



A Children's Museum in Oak Park

How a Museum with a Limited Budget Leveraged Veevart to Drive Equity, Growth & Data-Driven Decision Making

2+ Years

Years Using Veevart

Daily

Dashboard Reviews

Growing

Families Served via Museums for All

Overview

WonderWorks Children's Museum is a small, community-centered museum serving families in an area with a high rate of households living under the poverty line. With a limited budget and a mission rooted in accessible, equitable programming, WonderWorks needed a museum management system that could punch above its weight, providing enterprise-level data insights without an enterprise-level price tag.

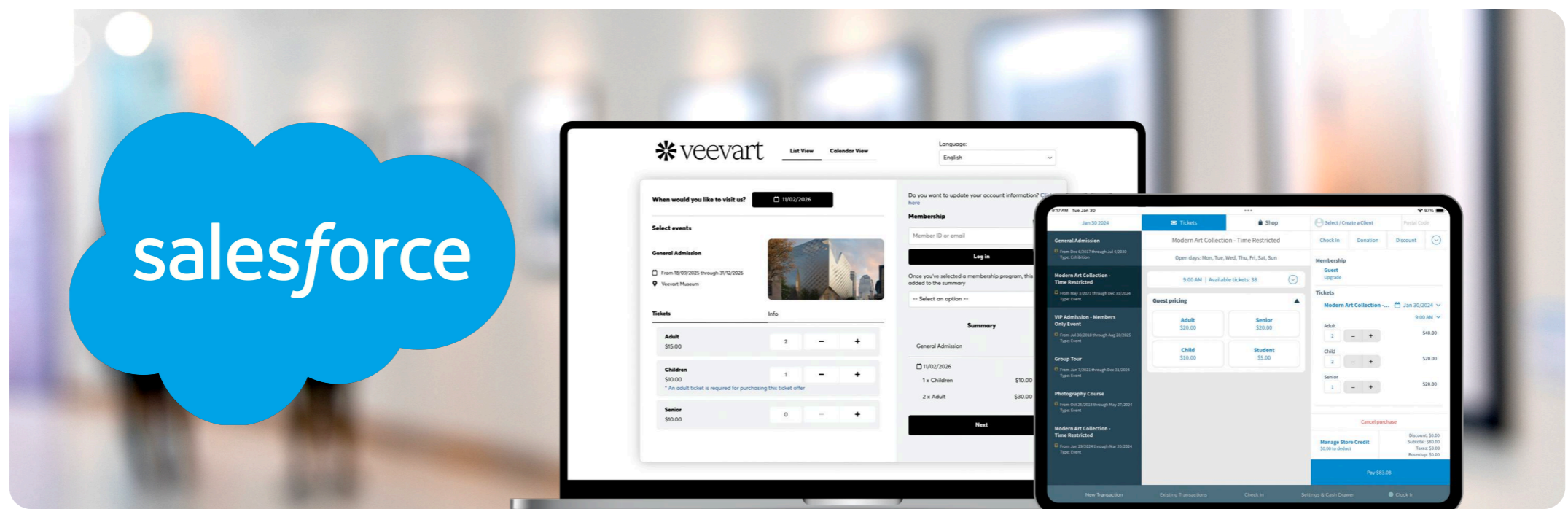
The Challenge

Before adopting Veevart, WonderWorks faced several operational and strategic obstacles:

- No reliable mechanism to track visitor demographics or behavioral trends over time
- Inability to measure the participation rates of reduced-admission program participants (Museums for All)
- Limited data to present to funders when seeking grants to offset the costs of accessibility programs
- Enterprise-level museum management platforms were financially out of reach for a museum with a small operating budget

The Solution: Veevart on Salesforce

WonderWorks selected Veevart, a museum-specific platform built on the Salesforce infrastructure, because it offered the best of both worlds: the robust capability of a world-class CRM combined with features tailored specifically for museum operations.



Salesforce Foundation with Museum-Specific Customization

The Salesforce backbone gave WonderWorks scalable, enterprise-grade technology. But what set Veevart apart was how it had been adapted specifically for museum workflows — from client management to program tracking to financial dashboards.

Personalized Client Support

WonderWorks benefits from a dedicated account representative who is responsive, collaborative, and solution-oriented. Support requests; include small fixes, glitches, and institution-specific customizations which are typically resolved quickly, and the team rarely hears that something "isn't possible."

“We have a rep that we talk to frequently, and we can put in the password items and small fixes and glitches and changes that are very specific to our institution. It's usually done very quickly. We never really hear 'that's not possible.'”



Team
WonderWorks Children's Museum

Real-Time Dashboards

One of the most transformative features for WonderWorks has been the dashboard functionality. The team reviews dashboards daily to monitor:

- Museum income and revenue trends
- Visitor attendance patterns, who is coming, how often, and when
- Growth targets across various visitor segments
- Participation rates in equity-focused programs



Results & *Impact*

Uncovering Exclusion in the Museums for All Program

Museums for All is a national initiative that provides reduced admission to visitors presenting an EBT card, a critical program for WonderWorks given the high proportion of families in their community living below the poverty line. Using Veevart's dashboards, the WonderWorks team discovered something unexpected. Despite offering the program, certain events and activities were effectively excluding Museums for All participants.

By visualizing participation data across different event types, the team was able to identify specific instances where income-qualified families were not attending and took action to address those gaps. This is the kind of insight that was simply unavailable before Veevart.

"We were able to track their participation in certain events and see that we were excluding them based on past practices. Through the dashboard, that is something we've been able to improve."



