



# How a beloved civic landmark unified its operations and accelerated its mission with Veevart

**4,500+**

Students served through field trips in one year

**100%+**

Year-over-year increase in student visits

**< 20**

Total staff, including part-time and gift shop

## *About* Milwaukee Domes Alliance

Milwaukee Domes Alliance is the nonprofit support organization for the Mitchell Park Horticultural Conservatory in Milwaukee, Wisconsin. Known locally as "the Domes" for the distinctive shape of its three geodesic structures, the conservatory houses a desert dome, a tropical dome, and a floral dome -- each with its own distinct climate and plant collection.

The conservatory has been a fixture of Mitchell Park for roughly a century, with the iconic domed structures themselves constructed in the 1950s and 1960s. Milwaukee Domes Alliance was founded in the 1980s and has since worked to support programming, education, events, and community engagement at this beloved Milwaukee landmark.

Today, Milwaukee Domes Alliance operates with five full-time staff, six part-time employees, and approximately eight additional part-time gift shop staff -- fewer than 20 people total. Despite this lean structure, the organization produces five major public events each year, runs an active membership program, and delivers one of Milwaukee's most robust museum education programs for youth.

**"It's like every day that I'm at the Domes in person, it's just great to see the families visiting... I grew up going with my parents and grandparents, and now I have a son who is a year and a half old, and I can take him to the Domes with me." - Jenna, Technology and Communications Manager, Milwaukee Domes Alliance**

# *The Challenge:* Fragmented Systems in a Mission-Driven Organization

Before adopting Veevart, Milwaukee Domes Alliance managed its donor relationships, membership records, and operational data across multiple disconnected platforms. Staff described having "a million tabs open at any time" - with donations tracked in one place, memberships in another, and no easy way to see the full picture of supporter engagement.

Manual data entry consumed significant staff time, leaving little bandwidth for the strategic analysis that a small but growing nonprofit needs. The organization lacked visibility into patterns like lapsed memberships, and outreach campaigns were difficult to execute without reliable, centralized data.

The challenge was compounded by the organization's size. With fewer than 20 employees, every hour spent on data entry is an hour not spent on education programs, community outreach, or event production. The team needed a solution that could do more of the operational work automatically -freeing staff to focus on mission.



# *The Solution:* Veevart as a Unified Operations Hub

Milwaukee Domes Alliance implemented Veevart to consolidate its donor management, membership tracking, and constituent engagement into a single platform. The transition represented a significant shift for an organization that had relied heavily on paper-based and manual systems.



## Centralized Data, No More Silos

One of the most immediate benefits was consolidation. Where staff previously toggled between separate systems for donations, memberships, and communications, Veevart brought everything into one place. Systems that had operated in isolation now communicated with each other -- providing a unified view of every constituent relationship.



## Automation That Returns Time to the Team

With Veevart handling routine data operations, staff were freed from manual entry tasks and able to redirect that time toward higher-value work. The organization notes that this shift in available capacity is one of the most tangible benefits of the platform for a small nonprofit team.



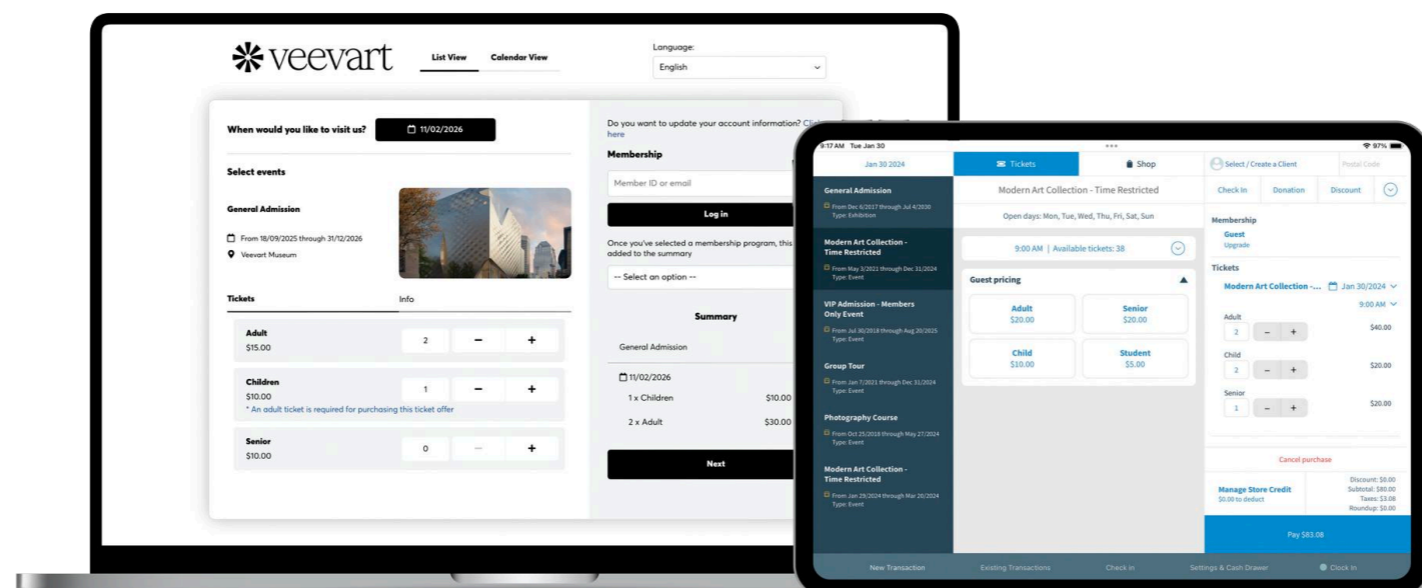
## Membership Intelligence and Lapsed Donor Campaigns

