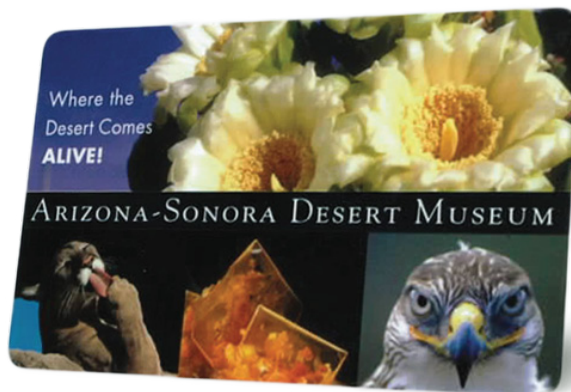


Case Study

# Arizona-Sonora Desert Museum Recruits AlphaCard to Unroll Membership ID Program



Located in Tucson, the Arizona-Sonora Desert Museum examines the Sonoran Desert through a collection of visually striking exhibits focused on the climate, wildlife, and geology inherent to the region. Ranked as one of the top museums in the world, Arizona-Sonora Desert Museum ("ASDM") boasts an outdoor zoo, botanical garden, art gallery, natural history gallery, and aquarium. The world-renowned museum has a membership database of roughly 27,000 households, and continues to provide educational exhibits to the public with monetary support from its members.

## The Challenge

Prior to connecting with AlphaCard, ASDM printed and laminated its membership cards one at a time. The museum's time-consuming method of printing, laminating, folding, and mailing individual cardboard membership cards was unfeasible long term due to the fact that thousands of cards needed to be printed every year. Additionally, there was no way to track the number of times a member or someone in their household actually visited the museum and how often.

*"I was really happy with AlphaCard's recommendations."*

Greg Crooks, the manager of Purchasing and Logistics at ASDM, explained in greater detail the inefficiencies of their membership card program: "If someone came into the museum and handed the ticket-taker their card, the ticket-taker would just make a mark that a member had come in.

We couldn't check to see who had come in, how many times they came in or who their guests were."

After carefully evaluating the museum's membership system, ASDM's Purchasing Manager Greg Crooks set his sights on finding a more practical approach to membership card printing. As a nonprofit organization, saving money is critical to sustaining an enriching environment for members. "It felt like a process that needed a solution," said Crooks.

## CUSTOMER

ARIZONA-SONORA  
**DESERT  
MUSEUM**

## INDUSTRY

- Museums

## CARD TYPE

- Membership Card

## SPECIAL REQUIREMENTS

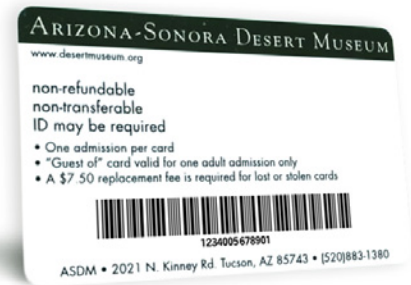
- Reduce Cost Per Card
- High Volume Printing
- On Demand Issuance
- Barcodes that Integrate with Existing Doner Management Software



## The Solution

Arizona-Sonora Desert Museum referred to an ID expert at AlphaCard to discuss available options for improving and reducing the cost of its membership system. Greg Crooks was immediately impressed by AlphaCard's no-pressure consultations and product knowledge: "I was really happy with the AlphaCard's recommendations," he said. "Your team was very good at knowing what would work best for us."

Because of the significant size of ASDM's member base, AlphaCard determined that pre-printed membership cards were the most viable option. Ideal for high volume printing jobs, pre-printing is executed by taking a static card design and printing it onto thousands of cards in one pass with an industrial grade printer. The cards can then be later personalized by printing member specific information on the backside with a standard ID Card Printer. This method of printing was favored in the museum's case, since it wanted the same logo design on the front of every card: an eye-catching collage of images evoking the Sonoran Desert. ASDM sent the graphic to AlphaCard who then handled the pre-printing in house. Tens of thousands of membership cards were printed, and then shipped to the museum for use.



*"Your company's technical support was very good at everything — getting us set up and telling us what we could do with the equipment."*

Not only would pre-printing save ASDM money, but it would give Crooks and his team the ability to quickly add barcodes and member information to the backside of the card as needed. AlphaCard recommended ASDM use a Magicard Rio Pro ID Card Printer and monochrome black ribbon to customize the cards. The Rio Pro was engineered to print monochrome cards in as little as six seconds, increasing efficiency by reducing the amount of time for card printing.

An onsite ID card printer made it easy to personalize pre-printed cards on the spot whenever a new member was added to the database or a card was lost. The new system designed for ASDM by AlphaCard included all the necessary ID card equipment and accessories to install on the day of delivery.

An onsite ID card printer made it easy to personalize

Once delivered, ASDM was ready to begin customizing each card. Becoming trained on how to operate and maintain the life of the printer was Greg Crook's number one priority. As part of AlphaCard's commitment to superior service, all customers receive an hour of free training as well as free lifetime AlphaCare support. He and his staff depended on AlphaCard's renowned technical support to navigate the new printer and integrate it with internal doner management software. "Your company's technical support was very good at everything — getting us set up and telling us what we could do with the equipment."



MAGICARD RIO PRO  
ID CARD PRINTER

## The Results

Since the implementation of the membership ID card system, staffers at Arizona-Sonora Desert Museum have kept better track of their membership base. "By printing a barcode on each card, we can see how many times that member has visited as well as the number of guests they've brought." Information like this gives the museum insight into who's visiting the museum and who's not, and how frequently a member is likely to visit the museum in the span of a year. The museum can also deactivate a card thanks to the barcode printed on the backside in the event that a card is stolen or reported lost. "There have been people who have been trying to sneak in by using someone else's card, and when we catch the person we actually confiscate the card."



*"Your team was very good at knowing what would work best for us."*

In addition to monitoring attendance, Greg Crooks believes the card's aesthetic appeal has served as a daily reminder to members to visit the museum. "Tourism is one of our main drivers, so if we can make it easier for people to remember us and tell their friends with these beautifully designed cards then that's great."

Arizona-Sonora Desert Museum has been an AlphaCard customer since 2008. Greg Crooks reflects on his organization's long-tenured relationship with AlphaCard: "I always feel energized by the quality of work you guys do. We've been very happy with everything."

## Why AlphaCard

AlphaCard has been a trusted provider of secure ID solutions since 1998 with over 30,000 satisfied customers. Our experts have an average of 5+ years of ID printer experience, and are dedicated to helping you choose & implement the best ID system.

### THE ALPHACARD DIFFERENCE:

- Guaranteed best prices & widest selection
- 100% satisfaction guaranteed, backed by the industry's best return policy
- Same day shipping available on orders placed by 4:00 PM PST
- A+ Better Business Bureau (BBB) Rating
- FREE Super Saver Shipping on all orders over \$99 to the lower 48 states

Learn more about how to setup a membership ID card program for your organization:

**Call (877) 232-6799**

or visit

**AlphaCard.com**

