

## Case Study: Indian Creek Nature Center

*Doubleknot integrates membership, registration, reservations, POS and mobile sales*

### About Indian Creek Nature Center

Founded in the 1970s, Indian Creek Nature Center promotes a sustainable future through environmental education; providing leadership in land protection and restoration; and encouraging responsible interactions with nature. More than 40,000 visitors enjoy the Nature Center's green prairies, teeming wetlands and protected woodlands every year.

### The Challenge

When John Myers became executive director in 2013, the Indian Creek Nature Center was managing many of their operations with paper and spreadsheets. Without a POS, the gift shop was issuing handwritten receipts and using a cashbox. According to Myers, this presented a significant problem. "We weren't able to track any of our data, and data is such a huge and relevant piece of everything we do," says Myers. The Center started using DonorPerfect for fundraising and the Square POS for on-site sales, but their overall goals for integrated information and streamlined administration remained unmet.

In 2016, the Center opened Amazing Space, a new 12,000-square-foot building that offers learning opportunities including a bird-viewing room, auditorium, classrooms, an exhibit hall and a gift shop focusing on local and sustainable products. As Center planned to grow in size, in the number of visitors and in the types of programs and facility rentals it offered, the need for an integrated system was clear. "With an increase in visitors, we needed either an increase in staff or an increase in technology," says Myers. "It was a matter of time, money and metrics."

### The Solution

In October 2015, Indian Creek Nature Center issued an RFP seeking a management solution to support online and on-site registrations, reservations and POS functions. "We didn't want piecemeal solutions, because segmenting and siloing our data isn't a good solution," says Myers. "And, we wanted a company who would work closely with us through the process." After evaluating the proposals, the Indian Creek Nature Center chose Doubleknot's integrated solution to support online and on-site membership, registration and merchandise sales.

According to Myers, the initial implementation was nearly seamless. "The Doubleknot team worked well with our staff, and they implemented things very quickly. We got the fast turnaround that we were pushing for, and the staff training went well, which decreased the overall implementation time."

To set up the Sales Station POS registers, two Doubleknot team members were deployed to the Nature Center for three days. "It was great to have them here," says Myers. "They imported inventory information, set up the files and got the server up and running." The new system went live before the grand opening of Amazing Space in 2016.

### Results

After more than a year of using Doubleknot, Indian Creek Nature Center reports high levels of satisfaction, especially in these areas:

- **Attendance and constituent management.** "We use Doubleknot to manage all of our attendance," says Myers. "It's great for managing constituents because we can find out everything that a constituent has done in the past year."
- **Event registration.** Doubleknot's flexible fields and forms allow complete customization of the registration process. Says Myers, "Whenever we set up registration for an event, we can collect all the information that we need."
- **Walk-up ticket sales.** The Nature Center uses Doubleknot's mobile app for iPads and secure credit card reader to sell tickets on-site to people who didn't register in advance.
- **Reporting.** "The entire Doubleknot team has been responsive about helping us create the reports we need," says Myers. "Our accountant appreciates the support she's received."

"[Using Doubleknot has] been very intuitive and easy, and we've been very pleased," says Myers. When asked if he'd recommend Doubleknot to similar organizations, Myers says "I do, and I have."

### Learn More

To learn more about Doubleknot's integrated solutions, including the Sales Station POS and mobile app, visit [hello.doubleknot.com](http://hello.doubleknot.com) or contact us at (408) 971-9120 x203.