NAADD

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We live in a data-driven world, and it is becoming more integral to your business every year. Yet, we find ourselves trying to make sense of data trends while drowning in inefficient activities. As data grows exponentially, we need to use technology to do the busy work for you and help you unlock revenue opportunities for your organization.

Make Your Life Easier and More Efficient

Ideally, you want tools that give you answers to critical questions at your fingertips. Things like: Who has renewed? Who has not? Who has renewed at a higher level or lower level? What percentage of pledges has been scheduled? Which payments are at risk? PAC Fund Data & Insights present answers before you even ask the question. What if rather than chasing down donors with failed payments, you were able to instantly identify those accounts ahead of time and avoid failure in the first place? With the quick click of a button, you can see all these valuable donors and remind them to update their credit card information, ensuring prompt payment and uninterrupted donor status.

Insights like this make you look like a rock star and elevate your organization.

"This is exactly what my boss just asked for. If it makes him happy, then I'm happy."
-- Nick Rushing, Director of Data Analytics and Strategy at Wolfpack Club, NC State

Unlock Revenue Opportunities

Fundraising being fully embedded in the ticketing environment is a win-win; helping your donors get the best seating and parking benefits, while maximizing revenue for your organization. Having a single view of the fan and donor data presents rich revenue opportunities. Instead of poring over spreadsheets, you can leverage immediate insights. For example, instantly see all the donors within 10 percent of upgrading to the next donor level, then use that list to create a multi-channel marketing and outreach campaign. This represents real donation dollars and helps you nurture key relationships. Spend less time crunching numbers and invest more time in phone calls and personalized touch points with your donors.

Soon your donors will be presented with personalized insights, enabling them to manage their own accounts at their convenience. Imagine level up notifications, expired credit card warnings, and incremental benefit offers automatically surfaced in your donor's my account portal, all based on your business rules. This would make communications more efficient and generate additional revenue. Look for the ongoing evolution of fund data insights to unlock more value for you and your organization.

NAATSO

Mike McCarney

William & Mary

Ticket Operations Manager

Digital Ticketing. Apple Wallet. Google Pay. Touchless Pay. NFC Scanning. QR Codes.

Stop if you've heard of these things before? Well, if you work in academics and college athletics, you've definitely been affected by one if not all of these technologies in the last year. It's no secret that technology and the ticketing industry have always been uniquely intertwined; just ask our friends in the ticket stock business, some of whom have been in business since the 1800s!

Now in response to the global pandemic, many of us have seen ourselves using technology to provide a safe and convenient experience for our fans, donors and student-athletes alike.

So how do we in college athletics ticketing adjust to these technological advancements? The best way to help educate ourselves so we can inform others is by using the tools at our disposal. For those who work with ticket platforms such as Paciolan, try to carve out time with your client support specialist to discuss best practices in the industry. Also, make sure to remain active on NAATSO message boards and reach out to your colleagues at other schools. It is up to all of us to master our product knowledge to help us educate our fan base and provide exceptional customer service and improve our fan experience in any way we can.

Whether it be a Zoom meeting call for season ticket holders, digital programs, tickets, or parking as athletics administrators, we've found ourselves using a myriad of different technological advancements. The most significant and radical change has been the evolution of digital ticketing and, specifically, the safe and easy option to simply add your ticket to your phone.

If you had told me 10 years ago that most schools and athletics venues would have switched to mobile ticketing, I would have thought you would be crazy. But, in the last 10 years, the number of Americans who own a smartphone has risen exponentially. Per the Pew Research Center, in 2011, just 35 percent of Americans owned a smartphone of some kind as opposed to now in 2021, 85 percent of Americans own a smartphone. A recent article from Paciolan stated that 116 colleges have gone mobile-first.

Given those statistics, it wouldn't be surprising to see the complete elimination of paper tickets at most major institutions and professional sports cities in the next 10 years and a full embrace of mobile ticketing. In fact, by that time, mobile ticketing may have evolved past barcodes and scanning altogether, as some schools have already enacted "touch scanning" with no barcode needed.

It's a brave new world with many of these adjustments in the ticketing world, and I, for one, am looking forward to what's next.