Veevart gave the team a new ability to analyze membership trends. Staff can now identify members who have not renewed, examine what those lapsed members have in common, and execute targeted outreach campaigns to re-engage them. This kind of data-driven membership management was not possible before the platform was in place.



## Seamless Member Check-In

The front-of-house experience also improved. Veevart powers member check-ins via iPad at the admissions desk, operated by Milwaukee County Parks staff. The transition has been smooth, with no reported friction from front-line staff who use the system daily.



# *The Results:* Membership at Record Highs, Education Program Surging

**Record**

Membership numbers --  
highest in organization history

**4,500+**

Youth served through field  
trips in a single year

**100%+**

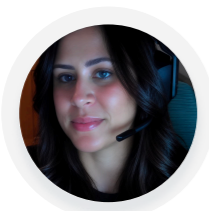
Increase in student visits  
compared to the prior year

Since implementing Veevart, Milwaukee Domes Alliance has seen its membership numbers climb to the highest levels in the organization's history. Staff attribute this directly to the improved ability to identify and re-engage lapsed members through data-driven campaigns that were not previously possible.

The education program -- a core pillar of the organization's community mission -- served more than 4,500 students through field trips in a single year, representing a greater than 100 percent increase over the prior year. While the organization acknowledges that post-Covid recovery contributed to this growth, they are confident the operational foundation now in place will sustain and extend it.

Attendance across all programs has reached historic highs. The organization describes being in "full swing" following the disruptions of 2020 through 2022, with events and community programs well attended and demand continuing to grow.

**"It's replaced so many different systems that we were using, and now it's all in one place. I love how everything talks to each other. That's been my favorite part for sure."**



Jenna

Technology and Communications Manager, Milwaukee Domes Alliance

# *Community Impact:* Accessibility at the Core

Milwaukee Domes Alliance serves a neighborhood in Milwaukee with a large Spanish-speaking population. In a recent step toward greater accessibility, the organization translated its entire website into Spanish --making information about visiting, memberships, and programs available to more families in the surrounding community.

The organization's community relationships extend beyond translation. Local community members are invited to participate in events and, in some cases, sell food or goods through the gift shop -- reflecting a commitment to embedding the institution within the neighborhood it serves rather than operating apart from it.

Education remains the organization's primary metric for measuring mission impact. Serving youth through school field trips and programming is the lens through which leadership evaluates organizational success, and the growth in student visits represents meaningful progress toward that goal.



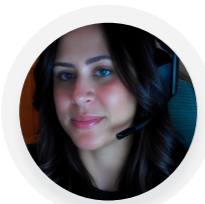


## Looking Ahead

Milwaukee Domes Alliance continues to grow its staff and deepen its use of Veevart. The platform rollout has been deliberate and gradual, with the office manager providing hands-on support as the broader team builds familiarity and confidence with the system. Staff who have engaged most actively with the platform are already using the Veevart knowledge base independently to troubleshoot and learn.

The organization faces an important institutional moment: Milwaukee County is evaluating options for the future of the conservatory's physical structures, which require significant repairs. Milwaukee Domes Alliance has expressed its commitment to supporting whatever path forward is chosen -- whether restoration of the existing domes or construction of a new conservatory in Mitchell Park. Through that uncertainty, the organization's mission remains clear: grow the education program, deepen community ties, and ensure that the families of Milwaukee -- including generations who have been visiting the Domes for decades -- continue to have access to this treasured green space.

"The best thing about it, being a smaller nonprofit organization, is having a system that automates so many things because it opens up your time... to do more important things than just data entry."



Jenna

Technology and Communications Manager, Milwaukee Domes Alliance