

Case Study: The State Fair of Texas



"From Susan Brosin of the State Fair of Texas:

About

The State Fair of Texas is a celebration of all things Texan – including its rich livestock and agriculture heritage. What you may not know is each year more than 5,200 students participate in the youth events and leadership contests. And, over 600 volunteers participate in critical ongoing fundraising efforts to fulfill the mission.

Before

Before working with 501ops, the State Fair managed volunteers through Excel spreadsheets and managed donations through Quickbooks. However, the two systems were not connected. As a result, two full-time staff members and many volunteers spent copious amounts of hours managing the complete process. Due to tracking across multiple spreadsheets, it was extremely challenging for us to pull reliable reports on our volunteers and donors.

Implementation

From our very first meeting, I was confident that 501ops could create and implement a customized platform to bolster our future success. Candor and “can do” are descriptors that immediately come to mind. They walked through our current process in detail and gave effective, creative suggestions – all of which were then woven into a living and workable fabric of support tailored to our specific needs and goals.

Case Study, *continued...*

After - The Results

The State Fair volunteer process is now smooth and volunteers are able to engage with the Fair through their own online volunteer portal. Staff has real-time access to reports on volunteers and donors.

501ops has saved us a substantial amount of time, improved data quality, and increased donation receivables. The platform has literally saved us from making mistakes that were previously unavoidable.

Furthermore, while donor engagement is important, retaining donors is critical. With 501ops, our data is stored in one place, which we can access from anywhere. We are able to thank our donors through an automated process immediately upon receipt of their support, to send an invoice to donors based on their personal requested timing, and to seamlessly fulfill goods and services pledged to them in return in a correct and timely manner.

In fact, we are able to thank, reward and re-engage our donors more rapidly and more frequently than ever before.

Working with 501ops has afforded us clearer communication with our volunteers. As such, we have already begun working with 501ops on future plans. Post-fair study of actuals (because we now have the data) has allowed us to restructure “old thinking” and create more exciting volunteer opportunities. Building for this year’s fair, we are 6 months ahead of schedule and that is a very good place to be. Thanks to 501ops.

Anything else you would add?

Just the usual stuff y’all must hear every day: professional, courteous, innovative, helpful, supportive, engaging, likeable, fun to work with, bring a team atmosphere, prodigious, extraordinary, wondrous, phenomenal, exceptional, stellar, superior....."

