



CASE STUDY - AQUARIUM OF THE PACIFIC USES OMATIC'S CLASSY INTEGRATION SOLUTION TO JUMPSTART ONLINE FUNDRAISING

With around 12,000 animals in more than 100 exhibits, the Aquarium of the Pacific is the fourth most-attended aquarium in the nation. Approximately 1.7 million people visit the aquarium each year. The organization's mission drives everything they do: to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems. Beyond its world-class animal exhibits, the Aquarium offers educational programs for people of all ages, from hands-on activities to lectures by leading scientists. The Aquarium is also involved in a variety of conservation efforts.

THE CHALLENGE

In addition to its membership program, gift society, corporate sponsorships, and other offline programs, the Aquarium runs online fundraising campaigns. But when the organization first began running these campaigns, it was challenging. Manual processes were slow and used up significant staff resources.

Finding a software to help automate the process was proving difficult. Erin Russell, Development Services and Database Manager at the Aquarium, along with the rest of the team, decided to use Classy—a leading online and mobile fundraising software for nonprofits—so they could streamline the online campaign creation process.

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ERIN RUSSELL

*Development Services
and Database Manager
Aquarium of the Pacific*



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Because the Aquarium relies on Raiser’s Edge to organize constituent data, any software they chose had to integrate with it in order to take advantage of the personalization that was possible with their Raiser’s Edge data. Though Classy doesn’t natively integrate with Raiser’s Edge, Classy offers an open API that enables organizations to build custom integrations, which in this case would be crucial to ensuring that the Aquarium team would not be bogged down by a cumbersome manual process for syncing their data across platforms.

THE SOLUTION

The team at Aquarium of the Pacific kept hearing about Omatic’s ImportOmatic solution from their account team at Blackbaud, so they decided to look into what it could do for them. They discovered that Omatic offered a Classy-specific integration, which would allow them to use Classy without complex manual imports of data.

Once they decided to move forward with the integration, Erin says the implementation was quick, and the training allowed her to get started immediately using the integration.

THE RESULTS

The Aquarium of the Pacific is running 8-9 Classy fundraising campaigns this year. These online campaigns promote GivingTuesday, help raise money for scholarship programs, and give attendees the ability to help celebrate an animal’s birthday or memorialize an animal who passed away.

And Erin is using the Omatic Classy integration. She says, “Our trainer set us up with a template that I can replicate and modify for each campaign. There’s very little I need to change — I can simply activate and deactivate sections based on what I need. This has saved the Aquarium time and resources.”

The Aquarium just completed a major expansion, so the team is excited about upcoming campaigns to bring in more underserved students to learn and enjoy the aquarium.

Additionally, the Aquarium is finding other ways to use ImportOmatic, saving them time importing data from screenings and other processes.