

# READY FOR REOPENING Grounds For Sculpture Sees Success with Blackbaud Altru<sup>®</sup> Timed Ticketing



GROUND S F O R S C U L P T U R E

“At Grounds For Sculpture, we implemented timed ticketing in 2016 with the use of Altru. The decision was made collectively that we needed a way to control our growing capacity in an efficient way to be able to balance the flow of traffic, visitors, and many events that happen at GFS. With the use of Altru, we were able to set up a program with scheduled program events as 1 hour ‘entry times’ daily and control our capacities. We offer variations in our pricing throughout the year, and set up separate price types for online vs. in-person to be able to easily report on this information.

We have seen great success with timed ticketing, and hover at a comfortable 62% tickets sold online annually which has enabled us to collect and survey more visitors than we ever have historically.

Not only is timed ticketing great at solving our capacity challenges, we quickly set up post-visit surveys alongside our ticketing. With the use of acknowledgements in Altru, we set up an automated post-visit SurveyMonkey to send each night to capture all our ticket holders for that day. This has enabled us to compare and utilize visitor feedback daily and respond or adapt to comments quickly. Since 2016, we have received thousands of responses which has enabled us to improve our service and make informed decisions based on visitor feedback.

Timed ticketing and post-visit surveys have become more relevant than ever during this pandemic as we think on how to limit our capacities and ensure our visitors feel safe and comfortable while visiting. With so many restrictions and finding our new “normal” at GFS, we feel that the early change to timed tickets has prepared us to ensure we can continue to provide great service during a time of so much uncertainty.”



**Alex Silagyi**  
Director of Guest Services  
Grounds For Sculpture  
80 Sculptors Way  
Hamilton, NJ 08619  
[groundsforsculpture.org](http://groundsforsculpture.org)

## About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.