



From Two Weeks of Reporting to One Day.

How Creative Discovery Museum Connected Constituent Data and Simplified Operations

For Creative Discovery Museum, understanding the full journey of a constituent is critical. A visitor might start as a museum member, become a donor, attend an event, enroll a child in a program, and make purchases in the museum shop. Before Veevart, those interactions lived across separate systems and required significant manual work to connect.

Today, Creative Discovery Museum has a unified view of its constituents, faster reporting, and a more seamless experience for guests.

“Veevart has helped us really look at the constituent’s journey, has helped us with storytelling, and to then continue that storytelling into the future.”



Briana
Director of Membership and Events, Creative Discovery Museum

10–15 → 1

Days for Month-End Reporting

Month-end reporting across four budgets

**3 databases → 1
connected view**

Unified Constituent View

Member and donor information previously spread across three databases.

2M+

Visitors

A connected system for capturing and segmenting constituent interactions at scale.

The Challenge: A Manual Process That Hid the Full Constituent Journey

Creative Discovery Museum manages relationships that span memberships, donations, events, education programs, ticketing, retail, and more. Before Veevart, much of that information was fragmented and required significant manual work.

The membership and events team spent substantial time manually entering memberships and building constituent journeys by hand. Member and donor information also lived across three separate databases, making it difficult to see the complete relationship with the museum.

The result was a fragmented view of constituents and a reporting process that consumed time that could have been spent on higher-value work.

“The bulk of my 40-hour work week was manual entry of memberships and creating that constituent journey by hand.”



Briana
Director of Membership and Events, Creative Discovery Museum



The Turning Point: Building One Complete View of the Constituent

Creative Discovery Museum wanted more than a replacement CRM. It wanted a system capable of connecting the different pieces of a constituent's journey and making that information useful across departments.

During implementation, the museum worked with Veevart to review legacy data, identify priorities, and build processes around the way the organization operates. Memberships, donations, events, education, ticketing, and retail could be connected within one environment.

This created the foundation for a more complete constituent view while also opening opportunities for digital membership cards, gift memberships, recurring donations, fee coverage, e-commerce, and other engagement and revenue initiatives.

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The Impact: Month-End Reporting in One Day Instead of 10 to 15

The most concrete operational improvement is month-end reporting. What previously took between 10 and 15 days can now be completed in a single day across four different budgets representing more than \$1 million in revenue.

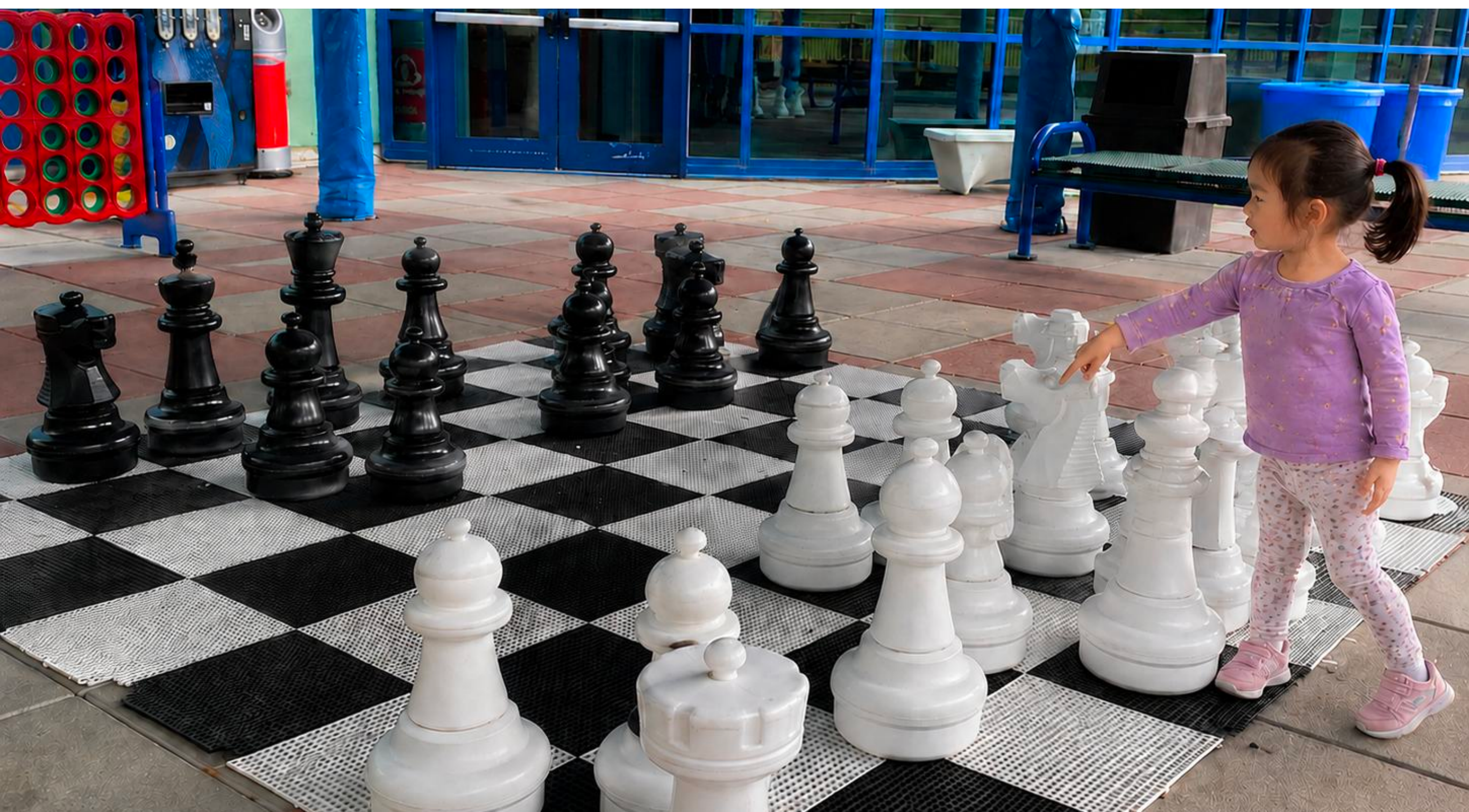
That is a dramatic reduction in reporting time. More importantly, it frees the team to focus on other projects instead of spending nearly two weeks completing month-end work.

