

Maximize Your Museum's Impact with HubSpot's Better Volunteer Management



The Volunteer Management Challenge

Managing museum volunteers and events effectively is no small feat. Between recruitment, scheduling, communication, and ticketing, manual processes can leave your staff buried in spreadsheets and endless emails. These inefficiencies not only disrupt volunteer engagement but also slow down event planning and reduce your ability to measure success.

With over 60% of U.S. cultural institutions relying on volunteers for daily operations and events accounting for a significant portion of museum revenue (American Alliance of Museums, 2023), implementing streamlined systems is no longer optional.

The Volunteer Management Challenge

A CRM (Customer Relationship Management) system, like **HubSpot**, centralizes volunteer management and event operations to drive efficiency and improve results:

1. Volunteer Recruitment, Scheduling & Engagement

- » Automate volunteer onboarding with personalized email workflows.
- » Segment contacts to send targeted communications that boost engagement.
- » Track volunteer hours, shift assignments, and training completions in one dashboard.

2. Seamless Event Management

- » Plan, promote, and track events directly in HubSpot.
- » Use HubSpot's form and workflow tools to manage registrations and ticketing.
- » Automate reminders, confirmations, and follow-up emails to improve attendee turnout.

3. Centralized Ticketing

- » Connect ticket purchases to volunteer schedules for event staffing clarity.
- » Integrate ticket sales and attendance tracking into your CRM for a unified view.
- » Generate reports on ticket revenue, attendance, and volunteer contributions to measure event success.

Why It Matters

Museums face increased pressure to do more with less:

- » Volunteer engagement is projected to drop 11% globally by 2025 (UN Volunteer Report, 2023).
- » Event revenue for cultural institutions is expected to rise by 15% in 2024, making efficient management critical for growth (SMU DataArts, 2024).

With HubSpot, your museum gains a single, powerful tool to manage volunteers, events, and ticketing—freeing your team to focus on creating exceptional experiences for visitors and supporters.

Ready to Streamline Volunteers and Events?

Discover how HubSpot can transform volunteer management and simplify your museum's event planning. Visit us today to learn more about solutions tailored for your organization: nonprofittechshop.com.