

# Driving Donations Online: How Patchogue Theatre Increased Contributions by 223%

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## Building a Stronger Revenue Stream

For nonprofit performing arts organizations, contributed income often accounts for 40% or more of annual revenue. [Patchogue Theatre for the Performing Arts](#) knew that optimizing digital giving would be critical to sustaining their mission and delivering world-class entertainment for their community.

Using AudienceView Professional’s fundraising tools, Patchogue created a giving experience that was visible, simple, and effective—resulting in record-breaking donation growth.

## 5 Smart Fundraising Strategies That Worked

### 1. Prominent Calls to Donate

Patchogue placed clear donation calls-to-action—such as “**Give Today**” and “**Click to Donate**”—at the top of their homepage. Their sticky menu ensured donors could access the giving page from anywhere on the site.



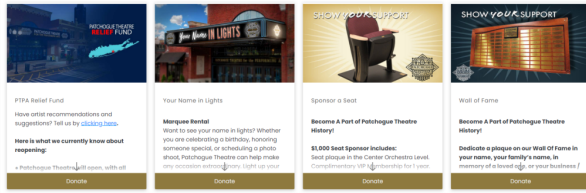
### 2. Multiple Giving Options

The theatre offered a variety of ways to give, catering to different donor preferences:

**PTPA Relief Fund:** Direct monetary contributions to support operations.

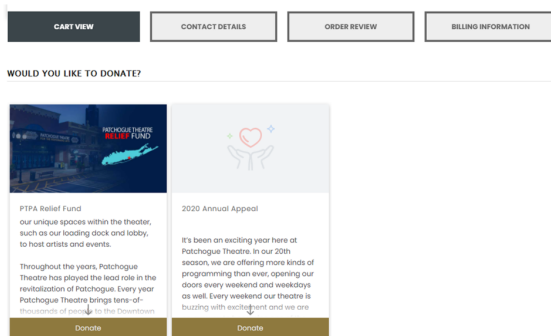
**Your Name in Lights:** A unique way for donors to rent the marquee and share special messages.

**Sponsor a Seat:** \$500 or \$1,000 sponsorships with a personalized plaque.  
**Wall of Fame:** Contributions dedicated to programming support.



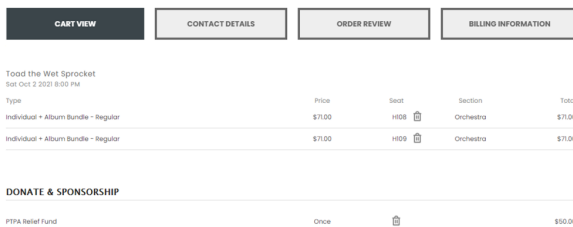
### 3. Seamless Integration in the Purchase Flow

Using AudienceView Professional, Patchogue embedded donation prompts in the ticket purchase process. After selecting seats, patrons were immediately asked if they'd like to add a donation—right before checkout.



### 4. One Transaction for Tickets and Donations

AudienceView made it easy for patrons to give by enabling donations and ticket purchases in the same cart. This frictionless process reduced barriers and increased average order value.



### 5. Emphasizing Impact

Patchogue used clear, compelling language to show the value of contributions:

“Our ticket revenue is not enough to cover the high costs associated with bringing in national acts. Your support will help Patchogue Theatre remain a leading performing arts venue for generations to come!”

## Results That Speak Volumes

By making the ask and making it easy, Patchogue Theatre dramatically increased contributions:

- 223% growth in donations from 2021 to 2022**
- 149% increase from 2022 to 2023**

## **The Takeaway**

Patchogue Theatre's success proves that a digital-first fundraising strategy can transform contributed income. With AudienceView Professional, organizations can integrate giving into the patron journey, capture more revenue per transaction, and strengthen donor relationships for the future.