The faster process also gives the museum a more timely view of its financial information, supporting planning and decision-making.

“Typically, month-end reporting was taking me anywhere between 10 to 15 days. Now I can do month-end reporting for four different budgets over a million dollars in revenue in a day.”



Briana
Director of Membership and Events, Creative Discovery Museum



One Constituent. One Complete Story.

Connecting the Dots Across the Museum

Before Veevart, constituent information was distributed across three databases. With Veevart, the museum can bring together interactions that previously lived in separate places.

A constituent may interact with the museum through membership, donations, events, education programs, summer camps, ticketing, e-commerce, or the museum shop. Connecting those interactions creates a fuller picture of engagement.

That information can then be segmented and used for planning, budgeting, communications, and future engagement.

“Being able to capture as much information as we can... we can now segment them into different areas based on the information that Veevart has captured.”



Briana
Director of Membership and Events, Creative Discovery Museum

A Better Experience for Visitors

Less Searching. More Seamless Experiences.

The operational benefits extend to the front line. Previously, staff could need to search across multiple databases to find information about a visitor. With connected information in Veevart, staff have more context available in one system.

That makes the visitor journey easier and cleaner, particularly when a constituent interacts with multiple parts of the organization.

“We're dealing with all of that in the back end, but then when guests visit us, we're not searching three different databases for their information when they walk in the door.”



Briana
Director of Membership and Events, Creative Discovery Museum

Supporting More Than 2 Million Visitors

Data That Scales With the Museum

Creative Discovery Museum has seen more than 2 million visitors in a year. At that scale, understanding how people interact with the institution becomes increasingly valuable.

Veevart allows the museum to capture and connect activity across memberships, camps, education programs, ticketing, retail, and other touchpoints. That creates a stronger foundation for segmentation, reporting, planning, and future growth.

“All of this is holistically brought back together through Veevart, and we can now report on that and plan accordingly.”



Briana
Director of Membership and Events, Creative Discovery Museum

Empowering More Than the CRM Team

Turning Data Into a Tool for the Entire Museum

The value of connected data extends beyond the core CRM users. Education programs, summer camps, and early childhood programs can run through Veevart, allowing the museum to capture information that was previously handled manually.

Custom forms can collect important information during exhibitions and events, while reports allow non-CRM users to incorporate that information into their daily workflows. The result is less back-and-forth and fewer requests for missing information.

“We are able to capture all of that information up front.”



Briana
Director of Membership and Events, Creative Discovery Museum

The Partnership: Building the Platform Together

The implementation was not simply about moving existing processes into a new system. Creative Discovery Museum worked with Veevart to identify what it wanted the platform to accomplish and prioritize improvements.

The relationship became an ongoing process of adapting the platform as the museum changed. That flexibility was important because museum operations, programs, and constituent needs continue to evolve.

“Veevart was great in... not dialing us back, but really kind of pushing us forward to the point of, ‘These are the things that are in the pipeline.’”



Briana
Director of Membership and Events, Creative Discovery Museum

Why Creative Discovery Museum Chose Veevart A Connected Platform for a Complex Constituent Journey

Creative Discovery Museum needed to connect memberships, donations, events, education, ticketing, and retail into a more complete view of each constituent.

The museum also needed faster reporting, better front-line access to information, cross-departmental visibility, and new ways to engage constituents and support revenue opportunities.

Veevart provided a foundation for those goals while giving the museum the flexibility to continue evolving its processes.

The Bottom Line: A Complete View of Every Constituent

Veevart helped Creative Discovery Museum move from manual processes and fragmented databases to a connected system that provides a clearer picture of each constituent's journey.

Month-end reporting that once took 10 to 15 days can now be completed in one day. Member, donor, education, event, ticketing, and retail interactions can be connected. And with more than 2 million visitors, the museum has a system capable of capturing and using constituent information at scale.

“Veevart has helped us really look at the constituent’s journey, has helped us with storytelling, and helps us continue that storytelling into the future, making sure that CDM is the best place for a child to grow up.”



Briana
Director of Membership and Events, Creative Discovery Museum





See What Veevart Can Do for Your Museum

Connect every constituent interaction, simplify your operations, and turn your data into a better museum experience.

Schedule a free demo with Veevart today at veevart.com