



**STRATEGIC
TICKETING
AND
ADMISSIONS:**

**A GUIDE TO
MAXIMIZING
REVENUE**

Improve your organization's ticketing strategy with **Doubleknot.**

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It's no secret that ticket sales are an essential revenue stream for many museums, nature centers, zoos, aquariums, and other similar organizations. For these admissions-based nonprofits, earned income can make up anywhere from [40% to 70% of their annual budgets](#). Although ticket sales are just one type of revenue that falls into this category, they're the first step to getting visitors in the door and setting them up to deepen their involvement.

To maximize ticket sale revenue and the accompanying engagement benefits, your admissions-based nonprofit needs to take a strategic approach. Your goal shouldn't just be to get community members to buy one ticket—it should be to cultivate repeat visitors who you can convert into donors, members, and regular participants in your events and programs.

In this guide, we'll walk through four surefire strategies to boost your organization's ticketing revenue and discuss some of the tools you can use to assist in this process. Let's get started!



4 STRATEGIES TO BOOST TICKETING REVENUE



The most strategic approaches to ticketing are tailored to each individual organization's position and goals. Before you get started, take a look at your admissions revenue numbers from past years. Also, analyze any additional data you have stored about who purchased those tickets, when they were bought, and whether those visitors returned to your organization or made any other payments while they were there.

Once you know where you currently stand with ticket sales, you can nail down the goals you want to achieve. Then, you can start developing actionable strategies to reach them. Let's look at four of the most common ways to boost ticketing revenue in more detail.

1. IMPLEMENT TIMED-ENTRY MOBILE TICKETING

[Timed-entry ticketing](#) has existed for a number of years, but it took off when admissions-based nonprofits began to reopen after the COVID-19 pandemic lockdowns were lifted. Organizations needed to focus more on capacity management than they had before, which is just one benefit of this type of system.

Timed ticketing is also convenient for visitors since they can reserve their spots online in advance of their visit. Then, their mobile tickets are delivered via email or text, so they can simply pull them up on their smartphones and scan them when they enter your organization's facility. This dramatically reduces wait times and cuts down on the paper waste that comes with printing every single ticket you sell.

Set up your timed-entry ticketing system in such a way that supporters can reschedule their visit or receive a refund if they can't make their time slot. Additionally, make sure to account for large group visits like school field trips or guided tours in your capacity calculations when you release timed ticketing options.

2. CREATE A TIERED ADMISSIONS PRICING MODEL

Part of your admissions-based nonprofit's inherent purpose is to [foster an inclusive community](#). To encourage individuals from a wide range of demographics to visit your museum, develop pricing tiers that provide discounts for various groups, such as:

- Children under a certain age (often 10 or 12)
- College students with a valid ID
- Military members and their families with valid IDs
- Senior citizens age 65 and up

Additionally, publicize the fact that members receive free or discounted admission to encourage repeat visitors to sign up for your program.

3. OFFER UPSELL OPPORTUNITIES WHEN TICKETS ARE PURCHASED

As previously stated, general admissions are only one part of the earned income that makes up 40-70% of your organization's budgeted revenue. Plus, while individual donations fall into the other 30-60% that also includes grants and endowments, bringing them in still hinges on your ability to engage visitors.

Right before a visitor completes an online ticket purchase—either in advance or at your facility—direct them to a screen where they can add other items to their transaction, such as:

- Tickets to a special exhibition or show happening on the day of their visit.
- Merchandise from your gift shop.
- Paid educational resources to enhance their experience.
- A small donation to your organization.

Once the visitor has checked out, prompt them to learn more about your [membership program](#) or other upcoming events to increase your chances of an upsell that results in a more engaged visitor and extra revenue for your organization.

4. ENSURE MEMBER BENEFITS ARE APPLIED ACROSS THE BOARD

Members tend to be among the most engaged and valuable visitors to admissions-based nonprofits. Not only do they pay membership dues and visit more often than non-members, but their passion for your organization also makes them more likely to participate in the other programs and events you offer, from summer camps to fundraisers.

No matter what type of transaction a member makes, their benefits should be automatically applied. Whether they receive early access to event tickets, discounts at your gift shop, or simply a special member price for admission, seeing the wide range of benefits they can experience will keep them coming back and renewing their memberships year after year.



HOW SOFTWARE CAN HELP WITH STRATEGIC TICKETING



A strategic approach to admissions involves more than simply selling tickets—it also touches areas of membership management, fundraising, event planning, and more. To keep all of these elements in order, it's important to leverage the right tools. Your best bet is to invest in an all-in-one management solution like [Doubleknot](#).

Doubleknot's integrated platform offers a variety of features to improve your admissions strategy, including:

- ✓ **A flexible ticketing system** which offers timed entry, mobile ticket delivery, and customizable pricing.
- ✓ **A group sales solution** where you can schedule and modify group visits, then incorporate that information into your capacity management plan.
- ✓ **A comprehensive point-of-sale solution** that allows you to easily upsell general admission tickets with merchandise and event offerings.
- ✓ **A membership management and fundraising database** to keep track of donations, membership fee structures, and applications of benefits.
- ✓ **Data collection and reporting tools** so you can analyze information on all of your efforts to boost ticketing revenue and adjust your strategy over time.



What makes Doubleknot's platform stand out is not only the ability to work seamlessly between the various solutions needed to create a robust ticketing strategy. It's also tailored to the needs of admissions-based nonprofits and trusted by more than 300 of these organizations across North America. To learn more about how Doubleknot can work for your organization, [speak to a solutions specialist!](#)



WRAPPING UP



When you start to incorporate the above strategies into your organization's approach to ticketing, remember that it's normal to experience some trial and error as you figure out the best way to achieve your goals. Additionally, make sure to regularly collect data so you can see what is working and where you could better leverage the resources and tools available to you to maximize your admissions-based nonprofit's ticketing revenue.

Ready to level up your **organization's** ticketing strategy?

Discover how **Doubleknot** can help.

Schedule a Demo

