Oregon Zoo Streamlines Signup for Summer Camps and Events
Online registration and reporting a success for families and staff

About the Oregon Zoo

The 64-acre Oregon Zoo—Oregon's largest paid attraction—is located in Portland, a city and surrounding metropolitan area of more than 1.5 million people. The Oregon Zoo inspires the community to respect animals and take action on behalf of the natural worlds by creating engaging experiences and advancing the highest level of animal welfare, environmental literacy and conservation science.

The Challenge

The Oregon Zoo's educational programs include summer camps serving approximately 3,000 youth as well as community classes, guided walks and events throughout the year. The zoo's contract with their previous registration vendor was about to expire, and the staff was eager to choose a more affordable, flexible solution.

Because the Oregon Zoo is a service of Metro, the Portland-area regional government, selecting a new registration system required a competitive RFP and bidding process. Staff throughout the zoo worked to create a comprehensive RFP that contained 48 requirements for the registrant experience and the zoo's administrative needs. These requirements included:

- Seamless integration with their web site including page design and branding
- Real-time availability display
- Online and offline payments
- Individual and group registration
- A searchable, sortable calendar
- Support for medical information forms, waivers and other documents
- Support for 1000+ events and 15,000+ registrations
- Support for multiple financial accounts
- Comprehensive analytics and reporting

"In addition to the RFP requirements, we wanted to work with a company that had experience working with zoos," says Tracy Modde, Education Registrar. "Zoo programs are unique, and we wanted a vendor who already understood them."

The Solution

After evaluating all of the submitted bids, including a bid from the vendor whose contract was expiring, the Oregon Zoo recognized Doubleknot as the clear winner. Says Modde, "Doubleknot had the features we wanted as well as experience working with zoos. And, Doubleknot was more affordable than our previous vendor."

Benefits

Benefits of the Oregon Zoo's new online registration solution include:

- ***Ease of use for customers***. Families can check availability for camp sessions and educational programs, register at their own convenience and complete waivers, health forms and authorized pickup lists online.
- ***Improved communications***. According to Modde, the zoo appreciates Doubleknot's integrated communications features. "We like being able to enter custom information on the starting page of every event, and we can include important information about each camp session or event in the confirmation email and the receipt." Modde also uses Doubleknot's integrated Communications Center to send emails to families who register without having to export or create a custom mailing list.
- ***Financial reporting***. "Doubleknot spent a lot of time with our accounting staff," says Modde. "They're really pleased by Doubleknot's responsiveness in making sure accounting has the reports they need."

"We are going to start offering field trip reservations online through Doubleknot soon," says Modde. "I would recommend Doubleknot to other zoos."

Learn More

Zoos and aquariums across the United States rely on Doubleknot's integrated solutions for registration and program management, reservations and facilities management, ticketing and admissions, membership management and online fundraising and donations. To learn more about Doubleknot's suite of solutions, contact us at (408) 971-9120 or Sales@doubleknot.com.