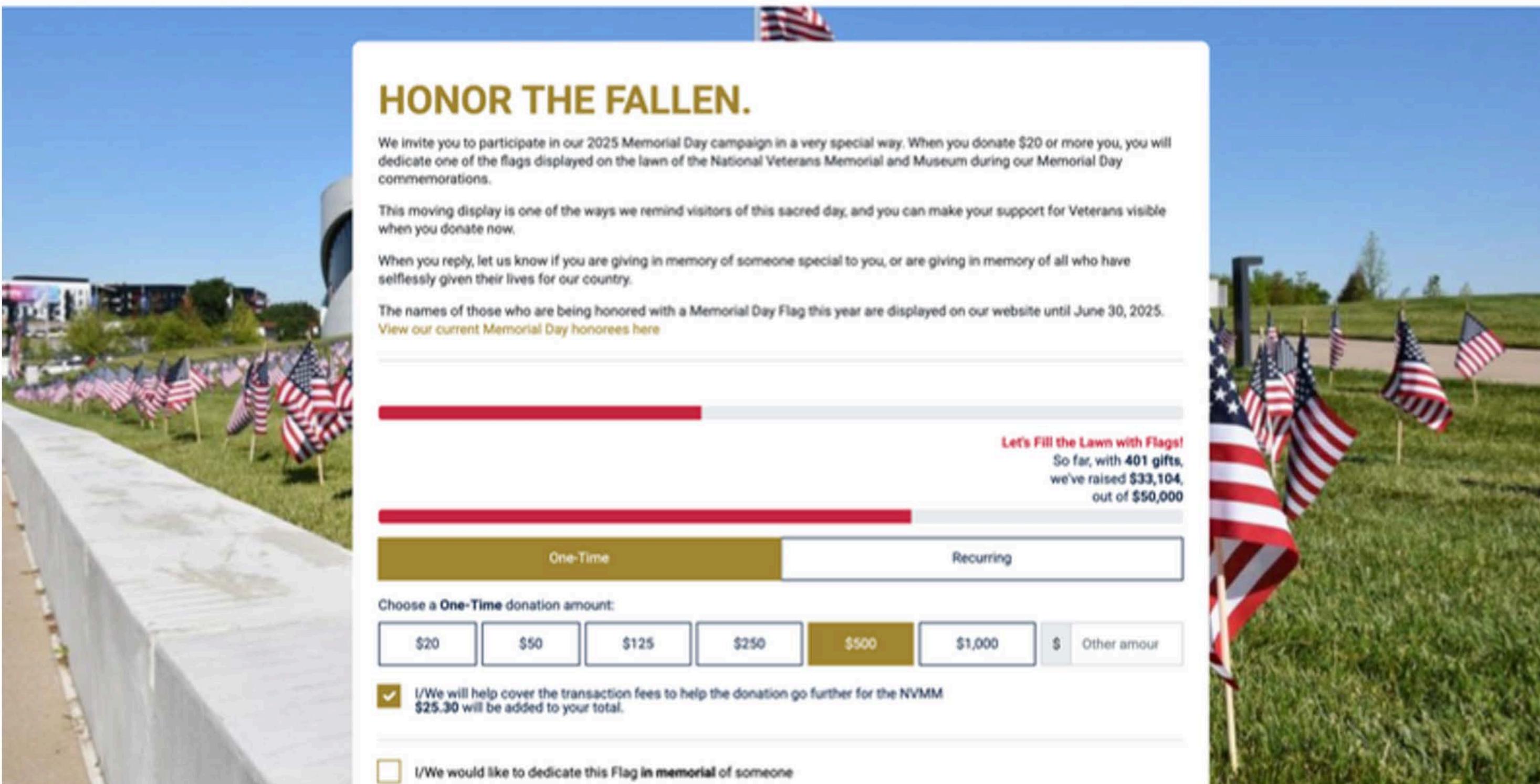
Join us for an unforgettable evening as we celebrate the grand opening of Take Me There: Peru!

