

## Sales Station Success Story: Houston Zoo's Saving Wildlife Expo

*Doubleknot with integrated POS enables easy online and on-site registrations, donations and product sales*

### About the Saving Wildlife Expo



The Houston Zoo recently partnered with the Wildlife Conservation Network to host an all-day conservation event at the Zoo. Five conservation leaders from across the globe spoke about how they are working to save cotton-top tamarin monkeys, okapi, zebra, pygmy elephants and lemurs at this full-day event, sharing stories and successes while highlighting simple actions that everyone can take to help reduce threats these animals face in the wild. In addition, a host of representatives from conservation organizations were available to share information about their efforts locally and abroad.

### Technology Needs

To support the Saving Wildlife Expo, the Zoo needed a solution for:

- Online registration with different prices for Houston Zoo members and nonmembers
- Asking for donations during registration to support one of the five endangered animal species discussed at the event
- Collecting donations at the event
- Selling merchandise at the event

### The Solution

As a longtime Doubleknot client, the Zoo used Doubleknot for online event registration and donations. Since the Zoo uses Doubleknot's membership management solution, members automatically received their ticket discounts during registration. Using the Doubleknot integrated donation request, all registrants were asked if they wanted to make an additional donation before checkout.

To sell merchandise and collect donations at the event, the Zoo chose Doubleknot's new Sales Station POS. According to Glen McWilliams, Application Support Analyst at the Houston Zoo, configuration was straightforward: he simply assigned the merchandise for sale and the fundraising campaigns to buttons in the Sales Station app.

A total of seven iPads were deployed to check in guests, collect donations for each of the five conservation campaigns and sell conservation-related merchandise. Event staff could simply tap Sales Station buttons to add donations and merchandise to an order; swipe the visitor's credit card; and immediately issue a receipt. In keeping with the Expo's conservation theme, the Zoo delivered "green" sales and donation receipts by email instead of printing on paper.

### Results

According to McWilliams, the Zoo collected more than \$6,200 at the event through Sales Station. He noted that more donations were collected in person at the event than during online registration, supporting the strategy of approaching potential donors when they're directly and personally engaged with your mission.

Says McWilliams, "Sales Station helped us collect a lot of money in a much easier way than we would have in the past. We look forward to using Sales Station again."

*Doubleknot Sales Station streamlines mobile sales and donations anywhere on or off your site*



**To learn more about Doubleknot's integrated solutions and Sales Station, call (408) 971-9120.**