Team
WonderWorks Children's Museum

Two Years of Compounding Data Value

Having now used Veevart for over two years, WonderWorks is beginning to see the compounding impact of consistent data collection. With a growing dataset, the museum can identify longer-term trends, validate program impact, and build a more compelling narrative for funders and stakeholders.

"Now that we have been using it for about two years, we're seeing really the impacts of being able to look at our data the way that we can."



Team
WonderWorks Children's Museum

Unlocking Philanthropic Funding

Perhaps the most strategically significant outcome is still unfolding. WonderWorks participates in both the Museums for All program and a partner membership program designed to eliminate financial barriers for low-income families. Both programs carry real financial costs to the museum.

For the first time, the museum now has a full year of descriptive, data-rich reporting that can be presented to foundations and philanthropic funders. This documentation will be used to:

- Quantify the scope and reach of accessibility programs
- Demonstrate impact on underserved family populations
- Request funding to offset program costs and enable expansion

"Now that we have this year's worth of data in a really descriptive way, we can take it to funders to ask them to help offset these costs so we can continue and expand them. That's really kind of what we're all about."



Team
WonderWorks Children's Museum



Why Veevart?

WonderWorks evaluated their options carefully, and the decision came down to three factors:

Affordability

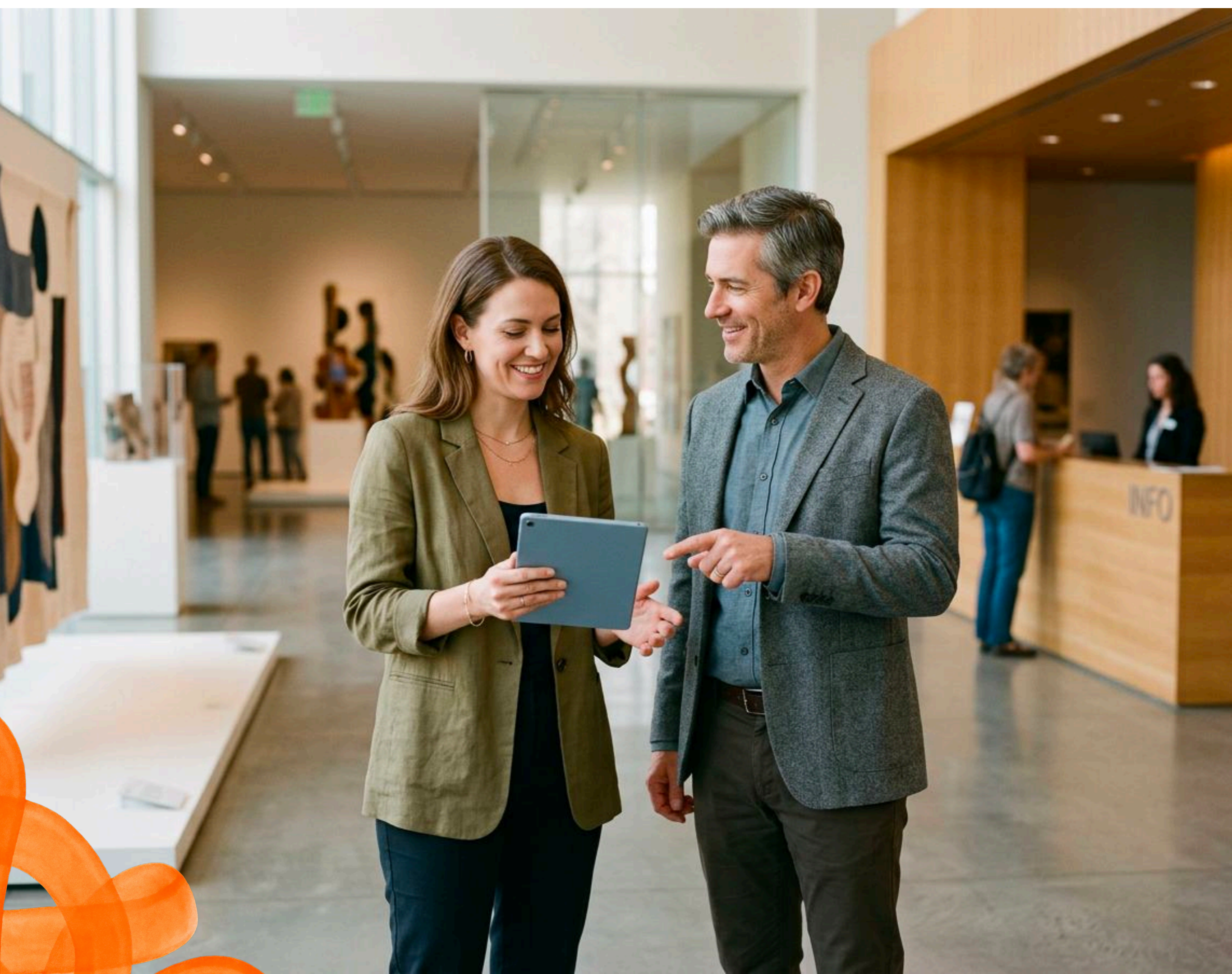
Enterprise-level features at a price accessible to museums with limited budgets

Museum Focus

Built specifically for museum operations on a Salesforce foundation — not a generic CRM adapted for museums

Partnership

A responsive, dedicated support team that treats clients as partners, not ticket numbers





Looking Ahead

WonderWorks is just beginning to realize the full potential of its investment in Veevart. With a growing two-year dataset, daily dashboard engagement, and mission-aligned programs now fully trackable, the museum is positioned to make its strongest-ever case to philanthropic funders and to continue expanding access for the families who need it most.

Their story is a powerful reminder that the right data infrastructure does more than improve operations. It can fundamentally advance a museum's mission.