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:

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



THE CLEVELAND  
MUSEUM OF ART

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:

- 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

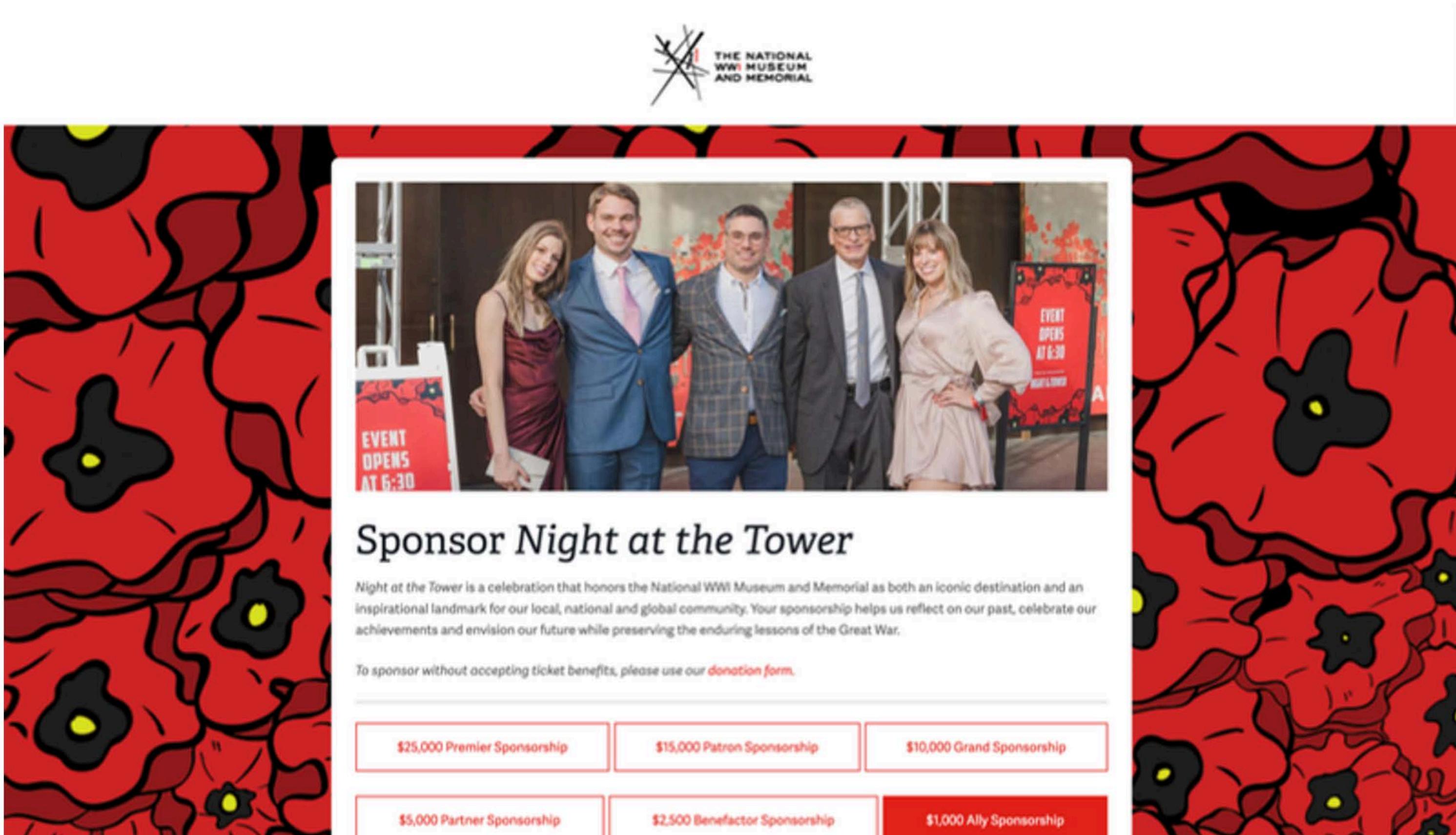
One Time Donation \$ 25.00

link stephen@lynch2.com X

Use  Pay another way

First Name\* Last Name\*

# REAL WORLD EXAMPLES



THE NATIONAL  
WWI MUSEUM  
AND MEMORIAL



**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